



1ST COAST PLANNER

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

2006 APA FLORIDA SECTION OF THE YEAR AWARD

Issue 4, Volume 2

www.FirstCoastAPA.org

March/April 2009

**Host of 2009 FAPA Conference
September 15-18, 2009
Hyatt Regency
Jacksonville Riverfront**

First Coast APA

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Great Attendance at the 2009 Legislative Breakfast

Over 50 professionals attended the 2009 First Coast APA Legislative Breakfast last month at the University Center, UNF.

Ginny Myrick, Senior Policy Advisor at

Holland & Knight moderated this great event, and it was a privilege to hear from State Representatives Mia Jones from District 14, and Ronald "Doc" Renuart from District 18. This was a very informative session with our Representatives as they provided information to us on their key issues for the upcoming session. One thing that rang true throughout the morning event was for all of us to get involved and inform our representatives of the issue important to us. All aspects of permitting from design to construction will be examined during this session. They will be looking at streamlining regulations and reducing government agency duplications.

Stephen Tocknell took the opportunity to present Mia Jones with the APA-FL 2008 "Legislator of the Year" award, which Ms. Jones was unable to receive at the September conference in Miami.



Ginny Myrick, Mia Jones, and Ronald "Doc" Renuart

First Coast Events

First Coast APA Board Meeting

April 3, 2009
8:30 AM

Spring Walking Tour

April 9, 2009
Historic San Marco
4:00 PM
See attached flyer

Spring Awards Luncheon

May 22, 2009
See page 4 for more details

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

News & Notes



Will you be attending the National APA Conference?

We've had a request from some First Coast APA members who will be attending the April 25-29th National APA Conference in Minneapolis. They will be looking for other First Coast members while there.

If you will be attending, please email Communications Officer, Dawn Sonneborn at dawns@genesigroup.com. She will get a list together and share it with those attending.

In addition, Stephen presented past Chair, Mark David Major, with an appreciation plaque and thanked him for all of his leadership to our Chapter over the past years.

From the Chair...

Stephen Tocknell, AICP
Chair, First Coast APA

What an amazing year this is turning out to be for planners in Florida! While some of us have new employers, some of us are still looking for new employers. Even those of us with the same employers are doing much different types of work than we did just a year or two ago.

Right now in Tallahassee, our Legislature is busy cooking up various new and improved forms of growth management. So far, all we know is that what has worked for us in the past will not be what works for us in the future. How can we stay ahead of the changes that are affecting all of our professional lives? Your best opportunities are described right here in this newsletter.

Be sure to mark your calendars for the April 9th Spring Walking Tour and Social which will be in historic San Marco. With Spring in the air, this is sure to be an enjoyable event. The flyer with details is attached. We are also preparing for our section's 2009 Planning Awards Program. Look for nomination forms which will be posted on our website soon, and prepare to submit your nominations for the various awards that will be provided.

I look forward to seeing all of you soon at the Spring Walking Tour!

Stephen

Annual APA Florida Public Policy Workshop Recap

by Tony Robbins, AICP

APA Florida's 7th Annual Public Policy Workshop was held at the Ramada Conference Center in Tallahassee on February 4. This annual event had its largest attendance ever and offered statewide planners an enormous amount of information about the 2009 Legislative Session which will undoubtedly involve some form of change to the Growth Management Act.

The morning began with discussion about how best to position the State for an economic rebound. Amy Baker, Coordinator for the Office of Economic and Demographic Research, provided an excellent overview of the challenges Florida, in particular, will face regardless of how fast national and global economy turns around. The discussion included Edward Murray, a Tallahassee area commercial real estate

broker, and Rochelle Lawandales, a planner with extensive CRA experience.

Tim Center, Vice President of Sustainability Initiatives for the Collins Center for Public Policy, moderated an engaging panel discussion focused on implementation of climate change strategies in Florida. DCA Secretary Tom Pelham, AICP addressed requirements resulting from last year's passage of HB697. Kathy Baughman, CFO Alex Sink's Deputy Chief of Staff, enlightened the audience about Governor Crist's Action Team on Energy and Climate Change. Over the last two years, the Action Team has accomplished a tremendous amount of work toward formulating strategies to reduce greenhouse gas emissions that will be included with recommendations for proposed legislation. More information can be obtained by accessing www.flclimatechange.us. Cynthia Barber shared a case study of how the City of Tallahassee was implementing green development practices, energy savings, and sustainable development initiatives.

Florida APA was fortunate to have an infrastructure field hearing conducted by national APA staff during a working lunch. Florida's own Robert Hunter, AICP, APA President, moderated a discussion among national, state, and local experts about infrastructure needs. Hunter explained APA's national initiative to evaluate current conditions and challenges affecting the United States' vital infrastructure: develop a new vision for the nation's infrastructure; and identify specific recommendations for changes in public policy, funding, and planning practice needed to meet the infrastructure needs of the 21st century. At the time of the workshop the federal stimulus bill was being debated in the Senate. It was encouraging to hear how informed and involved our national APA's lobbyist was about the bill.

During the afternoon, the workshop focused on emerging growth management recommendations, agency legislative initiatives and perspectives, and looking beyond 2009 for growth management policy. Attorney Nancy Linnan, Shareholder with Carlton Fields, provided tremendous insight into the many efforts to address growth management being talked about prior to the Legislative Session. It was her opinion that there is a 90 to 95% chance of significant growth management legislation coming out of this Session. Some particular highlights include:

- Streamlining permitting and related processes
- Extension of expiration dates for approved permits and mitigation plans, including internal phase dates
- Extending the deadline at least a year for updating the Capital Improvement Schedule and adopting school concurrency (75% communities have missed CIS deadline, 25% the school deadline)

CONTINUED ON PAGE 3

Conference Corner

by Tony Robbins, AICP

Conference Secures Remarkable Training Opportunity for Florida Planning Director

Are you able to develop a framework to assist you in building an agile organization that supports your vision? Would you like to introduce new vitality into your planning department? Do you aspire to hold a management position one day? Well if so, you will not want to miss a rare training opportunity the 2009 APA Florida Conference Host Committee has planned this fall. The renowned Paul Zucker, FAICP (“The Management Doctor”) has agreed to provide his Complete Management Course for Planning Directors on Tuesday September 15, 2009 from 9:30 AM until 4:30 PM in Jacksonville.

The Complete Management Course for Planning Directors is a comprehensive one-day course designed for planning and community development managers, division heads, supervisors, and future managers in both the public and private sectors. It is immensely popular for providing a lot of practical knowledge that can be applied immediately. The course is designed to respond directly to the needs and challenges of today's planners because the need for major change is essential. We are beyond the days of moving from one management fad to another. What is required today is a fundamental shift based on a changing environment and a new information age focus.

The course covers a lot of current management issues in a short period of time and it is the only course related to planning management presented by a top member of the planning profession. Mr. Zucker is relaxed, confident and very knowledgeable, keeping his audience engaged with humor, small group interaction, and practical techniques in an informal setting.

The course will examine leadership and management, people skills, setting the strategic direction, analysis of the organization, office management, permit process, politics, and personal commitment. It is a tremendous opportunity for



Paul Zucker, FAICP

professional development that offers practical applications to add to your tool kit back at the office. The Complete Management Course for Planning Directors qualifies for Certification Maintenance (CM) credit by the American Institute of Certified Planners. The 2009 Host Committee has requested this pre-conference training qualify for 5.5 hours of CM credits. Typical registration fees for this course range from \$250 - \$500. The 2009 Host Committee has partnered with the City of Jacksonville and is proud to offer this valuable course to Florida APA members for only \$75. Practical applications you can use at a fraction of the normal cost. Registration will be limited, so start planning now to secure your spot. We look forward to seeing you in Jacksonville this fall!

First Coast Members - We Need Your Support!

Your company can enjoy the benefits of becoming a Sponsor of the 2009 Conference. It's Sponsors like you, who provide a tremendous service to APA Florida by ensuring quality programs and speakers.

See the attached Sponsor and Exhibitor Guide

Call For Presentations Deadline Extended!

There is still time to submit your session proposal for the September 15-18, 2009 APA Florida Conference at the Hyatt Riverfront in Downtown Jacksonville. Don't be shy - share your experience and knowledge with your peers!

Proposals are now due by 5:00 PM on March 27, 2009.

Please complete a Session Submittal Form available on-line at www.floridaplanning.org.

Public Policy Workshop Recap

CONTINUED FROM PAGE 2

- Accepting the fact that transportation concurrency has failed and looking at an alternative, such as a mobility fee that everyone pays
- Eliminate DRI in certain areas; doubling of the DRI threshold for commercial, office, and industrial; and remove industrial parking threshold
- Sunset review of DCA, reducing DCA's role in comprehensive plan amendment process
- Lifting transportation concurrency in certain areas (i.e. CRAs) or doing away with it
- Revisions to rural land stewardship rule

The Public Policy Workshop concluded with a panel of lobbyists who provided their insights on issues expected to be addressed in the upcoming session. All agreed that transportation concurrency will be a hot topic this year.

2009 AICP EXAM PREP SEMINAR

Are you planning to take the AICP Exam this spring or fall? Why not get ready for the test with the **Sun Coast Section** 2009 AICP Exam Prep Seminar. Working professionals will present a wide range of topics, including planning history, theory & law, plan making & implementation, functional and spatial areas of practice, planning ethics & more!

March 27-28, 2009 Friday, 8:00 a.m. to 4:00 p.m. &
Saturday, 8:00 a.m. to 4:00 p.m.

The Children's Board of Hillsborough County - Located in Ybor City - 1002 E. Palm Avenue, Tampa, FL 33605

Deadline to Register is March 23 (extended)

\$140.00 Seminar Fee includes:

- Comprehensive study materials
- Continental breakfast & lunch each day
- Social hour on Friday

Visit www.SunCoastFAPA.org to register!

CM Credit Opportunities

First Coast APA Spring Awards Luncheon
May 22, 2009
1.0 CM credits applied for

Making a Difference with Green Community Strategies
AICP Symposium webinar from APA

This is a free podcast download with 2.5 AICP credits available,
offered until March 31, 2009

For more information go to

<http://www.planning.org/aicp/symposium/2008/index.htm>

First Coast APA has partnered with
Lorman Education Services

to provide continuing education in a variety of topic areas.
Members receive a 30% discount on all orders. You may register
online or call Lorman at 866-352-9539. Please use Priority Code
16127 and Discount Code L2850777
when registering. Visit <http://www.lorman.com/training/FCAPA>
for a complete listing of courses

The first in APA's series of free online courses,
*"Planning for Healthy Places with Health
Impact Assessments,"*

is now available. For more information go to:
<http://professional.captus.com/Planning/hia/default.aspx>

SAVE THE DATE!

First Coast APA Spring Awards Luncheon

May 22, 2009

11:30 – 1:00

University Center

Special Guest: Lester Abberger

APA Florida Legislative Representative

Lester will provide First Coast Section members with a recap of the Legislative Session's growth management changes. You don't want to miss this chance to hear directly from someone in the trenches. More details will be forthcoming.

Job Announcements

1st Coast Planner Job Announcement advertising rates are as follows: 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 10 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 the 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*, send your inquiry to: Planning@FirstCoastAPA.org.

ADVERTISE WITH FIRST COAST APA

Advertising rates are for 12 months. First Coast APA advertises job announcements 50 words or less for **FREE** as a courtesy to its membership. First Coast APA reserves the right to refuse any advertisement.

Business Card (3 1/2" x 2")
Newsletter = \$100
Web only = \$ 50
Newsletter & Web = \$140

3/4 Page (8" x 8")
Newsletter = \$400
Web only = \$ 105
Newsletter & Web = \$495

1/4 Page (5" x 4")
Newsletter = \$200
Web only = \$ 65
Newsletter & Web = \$255

Whole Page (8" x 10 1/2")
Newsletter = \$500
Web only = \$ 120
Newsletter & Web = \$610

1/2 Page (8" x 5")
Newsletter = \$300
Web only = \$ 80
Newsletter & Web = \$370

Please make checks payable to "First Coast APA" c/o Lori Hodges, England, Thims & Miller, Inc. 14475 Old St. Augustine Road, Jacksonville, FL, 32258. Send electronic file in .jpg or Word format to hodgesl@etminc.com.

COOL LINK OF THE MONTH

www.sprawlcity.org



AAA TROPHY MART GENEROUSLY SUPPORTS THE ANNUAL
FIRST COAST APA AWARDS.
6936 Beach Boulevard
Jacksonville, FL 32216
(904) 725-8686



First Coast APA
Spring Walking Tour & Social



Historic
San Marco

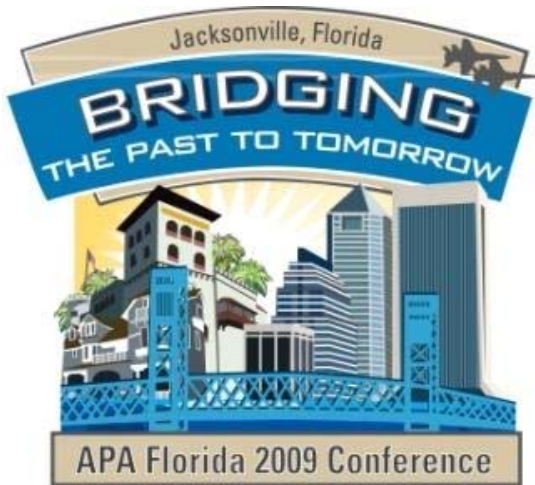
Thursday, April 9th
Meet in the Park in San
Marco Square at 4 PM

The walking tour will end at
approximately 6:00 PM at
Square One
for networking and social hour

RSVP to Wiatt Bowers at
904 363-6100 or
wfbowers@pbsj.com



AMERICAN PLANNING ASSOCIATION, FLORIDA CHAPTER



Hyatt Regency Riverfront
September 15-18, 2009

Bridging the Past to Tomorrow
2009 Annual State Conference
Florida Chapter
American Planning Association
Hyatt Regency Riverfront, Jacksonville, FL
September 15-18, 2009

SPONSOR & EXHIBITOR GUIDE

APA Florida Chapter Contact:	Host Committee Contact:
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Executive Director	Genesis Group
Phone (850) 201-3272	Phone: (904) 730-9360
E-Mail: fapa@floridaplanning.org	E-Mail: dawns@genesishgroup.com

Being a **SPONSOR** for the APA Florida Annual Conference is a valuable means to show support for the planning of our future. By participating as a Sponsor you can help advance the planning profession and, in the process, improve the quality of life for our state. **PLUS** take advantage of a range of benefits specially designed to promote your company or organization.

PLATINUM SPONSOR: \$3,500 or greater

Complimentary Booth in Exhibit Hall
Two Complimentary Conference Registrations
Full Page Ad in APA Florida's Monthly Publication, *Florida Planning* (\$500 value, issue of your choice).
Full Page Ad in Conference Program
Complimentary One Year Membership in APA Florida
Business Card Ad in *Florida Planning* for One Year
Acknowledgment at APA Florida Conference
Acknowledgment in *Florida Planning* Newsletter
On-Site Signage for Maximum Visibility

GOLD SPONSOR: \$2,000

Complimentary Table in Exhibit Hall
One Complimentary Conference Registration
Half Page Ad in APA Florida's Publication, *Florida Planning* (\$300 value, issue of your choice).
Half Page Ad in Conference Program
Complimentary One Year Membership in APA Florida
Business Card Ad in *Florida Planning* for Six Months
Acknowledgment at APA Florida Conference
Acknowledgment in *Florida Planning* Newsletter
On-Site Signage for Maximum Visibility

SILVER SPONSOR: \$1,000

1/4 Page Ad in APA Florida's Publication, *Florida Planning* (\$175 value, issue of your choice)
1/4 page Ad in Conference Program
Complimentary One Year Membership in APA Florida
Business Card Ad in *Florida Planning* for Three Months
Acknowledgment at APA Florida Conference
Acknowledgment in *Florida Planning* Newsletter
On-Site Signage for Maximum Visibility

BRONZE SPONSOR: Less than \$1000

Business Card Ad in Conference Program
Business Card Ad in *Florida Planning* for One Month
On-Site Signage for Maximum Visibility
Acknowledgment in Conference Program
Acknowledgment in *Florida Planning* Newsletter

Join us as an EXHIBITOR at the APA Florida Annual Conference and gain maximum exposure for your company or organization with professional planners statewide. The Expo will feature consulting firms, government agencies, professional associations, educational organizations and vendors offering a wide variety of services and products of interest to professionals in planning and related fields. This is a grand opportunity to market innovative products, educate participants (and the readers of our publications) about your interests and establish excellent contacts for the future. Space is limited, so early reservations are required to guarantee availability.

As an Exhibitor, you will have the opportunity to:

- ❖ Showcase your products and services with all conference attendees
 - ✓ All booths are in high profile locations, convenient to meeting rooms
 - ✓ Receptions and breaks will be held in exhibit area
 - ✓ Conference attendees will be reminded by signage, literature and announcements of your participation
- ❖ Network with conference attendees, making valuable contacts for your future
- ❖ Learn the latest in planning innovation and trends by attending the conference and interacting with participants

Additional benefits of being an APA Florida Exhibitor are:

Full Display Booth (\$1000)

- ❖ Business Card Ad in Conference Brochure
- ❖ Additional Recognition in the Conference Program
- ❖ Special Acknowledgment in the APA Florida Newsletter
- ❖ Complimentary List of Pre-Registered Attendees

Table Top Display (\$500)

- ❖ Business Card Ad in Conference Brochure
- ❖ Additional Recognition in the Conference Program
- ❖ Special Acknowledgment in the APA Florida Newsletter
- ❖ Complimentary List of Pre-Registered Attendees

If you are an exhibitor, please note the following:

1. The Exhibit space will be located on the 2nd Floor Pre-convene Area of the hotel. As such, the space cannot be secured. All exhibitors will need to remove computers and other valuables at the end of each day and store them in their rooms. APA Florida is not responsible for any loss.
2. Exhibitors are not required to register for the APA Florida Conference. However, if you wish to attend any professional or social functions, including keynote addresses, break-out sessions, lunches or receptions, conference registration is required.
3. Table and booth space are assigned on a first-come, first-served basis. Space is limited and sells out quickly. Therefore, cancellation refunds will be given in full provided the space can be sold to another exhibitor.
4. An exhibitor information sheet will be provided to you and will include information on exhibit hours, setup and teardown, and loading, unloading, and shipping.
5. An exhibitor registration packet will be provided to you at your exhibit booth or table. It will contain badges for all unregistered exhibitors (if names are provided in advance of the conference). Name tags for registered exhibitors will be provided in conference registration packets.

Further Opportunities to Maximize your Exposure

Florida Planning: *Florida Planning* is the official newsletter of the Florida Chapter of APA. All APA Florida members receive it, as do APA Chapters nationwide, major Florida newspapers and broadcast outlets, subscribers and other interested persons and organizations. The *Florida Planning* issues mailed prior to the Conference, including the Preliminary Conference Program, provide a great opportunity for Exhibitors to announce their involvement at the Conference. Advertising costs are as follows: **Full Page** (\$500); **½ Page** (\$300); **¼ Page** (\$175). Contact the Chapter office for further information at (850) 201-3272 or fapa@floridaplanning.org.

Sign Up

Yes, I/We want to be part of the 2009 Annual Conference of the American Planning Association, Florida Chapter. (Please print clearly.)

Deadline: August 14, 2009. If you sign up by May 22, 2009 you will be listed in the preliminary conference program!

Firm/Organization: _____

Name of Contact: _____ Person(s) Attending: _____

Address: _____ Phone: (____) _____
_____ Fax: (____) _____

E-mail for Contact:

Contact for Required Graphics:

Phone Number _____ E-Mail Address _____

We are signing up as:

Sponsor

- Platinum (\$3,500 or greater)
- Gold (\$2000)
- Silver (\$1,000)
- Bronze (under \$1000)

Exhibitor

- Full Booth (\$1,000)
- Table Top Display (\$500)

Total Due: _____

Method of Payment:

Enclosed is our check in the amount of \$ _____.

Enclosed is our government purchase order # _____.

Make checks payable to: **Florida Chapter, APA**

Please mail to: APA Florida Conference 2009, Attn. Ricki Dailey

Florida Chapter, APA

2040 Delta Way

Tallahassee, FL 32303

Sign up NOW by using this Sponsorship/Exhibitor Registration form or contact the Chapter office at 850-201-3272 (phone), 850-386-4396 (fax), or fapa@floridaplanning.org for further details.



AMERICAN PLANNING ASSOCIATION

First Coast Section, Florida Chapter

ASSOCIATE MEMBERSHIPS

The First Coast Section of the American Planning Association (First Coast APA) offers Associate Memberships to 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 growth management issues and trends 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 *1st Coast Planner*, the bi-monthly electronic newsletter of the First Coast APA with latest public policy, APA, and private

industry news in the area of planning and growth management.

If you want to network with the leading planning and land use professionals and stay up-to-date on the latest news and people in planning in the First Coast Region, then

Join the First Coast APA today!

Conditions of Membership

Associate members of the 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. Associate Members of First Coast APA enjoy voting privileges only with the First Coast APA.

Associate Membership Registration Form

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Work Tel: _____ Cell: _____

Email: _____

Become a member of First Coast APA by sending a check or money order to:
Lori Hodges, First Coast APA, c/o England, Thims & Miller, Inc.
14775 Old St. Augustine Road, Jacksonville, FL 32258

Membership Category

- One Year Individual \$35
- Two Year Individual \$63
10% off the One Year Individual Rate
- Public/Non-Profit Org. \$120
Five (5) Associate Memberships
30% off the Individual Rate
- Corporate Organization \$150
Five (5) Associate Memberships
15% off the Individual Rate



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