

BETTER PLANNING TO PROTECT COMMUNITIES CLOSE TO TRANSMISSION PIPELINES

The U.S. Department of Transportation (USDOT) has released new safety guidelines to help local governments, developers, and community planners better protect areas near transmission pipelines. The guidelines, developed by the Pipelines and Informed Planning Alliance (PIPA), mark the first time a set of recommendations for development near existing transmission pipelines has been issued.



Urban or rural – a potential problem nationwide

“Development of residences, businesses and green space has increased all over the country, and these areas frequently contain transmission pipelines,” said Transportation Secretary Ray LaHood. “Safety for our communities is our number-one priority, and having these new guidelines in place will help communities and pipelines safely coexist.”

“After the San Bruno tragedy in California many communities began to question the wisdom of homes too near pipelines. This report from PIPA is a great start at helping communities
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CHECK OUT THE NEWS FEED ON THE GPA WEBSITE

georgiaplanning.org

*as well as back issues of the quarterly newsletter
and the monthly e-news.*

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...TRANSMISSION PIPELINES CONTINUED FROM PAGE 1

better consider those risks, and then use their local planning, zoning and permitting authority to help reduce those risks,” said Carl Weimer executive director of the Pipeline Safety Trust and a member of the PIPA Steering Committee.

The report, Partnering to Further Enhance Pipeline Safety in Communities through Risk-Informed Land Use Planning, offers nearly 50 recommended practices for local communities, developers and pipeline operators to use to help reduce the safety risks that result from growth of communities near pipelines. The recommendations offer options on how land-use planning and development decisions can help protect existing pipeline infrastructure and growing communities. The report also provides recommendations on how communities can gather information about local transmission pipelines and how local planners, developers and pipeline operators should communicate during all phases of new development to understand pipeline risks, and how to minimize pipeline excavation damages during site preparation and construction.

PIPA, a historic partnership led by USDOT’s Pipeline and Hazardous Materials Safety Administration (PHMSA), is a 130-member coalition made up of representatives from the pipeline safety community, local city and county governments, the public, developers, fire marshals, pipeline operators, and state and federal regulators. “PHMSA continues to look at ways to reduce risks and improve safety near pipelines,” said PHMSA Administrator Cynthia Quarterman. “These recommendations describe actions local governments can take to make full use of available resources and how they can communicate effectively with transmission pipeline operators to better understand all factors that can affect risks.” ■

To read the report, go to: <http://primis.phmsa.dot.gov/comm/PIPA.htm>

Additional resources can be found at: <http://www.pstrust.org/planningnearpipes.htm>

COME JOIN US FOR THE 2011 SPRING CONFERENCE

REGISTER NOW!

<http://georgiaplanning.org/conference/>
more info on pages 4 – 5



CALENDAR OF EVENTS - please visit our website for event listings

February 28 – March 4, 2011 Neighborworks Training Institute	Los Angeles, CA www.nw.org/training
March 4, 2011 Sustainable Atlanta Roundtable	Atlanta, GA www.southface.org
April 1 – 3, 2011 Georgia Trust Annual Meeting	Macon, GA www.georgiatruster.org
April 8, 2011 Sustainable Atlanta Roundtable	Atlanta, GA www.southface.org
April 30 – May 2, 2011 ACCG Annual Meeting	Savannah, GA www.accg.org
May 4, 2011 North Georgia Planner's Luncheon	Rome, GA www.rosborne@cityofcartersvill.org
May 6, 2011 Sustainable Atlanta Roundtable	Atlanta, GA www.southface.org
June 3, 2011 Sustainable Atlanta Roundtable	Atlanta, GA www.southface.org
June 19 – 20, 2011 Community Planning Institute	Helen, GA www.dca.ga.gov
June 25 – 28, 2011 GMA Annual Convention	Savannah, GA www.gmanet.com
July 8, 2011 Sustainable Atlanta Roundtable	Atlanta, GA www.southface.org
August 5, 2011 Sustainable Atlanta Roundtable	Atlanta, GA www.southface.org
September 2, 2011 Sustainable Atlanta Roundtable	Atlanta, GA www.southface.org
September 21 – 23, 2011 GEDA Annual Conference	Savannah, GA www.geda.org

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spring is in the air!

Come one, come all to

GPA's Spring Conference

to be held at the

Wyndham Peachtree Conference Center

in Peachtree City, GA – May 12th and 13th, 2011

IT'S TIME FOR THE GPA SPRING 2011 CONFERENCE

It's time for our regular gathering to learn from one another, build on our professional talents and discuss the issues facing our communities both today and tomorrow.

This year's event will offer the traditional four tracks for educational sessions:

- *Transportation*
- *Professional Development*
- *Environment*
- *Comprehensive Planning*
- *plus law and ethics sessions and a potential plenary presentation from Mr. Bruce Knight of APA!*

We'll also be sure to provide participants with an opportunity to *learn the latest on legislative matters* that impact community planning and hear about proposals to make local planning easier and more efficient.

The 2011 Spring Conference will mark GPA's debut in *Peachtree City, Georgia's first master-planned community since Savannah*. Developed in the 1950's under a village concept that centralizes retail and recreational centers within pockets of residential neighborhoods, Peachtree City incorporated step-down development, green space, buffers, and nature trails decades before these concepts became popular. The City's most unique and notable feature is the 90+ miles of paved paths shared by pedestrians, cyclists, and golf carts that connect neighborhoods to schools, shopping, recreation, and offices via the extensive greenbelts. Now is a wonderful opportunity for all planners to learn about this unique development and how certain design forms and an emphasis on quality amenities helped make Fayette County the wealthiest in the state and encouraged metro Atlanta to grow deeper to the southwest.

More details will be posted on the GPA web site in the days to come, and if you have a suggestion for a session topic or wish to volunteer we'd be happy to hear from you.

Till then, we hope you'll join us in Peachtree City for another great opportunity to learn and network with the GPA community.

Billion Dollar Sports Complex Proposed for Bartow County

Courtesy of The Daily Tribune News

submitted by Richard Osborne, AICP

Emerson's got game -- \$1 billion worth. LakePoint Sports Development Group recently announced that it will construct a mixed-use complex in southern Bartow County. Situated on 1,380 acres adjacent to Interstate 75, the project is proposed to feature sports fields, entertainment facilities, retail shops, restaurants, hotels and educational campuses when complete. The core of the development, featuring three miles of frontage along I-75 at the Red Top Mountain and Emerson-Allatoona interchanges, is a 260-acre sports complex with 16 Major League Baseball-sized fields, 12 soccer and lacrosse fields, and a 100,000-square-foot indoor sports facility.

Judy Sparks with LakePoint Sports said the group is conservatively estimating 2,000 jobs. Once complete, that number could increase to 4,000. "The first phase, which includes all the fields, putting in all the infrastructure, building this 100,000-square-foot building, [but] does not include hotels or scout towers, is \$160 million. We haven't really broken it down [to a number of phases]. It's more of a first phase and a next phase. If we are blessed that it all comes together, it will just be two phases. The market's going to dictate that," according to Neal Freeman with LakePoint Sports.



Freeman said the overall build-out could touch a billion dollars. Work is scheduled to begin in April. The Development of Regional Impact (DRI) process was conducted during January. On January 28th, Northwest Georgia Regional Commission Director William Steiner issued a statement that the project was "in the best interest of the Region and therefore of the State." Partners are hopeful the first pitch will be tossed out in October 2012.

Location was important, and Bartow County proved promising, especially with partner former Atlanta Braves Manager Bobby Cox having a home here. "This site is phenomenal, with three miles of interstate frontage and two interchanges. One, from an infrastructure standpoint, it can support the demand that will be drawn here. Two, there is a close emotional relationship between Bobby Cox and this area. It's just simply beautiful up here and perfect for what we are trying to create as that ultimate youth sports destination and family experience... I don't think we could recreate that experience inside metro Atlanta," Sparks said recently.

Along with Cox, partners include Ned Yost, formerly with the Braves and now manager of the Kansas City Royals, and current Atlanta Braves Manager Fredi Gonzalez. Featuring such heavy-hitters from the world of baseball, it's no surprise a large part of the project focuses on the 16 baseball fields. The field closest to the master entrance will feature stadium seating for up to 7,500, with 2,500 behind home plate and the ability to seat 5,000 in the outfield.

Outfitted with more than 3 million square feet of synthetic turf produced by Shaw's Sportex division, the sports fields will become the largest synthetic complex in the world. Sportex

also will use the complex as its international showroom. The 20,000-seat soccer stadium will feature a field covered with a hybrid of part turf, part grass. "One of the goals we have as developers is to build a very sustainable and environmentally friendly complex," Sparks said of the technology, such as hybrid turf, being used inside the development.

Unlike other fields built around the country, Sparks and Freeman said LakePoint will bring tournaments and showcases upon arrival instead of building without a promise of them being used. Perfect Game USA, billed as the world's largest baseball scouting service, will consolidate all of its Eastern seaboard tournaments and showcases to the Emerson location. According to representatives of LakePoint Sports, Perfect Game has been the largest occupier of hotel rooms in Cobb County, averaging between 28,000 and 35,000 hotel rooms during the five-week tournament hosted in East Cobb. "Again, it helps to have that proven model. Versus hoping they will come, we have eight years of data that proves they definitely will come," Freeman said.

Along with Perfect Game, the North Atlanta Soccer Association's existing operation out of Cobb County is expanding to LakePoint, and LB3 lacrosse, founded by two-time All-American Syracuse lacrosse player Liam Banks, tournaments will relocate to Emerson. The indoor sports facility will allow LakePoint to move training indoors for soccer, lacrosse and baseball, and will provide space for volleyball, basketball, cheerleading, gymnastics and wrestling.

LakePoint partner David Branch said that soon after the LakePoint announcement was made, the development group began receiving expressions of interest from various sports and businesses, including a well-known softball club in the state. "The Atlanta Vipers has approached us," he said. "We are looking at facilities on our south campus" for a possible softball location. Branch stressed that with the potential impact, developers will strive to be "good stewards of the land" and a "good neighbor to Cartersville."

Describing the development as being similar to Disney's Wide World of Sports, Sparks said LakePoint will stand alone in its class. With a projected visitation of 3 million people per year, LakePoint will change the face of Bartow County and Emerson. "LakePoint will impact not only Emerson but the county as a whole. Starting from the construction phase, this project will be a major job creator," said Emerson Mayor Al Pallone. "Once established, this facility will not only provide jobs to support the sports complex [but] it will continue to be a job creator as hotels, restaurants and other retailers come to take advantage of the people being drawn by the complex. It will provide revenue in several forms, starting with jobs but also SPLOST and LOST revenue followed soon by revenue from hotel/motel taxes."

Despite the economic downturn, Freeman said indicators were positive for a development of this nature. "One of the things I found interesting is in the worst economy ever last year ... all of our generators -- the lacrosse, the soccer and the baseball -- all experienced increases of over 7 percent last year, which told us that people are still spending on their families, they're still spending on their children even in the face of this economy," he said.

With most of the development falling within Emerson's city limits -- two small annexations will be required -- the city has begun taking steps to prepare for such an enormous economic impact. "As this growth happens, Emerson is attempting to be proactive with a more comprehensive set of zoning ordinances. The hotel/motel tax will allow us to obtain funds to help us provide services to the development without making the current citizens of Emerson having to pay the bill. We will work with LakePoint... to the greatest extent possible to assure that it does not cause major disruptions," Pallone said. ■

THE IMPACT OF THE WAGE GAP ON WOMEN AND THEIR FAMILIES

Vicki Taylor Lee, Vice-Chair

Planning and Women Division, American Planning Association

The 2010 census shows women and men even on degrees, yet female pay still lags. Women currently earn an average of 77¢ for every dollar paid to their male counterparts equating to \$10,622 a year. This gap is most critical for women during a difficult economy such that we are experiencing.

Although, women have made major advances in education and income during the past 30 years, there's still a significant pay gap between the sexes. The disparity starts shortly after a woman graduates from college and gets worse over time. Even when adjustments are made for hours, type of job, parenthood, and other factors known to affect pay, 25% of the pay gap still cannot be explained. With greater access to education and women going into all kinds of formerly nontraditional fields like engineering, science, law, and medicine, shouldn't the problem right itself over time? Will pay gaps continue after more women enter these fields? Women need to become better negotiators and companies need to do more to accommodate mothers with young children. The ongoing studies and data we are bombarded with may just be hurting women by keeping them from understanding what they can do to effect a change in their circumstance. In other words, identifying the problem is only half the job. Women need to know what they can do to help their condition.

P&W Division to host session at the APA National Conference

We have an exceptional panel assembled for this session. Dr. Barbara Gault, Executive Director and Vice President at the Institute for Women's Policy Research. Since joining the Institute in 1997 she has focused on a wide range of issues of importance to women and their families, including poverty, access to education, health, work-life balance, political engagement, and the need for expanded preschool and child care options for working parents. Her publications include *Resilient and Reaching for More: Challenges and Benefits of Higher Education for Welfare Participants and Their Children*, "The Costs and Benefits of Policies to Advance Work Life Integration" as well as *The Women of New Orleans and the Gulf Coast: Multiple Disadvantages and Key Assets for Recovery*, *The Price of School Readiness: A Tool for Estimating the Cost of Universal Preschool in the States*; and *Working First But Working Poor: The Need for Education and Training Following Welfare Reform*.

Dina Lassow, Senior Counsel, National Women's Law Center. Dina Lassow is Senior Counsel for Education and Employment, but she also works on other issues at the Center such as contraceptive coverage and reproductive rights, especially when they involve litigation. She spends a lot of her time working on amicus briefs in the Supreme Court, which is hearing several employment discrimination cases this term. She has two daughters who love sports, and were actually interested in the Title IX work she does when she wears her education hat. Before coming to the Center, Ms.

Lassow worked for a couple of small firms, other non-profits, and was a trial lawyer in the Civil Division of the Department of Justice. She went to Harvard/Radcliffe College and Yale Law School.

Dr. Mary Gatta is currently a Senior Scholar, at Wider Opportunities for Women. Prior to that she served as a Director, Gender and Workforce Policy at the Center for Women and Work, and on the faculty in the Department of Labor Studies and Employment Relations at Rutgers University. She holds a PhD and M.A. in Sociology from Rutgers University and a B.A. in Social Science from Providence College. Her areas of expertise include gender and public policy, low wage workers, earnings inequality, and evaluation research on workforce projects. Dr. Gatta has published several books, articles, and policy papers. Her latest book, *Not Just Getting By: The New Era of Flexible Workforce Development* released from Lexington Press's imprint Press for Change, chronicles groundbreaking thinking and research on new and innovative workforce development initiatives that delivers skills training to single working poor mothers via the Internet.

Her book, *Juggling Food and Feelings: Emotional Balance in the Workplace* was released from Lexington Press in 2002. She is currently one of the editors on an upcoming book *A US Skills System for the 21st Century: Innovations in Workforce Education and Development* released by Cornell Press in January, 2011. In addition to books, Dr. Gatta has published numerous scholarly articles and public policy papers on topics including gender equity in academia, the gender based pay gap, and welfare policy.

Please avail yourself of the opportunity to not only learn, but also identify steps we all can take to end this inequity. ■



CM CREDIT UPDATE

Gary Cornell, FAICP

Professional Development Officer

If you are a member of AICP and need additional credits, the grace period extends to April 30, 2011, so there is still time! You can take free webinars sponsored by a consortium of state Planning Chapters for the past year. You can get up to 48 hours.

There are a lot of great topics which last about an hour/hour and a half – perfect for lunchtime viewing. You can find a list of webinars here:

<http://www.utah-apa.org/webcasts.htm>

Did I mention it is free? Also... The Planning Institute of Colorado recently certified a new online course for two credit hours of certification maintenance:

- Understanding Sustainability is a course authored
- by Graham Billingsley, FAICP and Marty Sugg.

The cost is \$20 and you can sign up at www.vaned.com/planners – registration is quick and easy and (most importantly) you can take this course at your own pace and at your convenience.

Understanding Sustainability is offered in addition to these other CM certified courses:

- Growth Management, 4 hours CM
- Land Surveying and Subdivision Platting, 4 hours CM
- Transportation Planning, 4 hours CM
- Economics and Demographics, 4 hours CM

The Planning Institute of Colorado is a non-profit arm of APA Colorado. You can find out more about PIC by visiting <http://www.theplanninginstitute.org/>.

The Need for Form-Based Thoughtfulness

By Don Elliott, Clarion Associates, Denver

[Reprinted from the Winter 2011 newsletter of APA's Regional and Intergovernmental Planning Division]

Everyone wants to be a part of the new wave of thinking, and that single-mindedness can lead us to apply the new approach to problems that it was not intended to solve.

Several years ago I ran onto a great quote: "There is nothing more dangerous than a good idea if it's the only one you have." It concisely summarizes one of the risks inherent in innovation – that as new ideas appear they sometimes create a bandwagon effect. Everyone wants to be a part of the new wave of thinking, and that single-mindedness can lead us to apply the new approach to problems that it was not intended to solve. Or it can lead us to abandon other tools that work well simply because they are not new. While form-based zoning controls are indeed an innovation that can produce better cities with less brain damage for both builders and city staff in some situations, the idea has become so popular that it runs the risk of being applied where it should not. Caution is in order for three reasons.

1. Not every place is a "Place." While it may be possible to discern what building types are appropriate in many areas of the city, there are other places where no inherent "form" is apparent. Those often include large acreages in non-prime locations, low density industrial areas, and environmentally difficult redevelopment sites. In other words, areas where there is little or no surrounding "context" where an existing fabric can be discerned, and where a large range of future forms are possible. Kevin Lynch's focus on paths, edges, nodes, landmarks, and districts as the key elements of city-building is still valuable -- and a good reminder that not all areas of the city (or region) need to receive equal attention. While government could decide on a preferred form and menu of building types for each of its non-prime locations, it is not clear that it should. Cities (and regions) need to breadth, and in some areas the best strategy may be to leave options open.
2. Good form is not the only planning goal. Good form-based zoning can promote many of the goals that America's metropolitan regions need to emphasize – including density, walkability, neighborhood stability, and transit-oriented development patterns. But other planning goals may pull in different directions. Changes in floodplain and stormwater regulation may demand less "urban" patterns in some areas. Promoting affordable housing may require that developers be given more density or height than they "should" get under form-based controls for the area. Economic development opportunities may lead the city to allow a large new employer where that firm wants to locate – in spite of form-based rules saying that it "belongs" somewhere else. Transit budgets may not support the expansion of service needed to support the density of mixed use development that form-based zoning calls for. America's cities are challenged every day by the need to balance these and other planning goals, and balancing





GPA Planners Lunch

ECO River Education Center
May 4, 2011 | Rome, GA

We hope to see you on May 4th in Rome for the GPA Planners Lunch, to be held at the ECO River Education Center from 11:00 AM to 1:30 PM.

The discussion topic is “Sustainability Beyond Atlanta,” and examples will be given from Rome, Woodstock, and Cartersville. This event has been submitted for CM credits.

Harvest Moon Cafe, a local Rome restaurant, will provide a wonderful meal. The event cost is a reasonable \$15.

Registration is now open for this event – send an e-mail to me at rosborne@cityofcartersville.org for a brochure containing complete information and the registration form.

We hope to see you in Rome!

Richard Osborne, AICP
GPA Board District 1 Director

cont.

regional planning goals is even more difficult. Sometimes the environment doesn't win; sometimes economic development doesn't win; sometimes form doesn't win.

3. Not every good idea can be “scaled up.” Just as transit-oriented development or walkshed-based planning have optimal sizes, many zoning tools have a scale at which they work well – and other scales at which they do not. You can design a TOD based on two-mile walking distances, but people may not be willing to walk that far to the train. You can require retail uses on every ground floor of your downtown area, but if the market won't support them many of those ground floors may be vacant. Some ideas cannot be “scaled-up” to apply across entire neighborhood or city or region.

One goal of form-based zoning is to better reinforce the positive “fabric” of neighborhoods – and it shows great promise in that area. But fabric is local. Unless you live in a very small town, there is no such thing as a citywide “fabric” – each neighborhood has its own. Denver, Colorado, recently completed a successful five year effort to replace its dysfunctional Euclidean zoning code with a citywide form-based code – but stretching form-based concepts over the city's 100 square miles of developed area took some effort. The menus of zone districts and the building types allowed in each zone had to be repeatedly expanded in order to accommodate the very diverse patterns of buildings and development that has


evolved over the past 150 years. A regional effort would have been even more difficult. At what point does the effort of stretching the concept of form-based controls to accommodate an entire city or region undermine the point of form-based zoning? Make no mistake, however. Form-based zoning is here to stay, and strong regional planning agencies will continue to explore the potential of form-based controls to promote regional planning goals. As this process unfolds, it is important that cities and regions keep three questions in mind.

1. What elements of form-based controls are appropriate to apply at a citywide or regional level?
2. What areas (or types of areas) would benefit from form-based controls, and why?
3. What level of control will capture the benefits of form-based controls without becoming overly complex or expensive to design and administer?

*[Other excellent articles in the Winter 2011 newsletter include *The Frontier of Form-Based Codes* by Alan Mammoser of the Form-Based Code Institute, and *A Form-Based Code Handbook in the Sacramento Region* by Ron Thomas (UGA) and Greg Chew (Sacramento ACOG). For this and other Division newsletters, go to <http://intergovernmental.homestead.com>.] ■*



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CHANGE OF ADDRESS

The Georgia Chapter does not maintain address lists. All lists are maintained at the national office and are mailed to the local chapters each month. If you have moved, e-mail: addresschange@planning.org, go to Member Login at www.planning.org, or write to: American Planning Association, 97774 Eagle Way, Chicago, IL 60678-9770

MEMBERSHIP INFORMATION

If you are interested in joining GPA or the American Planning Association, contact the national headquarters at the address above or call (312) 431-9100 or visit their website at www.planning.org.

CONTACTS

Direct financial inquiries and address payments to the Treasurer. Direct questions about chapter records to the Secretary. Direct matters for the Board of Directors to the President. See mailing and email addresses inside.

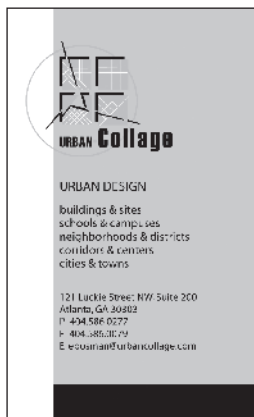
SUBMISSION

The Georgia Planning Association welcomes articles, letters to the editor, photos of planning events or state happenings, calendar listings, job notices, planners on the move, etc. We are always interested in publishing items you think may be of interest to others throughout the state. Graphics are especially welcome. Articles may be edited for space. Articles printed in any issue of The Georgia Planner are not the expressed opinion of the Chapter.

DEADLINE

The deadline for the next issue is **April 30, 2010**.

Send items for the newsletter to: William F. Ross, ROSS+associates, 2161 Peachtree Road, NE Suite 806, Atlanta, Georgia 30309, Bill@planross.com



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