

1ST COAST PLANNER

The Bi-monthly e-Newsletter of the First Coast Section, Florida Chapter, American Planning Association

www.FirstCoastAPA.org



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First Coast APA

Mark David Major, AICP
Chairman
markmajor06@comcast.net

Lindsay Stevens, AICP
Vice Chair
Communications Officer
Lindsay.stevens@tpl.org

Jennifer Hewett-Apperson, AICP
Secretary
jhewettapperson@prosserhallock.com

Donald R. Smith, AICP
Treasurer
smithd@etmnc.com

Michael Herzberg, AICP
Former Chairman
mherzberg@sleiman.com

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Membership Officer
jablinn@pbsj.com

Wiatt Bowers, AICP
Program Officer
wfbowers@pbsj.com

Steven G. Lindorff, AICP
Legislative Officer
slindorff@jaxbchfl.net

Tony Robbins, AICP
Professional Development Officer
trobbins@prosserhallock.com

Guy Parola
Public Agency Representative
gparola@nefr.org

Stephen Tocknell, AICP
Stephen.tocknell@rsandh.com

Lupita McClenning, AICP
lmcclenning@zevcohen.com

Alfred E. Walker, AICP
a.walker@gaiconsultants.com

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FloridaMAPS "Mentor a Planning Student"

Mark Major, AICP
Chairman – First Coast Section



FAPA is launching a new planning practitioner-student mentoring program. It will be volunteer-based and is modeled on the University of Pennsylvania's CREW (Career Real Estate Women) mentoring program. The purpose of FloridaMAPS is to bring students at accredited university planning programs into a mentor relationship with practicing planners; to expose students to planning career options/expectations in Florida; to help students develop their professional networks; to provide opportunities to students for internships/job placement; and, further facilitate the relationship between university planning programs, FAPA and professionals. FloridaMAPS will begin as a demonstration project in August '07 at one of Florida's accredited university planning programs (Florida Atlantic University). No more than 25 mentors will need to volunteer for the demonstration project. If FAPA decides to expand FloridaMAPS to all three universities in 2008, then more volunteers will be needed to serve as mentors.

A call for volunteers will be sent to the FAPA membership soon. The call will include a request for professional information, areas of interest (environmental, urban design, comprehensive planning/zoning, development, transportation, and other); contact details, and, solicitation of particular interests (e.g. ethnic diversity, working in the profession with a handicap, etc.). For planning students, FloridaMAPS will be an "incentive" requirement of their coursework (there is no penalty if they do not participate but they can add to their grade if they do). Mentoring will be open to all planning students. Participation will encourage student membership in FAPA and local sections. At the start of the semester, students will fill out a short questionnaire to solicit their interests in planning. Students and mentors will then be paired for the school year. The first contact will be via email or telephone. They will agree to five specific goals for their mentoring relationship and sign a generic mentoring contract.

During the school year, mentors will invite students to spend the day with them in the workplace or alternatively spend the day with the student at the university discussing/reviewing their course. Subsequent contact will be limited, perhaps only a single telephone conversation a month. Also, an Industry Panel event will be held at the University. All mentors will be invited though only 3-5 will participate on the panel. The purpose will be to hold an open forum to discuss the planning profession, career prospects, and pursuing a career/job after graduation. The panel will provide students will a further opportunity to expand their professional networks.

FAPA will determine if FloridaMAPS mentors can receive Continuing Professional Development credits with AICP. AICP accredited planners will be assigned first to students as mentors. If there are insufficient AICP planners who have volunteered, then non-AICP planners of exceptional experience and talent may be assigned to mentor a student. If you are interested in participating as a mentor in FloridaMAPS, please send a brief expression of interest to the Mark David Major, Chairman, First Coast APA at markmajor06@comcast.net.

FIRST COAST EVENTS

First Coast APA Board Meeting
April 6, 2007
8:30 a.m.
England, Thims & Miller Offices

First Coast APA
AICP Exam Short Course Mixer
April 11, 2007
5:30 p.m.
RS&H Offices
10748 Deerwood Park Blvd. South
(Off of Gate Parkway)

First Coast APA
AICP Exam Short Course
Class I
April 21, 2007
9:00 a.m. – 2:00 p.m.
RS&H Offices
10748 Deerwood Park Blvd. South
(Off of Gate Parkway)

First Coast APA
AICP Exam Short Course
Class II
April 28, 2007
9:00 a.m. – 2:00 p.m.
RS&H Offices
10748 Deerwood Park Blvd. South
(Off of Gate Parkway)

2007 First Coast APA Awards
Spring Luncheon
University of North Florida
May 23, 2007

*First Coast APA Board Meetings are held at
England, Thims & Miller,
14775 St. Augustine Road,
Jacksonville, FL 32258*

COOL LINK OF THE MONTH

www.uflib.ufl.edu/spec/manuscript/qui-des/Simonds.htm

Learn something new about a groundbreaking planner and landscape architect with ties to Florida.

From the Chair...

Mark David Major, AICP

At its March 2, 2007 meeting, the FAPA Executive Committee ratified the recommendation of the First Coast APA Board that the 2009 State FAPA Conference be held September 15-19, 2009 at the Hyatt Regency Riverfront in Downtown Jacksonville. We are very excited about this opportunity to host the state conference and look forward to mounting the best FAPA conference yet! In the next few months, we will be forming conference committees for a variety of items (sponsorship, program, facility, mobile workshops, speakers and proceedings, etc.). However, the real work will not begin until next year. So if you want to get involved at the ground floor, let's us know now! I'm sure it will be a hard but very rewarding experience for everyone involved; to quote Tom Hanks in *A League of Their Own*, "the hard is what makes it great".

On March 13th, we co-hosted a luncheon event with the Atlantic Coast Section in downtown Deland, FL (see accompanying article). A special thank you to Wiatt Bowers for organizing this event, which was a huge success. We have received several nominations for the 2007 First Coast APA Awards, which will be given at the May 23, 2007 Spring Luncheon at the University of North Florida. Registration information for this event is now available online on the Events page at www.FirstCoastAPA.org. Ronald Barton, Executive Director of the Jacksonville Economic Development Corporation is already confirmed as our guest speaker. The Awards Committee, consisting of myself, Paul Crawford from JEDC, Buck Pittman from England, Thims & Miller, Michael Harrington of Environmental Services, Inc., and Alyce Greider Decker of Urban Planning & Community Research, will be meeting shortly to make our recommendations to the First Coast APA Board at the April 6th Board Meeting - special thanks to Paul, Buck, Michael and Alyce for this participation in the Awards Committee. Also, a special thank you to Brian Joseph at AAA Trophy Mart, who has agreed to provide the First Coast APA Awards (and associated services) at a 50% discount. Trust me, the awards themselves are going to be beautiful – everyone will want one. I look forward to seeing all of you at the Awards Luncheon!

For those of you who are going to sit the AICP Examination this year, our Spring AICP Short Course will take place over two weekends in April at the offices of Reynolds, Smith and Hills. It is free to members. Make sure you take advantage of this great resource to pass the exam (all First Coast APA members attending the course receive a free copy of our AICP Study Guide). A special thank you to Stephen Tocknell and Lupita McClenning for organizing this year's short course. Information for this event is also available on the Events page at www.FirstCoastAPA.org.

We have our first paid advertiser. Thanks to Bruce Fletcher, Attorney at Law, for supporting First Coast APA activities through advertising revenue. Finally, I would like to extend a special thank you and good luck to Sheri Coven, who recently left the FAPA Executive Director position to become the Director of Intergovernmental Affairs at the Department of Community Affairs. Sheri will be sorely missed and hard to replace.



6936 Beach Boulevard
Jacksonville, FL 32216
(904) 725-8686

Conference Sponsorships Benefit First Coast Section

by Wiatt F. Bowers, AICP
Program Officer – First Coast Section

By now, many of you know that the First Coast Section has been awarded the 2009 FAPA State Conference. You may also know that sections that host conferences bring in additional revenue. Over the last five years, host sections have collected between \$9500 and \$12,500 in revenue from the conference.

But did you know that sections that are not hosting can also make money from the FAPA State Conference?

Organizations that sponsor the conference, such as exhibitors, can earmark up to 45% of their sponsorship to one or more sections. For example, the First Coast Section received \$525 from sponsorships by RS&H and PBS&J at the 2006 conference in Marco Island. These funds will be used to support programs such as the AICP study course as well as help us get ready for hosting in 2009.

While I was living in Tampa, the Suncoast Section received over \$3,000 in conference sponsorship credit the year before they hosted the conference. Next year's state conference will be at Walt Disney World and I encourage all local organizations to be sponsors. Help the First Coast Section achieve its goal of receiving over \$1,000 in sponsorship credits this year!



September 5-8, 2007
Hilton at Walt Disney World Resort
Orlando, FL

A River Runs Through It with High Success!

The First Coast APA recently co-hosted a luncheon on March 13th with the Atlantic Coast Section at the Main Street Grill in downtown Deland, FL. The purpose was two-fold: to help the Atlantic Coast Section re-launch itself after being dormant for several years; and, to cater to our more distant First Coast APA members in Flagler and Putnam County. The luncheon was a huge success on both counts! We had hoped for 30 attendees but instead we secured 54 registrations and 41 attendees at the luncheon, over 80% of which were from the Atlantic Coast Section itself, thus proving that the Atlantic Coast can be a viable section in FAPA. We also had attendees from Flagler County, which achieved our aim of providing event opportunities for First Coast APA members in our southern counties. William J. Dreggors, Jr., Neil Armingeon from St. Johns Riverkeeper, Jim Gross from the St. Johns River Water Management District and Volusia County Environmental Management Director Steve Kintner spoke at the 1 ½ hour event. We also had 11 people volunteer to participate in Atlantic Coast Section affairs and help to reorganize its Board and Section. We look forward to their success and continuing to co-hosting two events a year with the Atlantic Coast Section.



Jim Gross from the St. Johns River Water Management District addresses the audience at the March 13th luncheon in Deland, FL.



Volusia County Environmental Management Director, Steve Kintner, addresses the audience. Neil Armingeon from St. Johns Riverkeeper is in the foreground right.



"A River Runs Through It: The Future of the St. Johns River and its Communities" luncheon was co-hosted with the Atlantic Coast Section in downtown Deland, FL on March 13, 2007.

Advertise with First Coast APA

All advertising rates are for 12 months.

First Coast APA advertises job announcements for free as a courtesy to its membership.

Business Card (3 ½" x 2")
Newsletter = \$100
Web only = \$ 50
Newsletter & Web = \$140

¼ Page (5" x 4")
Newsletter = \$200
Web only = \$ 65
Newsletter & Web = \$255

½ Page (8" x 5")
Newsletter = \$300
Web only = \$ 80
Newsletter & Web = \$370

¾ Page (8" x 8")
Newsletter = \$400
Web only = \$ 105
Newsletter & Web = \$495

Whole Page (8" x 10 ½")
Newsletter = \$500
Web only = \$ 120
Newsletter & Web = \$610

Please make checks payable to "First Coast APA" c/o Lori Hodges, England, Thims & Miller, Inc. 14475 St. Augustine Road, Jacksonville, FL, 32258. Send electronic file of advertisements in .JPG or Word format to hodgesl@ctmnc.com. First Coast APA reserves the right to refuse any advertisement.

Effective immediately, **1st Coast Planner Job Announcement** advertising fees are as follow: Ads with 50 words or less are FREE to First Coast APA members; Ads over 50 words will be \$50 plus \$10 for each additional ten words over 100 words. So, for example, an ad with 111 words would cost \$60. Logo display is not included. If you wish to include a company or organization logo, or you are not a member of First Coast APA, then the normal advertising rates in **1st Coast Planner** will apply. If you have any questions about advertising job announcements in **1st Coast Planner** please send an email to Planning@FirstCoastAPA.org.

Remembering John Ormsbee Simonds

*Visionary Landscape Architect, Planner, Educator and Environmentalist
1913-2005*

By Dawn C. Sonneborn
Communications Committee

Early in my career I worked for the renowned Landscape Architect, John Ormsbee Simonds at Environmental Planning & Design in Miami Lakes (EPD). John Simonds was founder of the firm. It was established in Pittsburgh as Simonds & Simonds in the early 1940's with his brother Philip. The firm was renamed to EPD in 1970 and a Miami Lakes office was opened in addition to the Pittsburgh office. For those of you who do not know about this incredible person I encourage you to read about him on the University of Florida, George A. Smathers Library (See Cool Link of The Month on Page 1). The library also featured an exhibit of his work from Nov. 2005 to Feb. 2006, and there is a document of his life and work available at:



John Ormsbee Simonds

www.uflib.ufl.edu/SPEC/exhibits/simonds.pdf. Take note of his Biography – it's incredible! I worked at EPD in the early 80's and was responsible for drafting their site plans (no computers back then, just pen and ink drawing on mylar) and preparation of their color presentation plans, as well as all administrative work. Mr. Simonds was in his mid-60's at that time, and not a day went by that I did not appreciate the opportunity to work with such an outstanding individual. His time was divided between the Pittsburgh and Miami Lakes offices. His wife, Marjorie, would travel with him many times to Miami Lakes and she was a delight to know as well. The first day that John Simonds walked into the Miami Lakes office will be one that I will never forget. I was sitting at my drafting table and as he walked by I said in my cheeriest voice "Good Morning John". He stopped and said it was wonderful to hear good morning "sung" to him. He later called me into his office and in his soft-spoken voice explained that it would be best for me to call him Mr. Simonds, instead of John. I was in my early 20's and he was such a gentleman, with very proper manners. From that time forward he was "Mr. Simonds". He was truly a gentleman and a gentle soft-spoken man, in addition to being a brilliant land planner. As an Educator, he published four landscape architecture manuals. Landscape Architects reading this article will be very familiar with his books, as they are part of many college course materials. I was privileged to help him with his *Second Edition of Landscape Architecture: A Manual of Site Planning & Design*. I typed all of the manuscript from his hand written notes and even prepared a few of the diagrams and charts in the book. Working with his publisher at McGraw-Hill in New York as manuscripts were sent back and forth was very exciting. The day his books arrived, fresh off the press, was also a day I will never forget. We opened them together and took in the newly printed smell and carefully opened the first book. The pages were crisp and crackled as the fresh bound pages were opened for the very first time. Later that week, he presented me with my very own copy, signed by him with the inscription:

*To Dawn Sonneborn who added her touch to this book.
With warm regards, John Simonds.*

It will be a book that I will cherish forever, but more importantly, I will cherish the time I worked with John Simonds for the rest of my life.

NOW AVAILABLE!



AICP EXAM STUDY GUIDE

\$25.00 plus \$9.95 postage and handling

Study material based on the AICP Exam Short Course offered by the First Coast APA.

AICP Exam Study Guides are free to First Coast APA members who participate in the course. The next AICP Exam Short Course will be offered in Spring 2007.

To receive a copy of the First Coast APA AICP Exam Study Guide, send a check/money order for \$34.95 payable to "First Coast APA", c/o Tony Robbins, Professional Development Officer, Prosser Hallock, 13901 Sutton Park Drive South, Suite 200, Jacksonville, FL 32224

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ATTORNEY AT LAW**

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- Former chair of the Jacksonville Planning and Zoning Commission
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We Need Your Stories

It's articles like the one to the left that we want from **YOU**, our members. If you have a unique experience, or a story that you would like to share, please contact our Communications Committee members:
Lindsay Stevens (lindsay.stevens@tpl.org),
Dawn Sonneborn (dawns@genesigroup.com),
or Beth Payne (bpayne@zevcohen.com)
We appreciate your support!



Spring AICP Short Course & Mixer

Are you ready to take the AICP exam this May? Now in its fifth year, First Coast APA is providing active members with free, interactive instruction by AICP certified planners to assist you in your preparation of the AICP exam.

Join other First Coast APA members on Wednesday, April 11, 2007 for a mixer to kick-off the Spring 2007 short course at Reynolds, Smith and Hills, Inc., (RS&H) 10748 Deerwood Park Blvd South, Jacksonville, FL 32256 from 5:30 until 7:00 p.m. Come put names with faces, hear how others took the exam and lived to tell the tale, and learn how to maximize your study time.

If you cannot attend the mixer, you are welcome to attend one or both of the prep sessions. Each session is held at RS&H. The session topics are as follows:

Saturday, April 21 9:00 am to 2:00 pm

- Planning History
- Planning Theory
- Planning Law
- Quantitative Methods
- Scenarios
- *Break for Lunch*
- Practice Exams
- Exam Format and Tips
- GIS

Saturday April 28 9:00 am to 2:00 pm

- Plan Making
- Transportation
- Environmental Planning
- Planning Ethics
- Zoning Regulation
- *Break for Lunch*
- Water
- Citizen Participation
- Management and Budget

TEST DATE: MAY 7 -21

If you are interested in attending the First Coast APA AICP Short Course, please contact Planning@FirstCoastAPA.org to register. Participants of the AICP Short Course receive a free copy of the First Coast APA AICP Exam Guide.

Lunch to be provided by Reynolds, Smith and Hills.

Special Thanks to





**FIRST COAST
AMERICAN PLANNING ASSOCIATION
SPRING LUNCHEON**

2007 First Coast APA Awards

Guest Speaker

Ronald Barton, Executive Director
Jacksonville Economic Development Corporation



May 23, 2007, 12 NOON
University Center
University of North Florida

\$ 25 per person
\$ 100 Associate Sponsorship
\$ 200 Full Sponsorship
\$ 100 Organization Rate

Register by sending a check or money order to:
Lori Hodges
First Coast APA
c/o England, Thims and Miller
14775 St. Augustine Road
Jacksonville, FL 32258



Space is limited so please register by May 10th. Alternative lunch menu available for those with special dietary requirements.

Luncheon Registration Form:

Name: _____

Organization: _____

Address: _____

City, State, Zip _____

- Individual \$25
- Associate Sponsorship \$ 100
One (1) attendee plus advertising/
recognition for your organization at
the luncheon.
- Full Sponsorship \$ 200
Two (2) attendees plus advertising/
recognition for your organization at
the luncheon.
- Organization Table \$ 100
Five (5) attendees for the price of 4
representing the same organization.



ASSOCIATE MEMBERSHIPS

The First Coast Section of the American Planning Association (First Coast APA) has introduced Associate Memberships for architects, engineers, landscape architects, real estate and land use attorneys, public and elected officials, real estate developers, and other professionals and citizens who have an interest in the latest planning and development issues in the First Coast Region of Duval, St. Johns, Clay, Nassau, Baker, Flagler and Putnam County.

Annual membership is \$35. This includes email notification of First Coast APA events, meetings, and luncheons. Associate members are also entitled to receive the *1st Coast Planner*, the bi-monthly eNewsletter of First Coast APA with the latest public policy and private industry news in the area of planning and development.

If you want to stay up-to-date on the latest news and people in planning in the First Coast Region, then join First Coast APA today!

Please make checks/money orders payable to First Coast APA, c/o Lori Hodges, England, Thims and Miller, Inc., 14475 St. Augustine Road, Jacksonville, FL 32258.

Name: _____

Organization: _____

Address: _____

City: _____ State/Zip: _____

Day Phone: _____ Cell: _____

Email: _____

- One-Year Individual \$35**
- Two-Year Individual \$70**
- Public/Non-profit Level \$120**
5 Associate Memberships
30% of the Individual Rate
- Corporate Level \$150**
5 Associate Memberships
15% off the Individual Rate

Conditions of Membership:

Associate Members of First Coast APA are not members of the Florida Chapter of the American Planning Association (FAPA) or the American Planning Association (APA), and do not enjoy the benefits of membership in FAPA or APA.

For Public/Non-profit and Corporate Associate Memberships, please attach business cards of members or an additional sheet with names and contact details. Thank you.