



GEORGIA PLANNER

Newsletter of the Georgia Planning Association, A Chapter of the American Planning Association

APRIL 2004

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Cultural Arts - The Final Frontier

By Diana Wheeler, Alpharetta Community Development Director

In his book, *Edge City Life On The New Frontier*, Joel Garreau identified the phenomena of new cities emerging from nondescript suburbs. His research showed that these edge cities all had four stages of growth in common. He described these stages in terms of waves. The first wave

is the promise that the suburbs hold for the idealized way of life. The second wave is the economic anchor provided by a regional mall. The third wave is the movement of wealth and jobs to the suburb; and the final wave is the creation of a "soul" for the community. The first three waves are easy to recognize, understand and quantify; but, of course, it's the last one that makes all the difference. What constitutes the "soul" of a community and how do we make it happen? In a sense, this is the issue that most suburban communities grapple with as they mature. To not answer this question successfully is to ultimately risk community stagnation or decline.

In Alpharetta, "soul" has been interpreted to hinge on the cultural arts. Music, dance, theater--all types of visual and performing arts these have been identified as the key ingredients to achieving the fourth wave. Imagine culture in the suburbs. That really is the new frontier! However, that still leaves the question of how we make it happen. Shopping centers, office buildings and subdivisions are built in abundance and are easy to do. But, developers don't build cultural arts facilities and a performing arts center is not a 'build to suit' project.

As is often the case, the solution to a big dilemma starts with a little bit of luck. After years of studies, meetings and committee work by Fulton County and its Arts Council, one site in



Alpharetta emerged as the premiere location for a North Fulton cultural arts facility. Coincidentally, that 26 acre site was part of a much larger, 219 acre tract that was in the process of being repositioned by its owner, Cousins Properties. It wasn't difficult for Cousins to see that a cultural arts

facility would be both an asset and an anchor for the mixed-use development that they envisioned for their 219 acres.

Meanwhile, key community members had organized themselves into a grassroots committee to help the cultural arts project get underway. An ambitious program was established for the facility which included a 12,000-seat amphitheater, a 2000-seat performance hall, an educational center, an art gallery, and a 350 seat black box theater. Over the past two years, a business plan was generated, a corporation was formed, a non-profit tax status was acquired and fund raising got underway. In addition, the newly formed corporation received \$2 million in donations from Fulton County and the City of Alpharetta, purchased the 26 acre tract, contracted for design services, and hired a marketing company to develop an image and a name. All of these efforts, combined, led to the birth of Encore Park for the Arts.

Although the cultural arts facility is now well underway, there is no doubt that it will take years to complete this project. The project volunteers have discovered that the work involved is sometimes quite difficult. Often times, it takes a monumental effort to bring diverse resources together. However, those involved in this project remain undeterred. We are confident that we will succeed and we know that, after all, hard work is good for the soul.

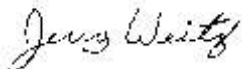
From the President...

Your board of directors continues to work toward providing quality events this year. Thanks to a lot of hard work by board members Rob LeBeau and Phil Clark and many other spring conference volunteers, we held a very successful spring conference in Macon in March. On behalf of the board, we thank our keynote speakers George Israel and Dr. Catherine Ross, the session organizers and speakers, our generous sponsors, and (most of all) our members for attending.

For three straight years now, we have had successful spring conferences. I attribute these successes in part to our committee structure which has helped solicit sessions on transportation, economic development, and historic preservation. Diversifying our conference sessions has helped bring certain professionals to our conferences that would not otherwise have had much interest. But most of all, our conferences would not be successful without multiple volunteers contributing time and your support through attendance.

GPA is organizing a planner's lunch in Atlanta and a Community Planning Institute (CPI) in northwest Georgia, both in May. We owe thanks to Diana Wheeler and Kathleen Field for taking on the planner's lunch "resurrection" project and to Deborah Miness and David Sutton for organizing CPI and working on improvements to the curriculum. GPA also helped sponsor the annual review session for the American Institute of Certified Planners (AICP) exam in April at Georgia Tech. We thank our professional development officer (PDO), Glenn Coyne, board member Dr. Cheryl Contant, and past PDO Dr. Larry Keating, for helping organize that event.

By the time you read this, the political season at APA will have ended (I hear those sighs of relief). I look forward to hearing the results of the elections for APA Board and AICP Commission, and attending leadership training, at APA's national conference in Washington, DC in late April. But we are not out of the political season entirely, as GPA itself will hold an election for President-Elect during late summer. Gary Cornell is heading up the nominations and elections committee; please let Gary know if you are interested in being considered for the nomination.



Jerry Weitz

Community Planning Institute

The GPA Curriculum Committee has developed a revised program for the next Community Planning Institute (CPI), a training program targeted toward planning commissioners and other planning officials. In the past, this program has been jointly held annually by GPA and DCA, with DCA providing certificates to participants. The GPA Curriculum Committee represents a broader inter-organizational effort with representatives from DCA, UGA's Carl Vinson Institute of Government, Georgia Tech, GMA, ACCG, Georgia Association of RDCs and others. This group is in the process of developing standardized curricula for planning official training and working towards formal certification of planning commissioners. In the future, CPI will be held more often

and in various regions in the state. The next step will be to implement the revised curriculum for CPI at the upcoming session in Dalton, Georgia on May 20-21. If successful, this program may become the foundation for the basic level standardized curriculum. The revised CPI program will be held at the Northwest Georgia Tourism and Convention Center, 2211 Dug Gap Battle Road off Exit 333 (Walnut Avenue) in Dalton. The Holiday Inn-Dalton (706-278-0500) is offering a special discount for the evenings of the 19th and 20th, so be sure and ask for the special CPI discount rate. For more information about the upcoming CPI, contact David Sutton, GPA's Planning Official Development Officer, at dsutton@whitecounty.net.

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DCA News April

From Deborah Miness, AICP Director-at-Large

Planning and Quality Growth Office Merger

On March 1, DCA's Office of Coordinated Planning and the Office of Quality Growth merged into a new Office of Planning and Quality Growth. This change is expected to facilitate DCA's efforts to foster both good planning and growth management practices throughout the state. Jim Frederick serves as the Director of the new office, with Deborah Miness serving as Assistant Director. The new office consists of three sections - Planning, Field Services and Resources - which will work together on a variety of cross-cutting projects and programs. The Planning Section, now managed by Dan Basso, consists of four planners who are being paired with the four field representatives of the Field Services Section, managed by Adriane Wood. These pairs, assigned to jointly serve DCA's new super regions, will assist each other in identifying significant planning and quality growth issues in their respective regions and develop appropriate outreach activities in response. The Resources Section, managed by Deborah Miness, will explore innovative projects and programs to address planning and quality growth issues around the state. For more information about the new office and its programs, contact Deborah Miness at dminess@dca.state.ga.us.

Model Code Phase II Online

The updated Model Code for Alternatives to Conventional Zoning is now online and available in both PDF and Word for Windows format. The 11 new modules of phase 2 address a variety of topics and issues, including: alternative street and pedestrian standards, bicycle facility specifications, hillside development, residential infill development, scenic corridors, traffic impacts and more. The addition of these new modules expands the utility of the model code to a much wider range of communities, from small rural

communities to larger, more urban ones. Currently, the code is available for download only in major sections, but work is underway to make each individual module available separately. See <http://www/planning/modelcode.html> for more information.

ARC Guidelines for Meeting Transportation Element Requirements

At the request of DCA, the Atlanta Regional Commission has prepared a manual containing guidelines for addressing the transportation element requirements of DCA's revised minimum planning standards. DCA has reviewed and approved the guidelines for publication and distribution to all of ARC's member governments. Although the guidelines were designed for use in the ARC region, they contain a wealth of useful information on how to apply the standards to communities of different sizes and on important data sources for transportation planning. DCA Staff has provided the guidelines to representatives of other local governments and other metropolitan planning organizations, and will make the manual available for download through the Georgia PlanBuilder web page. For more information, contact David Schilling at ARC at DSchilling@atlantaregional.com.



Georgia Planning Association 2004 Calendar of Planning Related Events

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>	<u>CONTACT</u>
May 3 rd 5 th	P&Z for Community Land-Use Mgmt	Madison, WI	epdweb.engr.wisc.edu
May 7 th	First Fridays	Atlanta	dot.matthews@arch.gatech.edu
	Planners' Lunch (RSVP By 4/30)	Atlanta	dwheeler@alpharetta.ga.us
May 10 th -12 th	Context Sensitive Design Symposium	Atlanta	Jontyl.brown@coa.gatech.edu
May 19 th 21 st	GEDA Spring Workshop	Augusta	www.geda.org
May 20 th 22 nd	AICP Exam Test Window	Various Locations	www.planning.org/certification
May 31 st	<i>Georgia Planner</i> deadline	Send news/articles to:	GPAnews@planross.com
June 15 th 16 th	HPD Tax Incentive Workshop	Rome	kcarter@dca.state.ga.us
June 26 th 29 th	GMA Annual Convention	Savannah	www.gmanet.com
June 28 th 30 th	P&Z for Community Land-Use Mgmt	Boulder, CO	epdweb.engr.wisc.edu
July 6 th	Application Deadline November AICP		www.planning.org/certification
July 31 st	<i>Georgia Planner</i> deadline	Send news/articles to:	GPAnews@planross.com
August 5 th 6 th	GAZA Summer Conference	Augusta	rogers@cviog.uga.edu
August 20 th	Blueprints Partners Meeting	Atlanta	mail@gaconservancy.org
September 22 nd 24 th	GEDA Annual Conference	Savannah	www.geda.org
October 13 th 15 th	GPA Fall Conference	Brasstown Valley	rlebeau@atlantaregional.com
October 15 th	Blueprints Partners Meeting	Atlanta	mail@gaconservancy.org
November 8 th 20 th	AICP Exam Test Window	Various Locations	www.planning.org/certification
November 30 th	<i>Georgia Planner</i> deadline	Send news/articles to:	GPAnews@planross.com

Sign Up Now! **Be a Resource Volunteer for our Student Members**

The Georgia Planning Association, as part of its ongoing commitment to encourage interest in the planning profession and to support our student members in their studies and endeavor to become planning professionals, is initiating a program to promote interaction between our regular members and our student members. Through this program, a regular member can volunteer to become a "resource" for student members. As a "resource", regular members can make themselves available to student

members to share with them their expertise in the planning field.

By providing assistance to a student member, whether it be about a student project, a career question or a topic of interest, you will be encouraging future planners at the beginning of their planning careers and playing an active role in the promotion and viability of the Georgia Planning Association as the state planning organization and local chapter of the APA. Please join us! Contact Dan Basso at: dbasso@dca.state.ga.us.

We Need Your Nominations for President-Elect

In accordance with the GPA By-Laws, the President has appointed a Nominations and Elections Committee to start the process of preparing for the election of a President-Elect prior to the Fall Conference. The Nominations and Elections Committee is chaired by the Past President, Gary Cornell, includes the President, Jerry Weitz, and five other GPA Board members:

Name	Email	Phone
Cheryl Contant	cheryl.contant@arch.gatech.edu	(404) 894-2350
Patti Cullen	ppcullen@dhr.state.ga.us	(706) 256-2910
Tracy Dunnivant	tracydunnivant@carrolltongegorgia.com	(770) 830-2000
Paul Forgey	pforgey@swgrdc.org	(229) 522-3552
Helen Stone	helen_stone3@hotmail.com	(912) 692-0950

Here's where you come in We need your suggestions for nominees for President elect. The President-Elect would be elected late this summer, be installed at the fall conference and begin serving on the GPA Board thereafter. The President-Elect would serve as GPA's next President beginning in October 2005- October, 2007.

If you want to be considered for this office, or you want to nominate someone, give that person's name to Gary Cornell at gcornell@jig.com or (678) 333-0229 or any of the other members of the Nominations and Elections Committee. The person nominated must be a member in good standing of both APA and the Georgia Chapter. Nominations will be open until June 15, 2004. The committee will review the list of applicants and select a slate of nominees for a ballot that will be published in the August newsletter.

GEDA SPRING WORKSHOP registration is open! HOTEL ROOMS GOING FAST...

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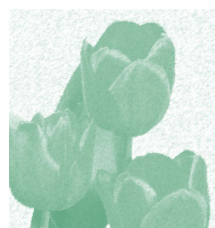
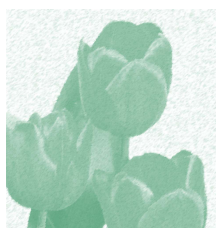
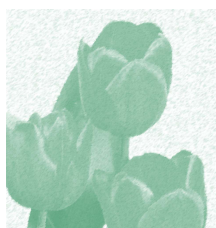
Register Now! At
<http://www.geda.org/spring/register.asp>

Program Agenda go to:
<http://www.geda.org/spring/2004ProgramOutline.pdf>

Sponsors & Exhibitors go to:
<http://www.geda.org/spring/2004Sponsorship.pdf>

Spring Workshop information:
<http://www.geda.org/spring/>

Bill Bryant, GPA Chair, Economic Development
Committee
wfbryant@southernco.com



News From APA

City Parks Forum Publishes Series About Creating Healthier, Safer Communities

CHICAGO, ILL. - The City Parks Forum, a special initiative of the American Planning Association (APA), has published a second series of briefing papers that show mayors, city managers, planners and others how to use healthy parks to create safer neighborhoods, protect and enhance urban environments, improve learning among children, and improve public health.

"The benefits that urban parks provide to communities are like the compounding interest that accrues from a savings account," said City Parks Forum Director Mary Eysenbach, "they just keep adding up. These briefing papers provide examples how cities across the country are using parks to help solve difficult urban issues."

For example, the paper on using parks to create safer neighborhoods describes how Macon, Ga., Mayor C. Jack Ellis led an effort that used the renovation of the

Village Green park to help reduce crime in the adjoining neighborhood. Another paper describes how Atlanta, New York and Philadelphia have used park resources to reduce the health impacts of air and water pollution.

Other briefing papers published by the City Parks Forum show how parks can be used to promote community revitalization, enrich community engagement and spur economic development. Copies of the briefing papers are available through APA's website at www.planning.org/cpf/briefingpapers.htm.

APA launched The City Parks Forum in 1999 with two grants totaling \$2.55 million from the Wallace Foundation and the Doris Duke Charitable Foundation. The program has helped mayors and park officials in mid-sized cities across the country use urban parks to improve the quality of life in their communities. Other park resources available include technical reports, case studies and proceedings from six Forum-organized conferences involving mayors from 25 cities.



CSD Workshop

Rob LeBeau, GPA VP for Programs

Below is a link to a Context Sensitive Design (CSD) workshop hosted by GDOT and the Center for Quality Growth & Regional Development at Georgia Tech in May. CSD is a design solution for transportation systems and public spaces that takes into account environmental, aesthetic, historic, and community resources to produce

projects that meet the transportation need and support the community's goals and surroundings. This workshop should be helpful in implementing your LCI plans.

http://www.coa.gatech.edu/cqgrd/Projects/CSD_Sym.htm

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WORKING TO BETTER OUR COMMUNIT[ES AND ENVIRONMENT

Spring Conference a Success!

By Rob LeBeau, VP for Programs

The GPA 2004 Spring Conference was held on March 18 and 19 at the Crowne Plaza in historic downtown Macon. This event drew a record (for spring conferences) 140 registered attendees for the two days of sessions and networking. The conference featured three tracks Transportation Planning (focusing on MPOs), Economic and Neighborhood Development, and Comprehensive Planning and Implementation with 20 breakout sessions, including two mobile workshops. The mobile workshops provided an opportunity for Macon to highlight their recent successes and for participants to learn from real-world examples of neighborhood and downtown redevelopment. The breakout sessions provided an opportunity to discuss current issues, such as the new State Minimum Planning Standards, as well as provide a new focus on planning issues for Metropolitan Planning Organizations and Economic

Developers
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events
included an
opening
session

Do you want to HOST a Conference next year?

Do you have a SESSION idea for the Fall Conference in Brasstown Valley on October 13 to 15?

Now is the time to make a proposal for a 2005 fall or spring conference location (due by April 30) or a session proposal for the 2004 Fall Conference (due by June 30). Contact Rob LeBeau at rlebeau@atlantaregional.com or visit the GPA website to receive the necessary form and submit by the due date.

address from Georgia Israel, President and CEO of the Georgia Chamber of Commerce and a lunchtime presentation from Dr. Catherine Ross, Harry West Chair for Quality Growth and Regional Development at the Georgia Institute of Technology. In addition, a Thursday evening reception was held at one of the most beautiful historic homes in Macon, the Federated Garden Club, with transportation provided by local trolleys.

The success of this conference was due to the efforts of many people. Special appreciation goes out to our sponsors Jordan, Jones & Goulding, Day Wilburn Associates, Inc., Newport Partners LLC, Pond & Company, and Ross + associates who provided financial support to help keep the conference economical for all attendees. Thanks also to the conference session organizers, programs committee, speakers and particularly the local coordinators, Phil Clark and Angela Sheppard from the Middle Georgia RDC. Finally, thanks to all the conference attendees for supporting your Georgia Planning Association and advancing the interest of the planning profession by participating in the conference.

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Pondering the Future of Planning

By: Jerry Weitz, AICP

Recently, I had the opportunity to speculate about the future of planning at the local, regional, and state level. While my past predictions haven't been very accurate, I will venture to say that the following trends in planning are evident and may further

manifest themselves during the next few years and beyond.

Some observers thought that the big planning trends of "new urbanism" and "smart growth" were temporary fads that would quickly go away. These principles (or movements) have endured. They are not going away as some might have predicted. Smart growth and new urbanism are, in fact, gathering strength.

We have historically subscribed to a "throw away" mentality with regard to certain parts of our built environment. It is now common in most communities to see abandoned shopping centers, such as vacant WalMart stores. And it is hard not to notice the new Super WalMarts a ½ mile out of town or sometimes even across the street from the abandoned center (in the case of Hartwell, Georgia, for example). We are slowly abandoning that throw away mentality, and I predict (or hope at least) that society will jettison the abandonment mentality altogether. Planning will increasingly emphasize reuse and redevelopment. A new redevelopment "ethic" is dawning, and communities are no longer going to accept the abandonment of their shopping centers and inner-city neighborhoods.

Planners are familiar with the demographic trend toward an increasingly aging society. We are way "behind the curve" in anticipating the implications, however. We cannot afford to delay any longer our planning for how to accommodate new development forms that are friendly to our seniors. Our existing development forms, for the most part, are not going to serve the needs of seniors who don't need or want to (or cannot) be driving everywhere. Our aging society calls for innovative responses from planners as to how seniors can live in communities that meet their



diverse needs. It is time to put senior-friendly development practices in our plans and on the ground.

Scholars of federalism and intergovernmental relations have labeled our current state of affairs as "deficit driven." With mounting federal deficits and state budget

crises, the state and regional planning programs in the U.S. may not be able to count on subsidies and support in future years. The days of federal and state-sponsored planning are probably in serious jeopardy. We may no longer be able to count on states and our national government to support planning programs at the local level. Our planning advocacy organizations battle to hold on to what we have now, like Community Development Block Grants. APA has been recently advocating at the national level to preserve the transportation funding to which we have now grown accustomed.

Finally, across the nation, it appears that the really influential planning is increasingly being done not by regional and state governments, but by the business community. In 1997, this would have been an unlikely prospect indeed. The Metropolitan Atlanta Chamber of Commerce, for instance, has brought regional stakeholders together to discuss long range futures and is seeking to link transportation and land use policies together for smarter growth. They have done this in part because they've been successful in other policy arenas (e.g., transportation and water) and because that is what regional business communities across the country are doing now. When the business community speaks, people and politicians listen. Given the reluctance to assign more authority to regional planning agencies, the business community is "picking up the slack." The regional initiatives of our business leaders, coupled with federal and state deficits, may signal a trend toward more planning (or the more important planning) being done by private organizations, especially the business community.

Director of Planning & Development

Quad Cities Planning Commission City of Jefferson

The Quad Cities Planning Commission seeks an experienced planner with a generalist background to serve as the Director of Planning and Development for the Cities of Arcade, Jefferson, Pendergrass and Talmo. The work includes various tasks associated with the administration of zoning, subdivision and other development-related regulations and ordinances, and coordination of comprehensive plan updates.

Requires a bachelor's in urban planning, land use

planning or related discipline, with preference for graduate work in planning; supplemented by three years experience in zoning and subdivision administration and land use planning, and knowledge of Land Use Law of Georgia. Preference may be given for master's degree in planning and AICP certification. Knowledge of GIS systems and Georgia's Impact Fee legislation helpful. Mail resume to City of Jefferson, 147 Athens Street, Jefferson, Georgia 30549. Deadline is April 30, 2004.

Morgan County Planner Position

Morgan County, a rapidly growing county located in North East Georgia, is accepting applications for an individual to serve as County Planner as the foundation of a county planning staff. The individual must possess excellent verbal, written and interpersonal skills, as well as organizational skills. Knowledge of ArcGIS, long range planning, zoning administration and grant writing is preferred. The individual must be self motivated and be able to work well with the public, county officials and staff. Responsibilities include, but are not limited to the following: 1) Provide professional planning

recommendations to the Planning Commission, Board of Commissioners and other officials. 2) Review zoning and development applications for conformance with applicable ordinances and state laws. 3) Conduct proactive land use planning for the county, including short and long term work plans, comprehensive plan and map updates, zoning ordinance and development updates. 4) Serves as the Secretary to the Planning Commission.

Interested applicants can obtain an application from the Morgan County Board of Commissioners office at 355 Hancock Street, Madison, Georgia 30650. For more information, applicants may contact Chuck Jarrell, Director of Planning & Development, at (706) 342-4373.



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ANNOUNCEMENTS

Urban Design Committee Meets

The GPA Urban Design Committee met on August 15, 2003. Members present were Michelle Wright, Brian Borden, Tracy Dunnivant and Committee Chairman Paul Soudi.

The committee members discussed the importance of streetscape to a community. Borden said he felt it was more than just benches and tables. He said the goal of streetscape should be to create an experience. Dunnivant discussed Carrollton's streetscape project and its use of the

local artisans. Soudi said he would like to explore ways for planners to creatively work with the issue of a railroad running through the middle of a town. Wright gave examples of cities that have dealt with the problem.

Soudi asked the members to come up with some possible GPA spring conference topics for the next meeting. Dunnivant suggested a course on revitalizing greyfields.

Planners' Lunch - May 7

Be there!

The date is Friday, May 7th from 11:30 - 1:00 pm. The lunch will be held at the East Lake Golf Club in the Bobby Jones Room. Our guest speaker is Carol Naughton, Executive Director of the East Lake Community Foundation. She will tell us about how Cousins Properties acquired the land and formed public/private partnerships in order to create a mixed-use redevelopment project. Last year, the East Lake Foundation won a ULI award for this

project. After lunch, we'll do a brief tour by carpool for those interested. Cost for the lunch is \$25.

More information on the East Lake Community Foundation's award winning success on turning this community around, and a Registration Form for the lunch, can be found on GPA's web site: www.georgiaplanning.org. Directions to the East Lake Country Club are available at www.eastlakegolfclub.com/guest/index.html. There is an amazing story of vision, leadership and success.

GPA PLANNERS' LUNCH

East Lake Golf Club

May 7, 2004

Bobby Jones Room

11:30am-1:00pm

Luncheon Buffet

Hot

Soup Of The Day

Cold

Sliced Turkey Breast, Black Forest Ham And Roast Beef

Egg And Tuna Salad

Thick Cut Wheat Berry, Sourdough And Marble Rye Bread

American, Swiss And Provolone Cheese

Grilled Chicken Caesar Salad

Seasonal Fruit Salad

East Lake Spicy Potato Chips

Assorted Fresh Baked Cookies

Water, Iced Tea And Coffee Are Included

\$25 per person



GEORGIA PLANNER

Newsletter of the Georgia Planning Association, A Chapter of the American Planning Association
2161 Peachtree Road, NE Suite 806 • Atlanta, Georgia 30309

APA... Making Great Communities Happen



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:

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APA National Headquarters
122 South Michigan, Suite 1600
Chicago, Illinois 60603-6107

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.

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 e-mail 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 **June 31, 2004**.
Send Items for the newsletter to:

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