



BATON ROUGE 2015



APA
LA

Evolving Communities
Planning for Investment
and Impacts
in Louisiana

American Planning Association
Louisiana Chapter
Making Great Communities Happen

Evolving Communities

Planning for Investment and Impacts in Louisiana

APA Louisiana Annual Conference
January 21-23, 2015

Welcome



To the Capital City Baton Rouge and the Louisiana Annual 2015 Conference!

Baton Rouge is home to:

State Capitol of Louisiana
Congress
Senate

Louisiana State University

Southern University

The Port of Greater Baton Rouge

Pennington Biomedical Research Facility

The Health District

The Historic Hilton Capitol Center
AKA The Heidelberg Hotel



Office of the Metropolitan Council

City of Baton Rouge
Parish of East Baton Rouge

Post Office Box 1471
Baton Rouge, Louisiana
70821

CHANDLER LOUPE
Councilmember
District 3

Council Office: 225/389-5162
Fax: 225/389-4919
E-mail: council-dist3@brgov.com

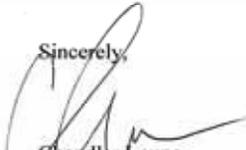
January 21, 2015

Dear Friends:

Welcome to Baton Rouge, host city for this year's State Planning Conference! As Mayor Pro Tem, it gives me great pleasure to extend a warm welcome to each of you attending the Louisiana American Planning Association Conference. We are honored to have you here visiting us and excited to be the host City for this event. As I understand, the theme of this year's conference is "Evolving Communities: Planning for Investment and Impacts in Louisiana". It is fitting then that our City, with the recent influx of investment and development in our downtown areas such as the IBM development and the forthcoming Water Campus, host an event which will help guide our professionals into the next decade of planning in Louisiana.

We have hosted this conference before, most recently in 2010. We hope that many of you are returning visitors and encourage those of you who have been here before to wander around and enjoy the many changes that have occurred across this City and Parish in the preceding four years. For those of you who are attending a conference here for the first time, I hope you take advantage of the many outstanding local cultural attractions. We invite you to take the opportunity to visit the campuses of Louisiana State University and Southern University. I also encourage you to take the time to enjoy the fabulous cuisines and dishes offered at many of our outstanding restaurants and eateries; come Downtown in the evenings to experience the continued revitalization of our cultural and entertainment areas or simply to stroll along the Levee Path and enjoy the beauty of the Mississippi River.

On behalf of all the wonderful citizens who live and work in this City, I wish you a successful conference and a memorable stay.

Sincerely,

Chandler Loupe
Mayor Pro Tem

APA Louisiana Chapter

Hilton Capitol Hotel

201 Lafayette Street
Baton Rouge, LA 70801
(225) 344-5866

Check in is on Wednesday January 21, 2015 at 3:00 pm. Please make arrangements to secure your belongings during the Workshops and/or Sessions.



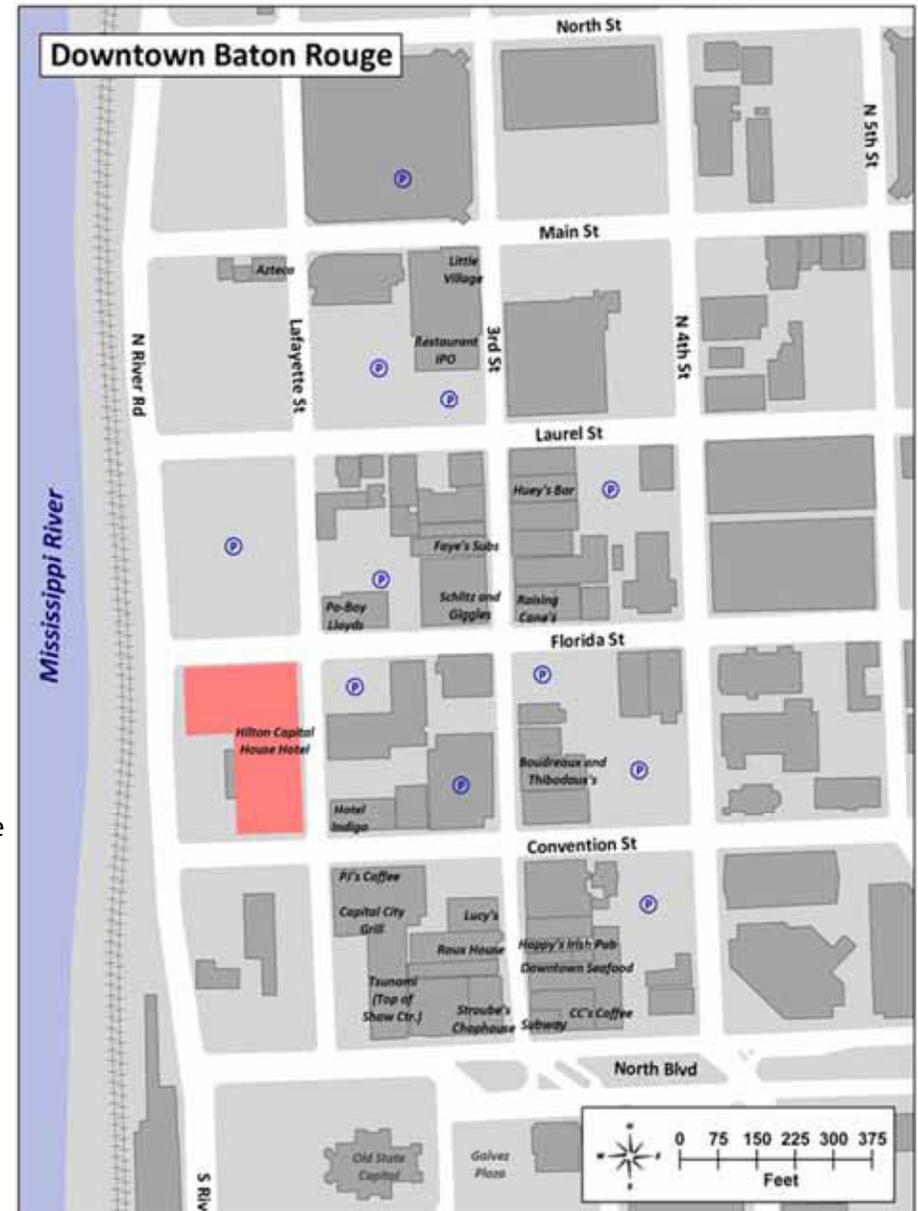
Construction began in 1927 on the Hilton Capital, originally named the Heidelberg Hotel. The hotel was briefly used as the State Capitol during a power struggle between Governor Huey P. Long and lieutenant governor Paul Cyr. Long refused to hand over power after winning a seat in the U.S. Senate, so Cyr declared the hotel as the capitol. In 1982, the Heidelberg was placed on the National Register of Historic Places.

Local Restaurants

within walking distance from hotel.

Azteca
Capital City Grill
CC's Coffee
Downtown Seafood
Faye's Subs
Harrington's Cafe
Jimmy Johns
Jolie Pearl Oyster Bar
Kingfish Grill
Little Village
Lucy's
PJ's Coffee
Poor Boy Lloyds
Raising Canes
Restaurant IPO
Roly Poly
Roux House
Sadaf Café Greek
Schlitz & Giggles
Strands Café
Stroube's Chophouse
Subway
The Lobby Café
Tsunami
Zolia Bistro

Public parking is identified by





Highlights:

Conference Venue Diagram 4

Event Sponsors 33

Program-at-a-Glance 36

Table of Contents

Message from the APA LA President and Capital Section Director 5

Conference Host Committee 6

Keynote Speakers 8

Wednesday, January 21

Conference Events: Annual Chapter Business Meeting & Opening Luncheon 9

Session 1 Place Based Zoning in New Orleans 10

Session 2 Fat City Revitalization and Redevelopment 11

Mobile Workshop 1 Government Street Redevelopment 12

Session 3 Area-Wide/Multi-Lot Neighborhood Brownfield Surveys 13

Session 4 Housing Needs Assessment 14

Opening Reception 15

Thursday, January 22

Breakfast with Bill Anderson 16

Session 5 Comprehensive Plan 16

Session 6 P3: Public Private Partnerships 17

Mobile Workshop 2 The Port of Greater Baton Rouge 18

Mobile Workshop 3 Downtown Development District 19

Session 7 Mayors Roundtable 20

Session 8 St. Tammany Parish Hazard Mitigation Properties 21

Planning Awards Luncheon 21

Session 9 Legislative Roundtable 22

Session 10 Envision Rating System 23

Session 11 Shreveport Common 24

Session 12 Shreveport Brownfields 25

Soirée at De La Ronde Hall 26

Friday, January 23

Breakfast (Continental) 27

Session 13 Ethics Case of the Year 27

Session 14 Topics in Professional Development 28

Workshops 5 - Bicycle Tour 29

Session 15 Planning Law 30

Session 16 Community Foundation 31

Closing Luncheon 31

Session 17 Planning Commissioner Training 32



Message from the APA LA President and Capital Section Director



**Lydia Z. Jemison, AICP, CFM
APA-LA Chapter President**

has been President of the APA- LA since January of 2014 and the President of Jemison & Partners, Inc., a professional planning firm since 2001. A native

of the New Orleans area, Lydia has a master's degree in Urban and Regional Planning from the University of New Orleans. Jemison has 34 years of planning experience with a focus in corridor revitalization, port and environmental planning. Prior to founding her own firm, Jemison was planning manager of the Port of New Orleans.



Jessica R. Keasler currently serves as the Director of the Capitol Section of APA LA and the 2015 APA LA Conference Host Committee Chair. Mrs. Jessica Keasler is an experienced environmental services professional having obtained Bachelors and Masters degree in Environmental Science,

with Planning Concentration. As the Environmental Department manager for Terracon's Baton Rouge office, Mrs. Keasler oversees various environmental projects, including National Environmental Policy Act (NEPA) studies, wetland delineations, and sub-surface investigations.

Dear Friends and Colleagues:

Welcome to the 36th APA LA annual conference in Baton Rouge! The Capitol Section Conference Host Committee has carefully built an excellent and enjoyable program with both educational and networking opportunities. The Conference Host Committee selected the Hilton Baton Rouge Capitol Center as the conference hotel in particular to put us in historic downtown Baton Rouge, close to the mighty Mississippi River and the State Capitol.

This year's conference theme, "**Evolving Communities, Planning for Investment and Impacts in Louisiana**", showcases the dramatic changes that have happened in the redevelopment of downtown Baton Rouge over the last few years. Mobile workshops highlight examples of local revitalization efforts, intermodal transportation and economic development in the Greater Baton Rouge area. AICP's will be able to meet their continuing education requirements with sessions analyzing the latest trends and tools in zoning, environmental planning and housing.

Meet the new Executive Director of the APA, Mr. Jim Drinan, at the Annual Chapter Business Meeting on Wednesday. The Annual Chapter Business Meeting is a grand opportunity to give us your thoughts on the direction of APA LA for 2015 and beyond. Mr. Drinan will also be presenting the "**Ethics Case of the Year**" on Friday. We have brought back "**Breakfast with Bill**" on Thursday morning so you can hear what's happening in planning on a national level from our APA President, Mr. Bill Anderson.

Since we are in the State Capitol, we thought it appropriate to bring in a conversation on the legislative process. Towards that end, we have a "**Mayor's Roundtable**" on Thursday morning in which recent legislative efforts to eradicate blight in Louisiana will be analyzed. We hope this will mark the beginning of a new partnership with the Louisiana Municipal Association.

The legislative agenda continues with a "**Legislative Roundtable**" on Thursday afternoon, a legislative skill building workshop by APA Director of Policy and Communications Mr. Jason Jordan. Mr. Jordan will explore how he communicates APA national planning policy to elected and appointed officials on Capitol Hill. We intend to have a lively discussion with the audience following Mr. Jordan's remarks on how we can translate this legislative skill set to important planning issues in Louisiana.

We hope our 36th APA LA annual conference will be a memorable and inspirational experience that gives our chapter members the tools needed to be a better planners. If there is anything we can do to help you in this regard, please let us know. We are here to serve you.

Sincerely yours,

Lydia Z. Jemison, AICP, CFM
APA LA President

Jessica Keasler
APA LA Conference Host Committee Chair





<http://louisianaplanning.com/site/conferences>

Conference Host Committee

<i>Barrett Chaix</i>	Planner	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Whitney Cooper, AICP, LEED AP</i>	Project Director Secretary	Downtown Development District APA LA
<i>Lu Cutrera, AICP</i>	Urban Planner	LJC Planning and Design, LLC
<i>Sean Daly, AICP</i>	Sr. Transportation Planner	Iteris, Inc.
<i>Frank Duke, FAICP</i>	Planning Director	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Annette Fessel</i>	Application Developer	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Ryan L Holcomb</i>	Assistant Director	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Lael Holton</i>	Planning Manager	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Lydia Z. Jemison, AICP</i>	President Chapter President	Jemison & Partners, Inc. APA Louisiana Chapter
<i>Jessica Keasler</i>	Environmental Dept. Manager Director	Terracon APA LA Capitol Section



Conference Host Committee



<i>Sabine Lebailleux</i>	Planner	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Jeffery Leuenberger, AICP</i>	Long Range Planner VP Public Information	Lafourche Parish Government APA LA
<i>Collin Magee</i>	Planner	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Lauren Marschall</i>	Community Planner	Center for Planning Excellence
<i>Judy Morice</i>	Planner	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Gilles Morin</i>	Planning Coordinator	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Lisa Smith</i>	Planner	Terracon
<i>Jennifer Stenhouse, AICP</i>	Director of Development	Center for Planning Excellence
<i>James Taylor, AICP</i>	Urban Planner Treasurer	Franklin Associates, LLC Capitol Section
<u>Student Volunteers:</u>		
<i>Calesia Anderson</i>	Student Intern Southern University	Baton Rouge/East Baton Rouge Parish Planning Commission
<i>Andrew Kepper</i>	Student Intern Louisiana State University	Baton Rouge/East Baton Rouge Parish Planning Commission



Chandler Loupe

Jim Drinan



William Anderson



Kristin Gisleson Palmer



Keynote Speakers

CHANDLER LOUPE, District 3 Councilman and President Pro-Tempore

Councilman Loupe is presently serving as President Pro-Tempore, having been elected by fellow Council Members to this post on January 2, 2013. A life-long resident of Baton Rouge, Chandler attended St. Aloysius and Catholic High School. He obtained his BA in business administration from LSU and juris doctorate from Tulane University Law School.

JAMES M. DRINAN, J.D. became Executive Director of the American Planning Association on July 1, 2014. A native of Boston, he received a B.A. in Political Science from Providence College and a J.D. from the DePaul University School of Law. Drinan's 25-year career in association management includes 12 years as Executive Director of the American Association of Endodontists (AAE) and its Foundation. Prior to the AAE, Drinan was the Associate Executive Director of the American Association of Orthodontists, served as the Director of Health Care and Government Relations for the American Association of Oral and Maxillofacial Surgeons, and began his career as a federal attorney for the U.S. Department of Health and Human Services in Chicago. Drinan's career has focused on association leadership, governance, and strategic planning. He has had executive responsibility for a family of organizations, including associations, foundations, international federations, for-profit subsidiaries, and political action committees. He has served as general counsel, lobbyist, and spokesperson for associations at the state and federal levels.

WILLIAM ANDERSON, FAICP is from San Diego, California, is President of the American Planning Association and a Senior Director of Economics + Planning for AECOM. Bill integrates development economics and planning, having worked in 23 states and eight countries. Anderson focuses on inner cities, community planning, and regional planning. He headed up San Diego's oldest planning advocacy group and chaired San Diego's Planning Commission, helping formulate the "City of Villages" strategy. Anderson served as director of San Diego's City Planning & Community Investment Department between 2006 and 2011, where he oversaw planning, economic development, redevelopment, urban form, and facilities financing. During this time as Director, he led the preparation of San Diego's General Plan, which received APA's prestigious Daniel Burnham Award for Excellence in Comprehensive Plans. He was inducted into the AICP College of Fellows in 2006.

KRISTIN GISLESON PALMER is a non-profit executive with 20 years' experience in neighborhood revitalization, financial management, economic development and grass roots organizing. Post-Katrina, Kristin has put over 400 displaced residents back into their homes. She developed a \$6 million dollar annual rebuilding operation and leveraged over \$7 million in public funding to create a model for creating long-term sustainability in our communities.

Wednesday January 21

Onsite Registration: 10:00 am

Conference Events:

Annual Chapter Business Meeting: 10:30 am

Welcome from the President

Opening Luncheon: 11:30 am

Welcome from Mayor's Office

Mobile Workshop 1: 1:30 pm - 4:30 pm

Government Street Revitalization

BREAKOUT SESSIONS

Session 1: Place-Based Zoning

(1.50 CM)

1:00 pm - 2:45 pm

Session 2: Fat City Redevelopment

(1.50 CM)

1:00 pm - 2:45 pm

Session 3: Area Wide Brownfield Survey

(1.50 CM)

3:00 pm - 4:30 pm

Session 4: Housing Needs Assessments

(1.50 CM)

3:00 pm - 4:30 pm

Opening Reception: 5:30 pm - 7:00 pm

Heidelberg Ballroom

Hilton Capitol Center, top floor

Conference Events

10:00 am

Conference Registration

Conference registration begins in the corridor leading to the Hilton Hotel Riverview Ballroom.

10:30 - 11:30 am

Welcome

Riverview Ballroom side "A"

This is the official start of the 2015 American Planning Association Louisiana Chapter (APA LA) Conference with a welcome from the Chapter President, Lydia Z. Jemison. The new Executive Director for APA, Mr. Jim Drinan, will be introduced to the members of the Louisiana Chapter, followed by a discussion of 2014 APA LA milestones and what's on the horizon in 2015. Don't miss this opportunity to help guide the APA LA in a direction that greater serves you.

11:30 - 1:00 pm

Opening Luncheon

Riverview Ballroom side "A"

The Opening Luncheon features Mr. Chandler Loupe, District 3 Councilman for the City of Baton Rouge, Parish of East Baton Rouge, to kick off the conference with a look at transportation planning initiatives for Baton Rouge addressing the needs of the metropolitan population and visitors.



Wednesday January 21



Bob Rivers is the Executive Director of the New Orleans City Planning Commission. Prior to this position, he was the Chief Deputy City Attorney in New Orleans, and a Special Counsel in real estate with Jones Walker. Prior to becoming an attorney, Mr. Rivers had a fourteen-year career in city planning and his-

toric preservation, most recently as Administrator of the Nantucket (Massachusetts) Historic District Commission.



Stephen D. Villavaso, J.D., FAICP is city planner and a land use/zoning attorney specializing in master plans, development codes and land use law with over forty years of experience. His firm is currently working on master plans and zoning codes across the State of Louisiana. Steve is an Ad-

adjunct Professor at both the Department of Planning and Urban Studies at the University of New Orleans and the School of Law at Loyola University teaching Land Use and Zoning Law.

1:00 PM – 2:45 PM

Session 1

Governors Room, [1.50 CM]

Place-Based Zoning in New Orleans

Evolving Regulatory Approaches

When the city considered regulatory approaches to implement its adopted Master plan, it recognized varied development patterns in conflict with particular zoning methodologies. New Orleans decided to apply the right approach for each situation, whether conventional (Euclidian), performance based or form based. The community decided to create a hybrid ordinance based on development characteristics of various and unique places – utilizing a “place-based” approach, with districts designated/grouped related to specific community needs. This hybrid code provides regulatory controls responding to established community values, the form and design of each “place,” and unique neighborhood conditions through use and performance standards.

- Moderator: **Leslie T. Alley** – Deputy Director, New Orleans City Planning Commission
- Panelist 1: **Robert D. Rivers** – Executive Director, New Orleans City Planning Commission
- Panelist 2: **Stephen D. Villavaso, FAICP, JD** – Principal, Villavaso & Associates, Lead Local Consultant on the New Orleans Master Plan and Comprehensive Zoning Ordinance project.
- Panelist 3: **Paul Cramer** – Planning Administration, New Orleans City Planning Commission

Paul Cramer, Planning Administrator for the Comprehensive Planning Division at the City Planning Commission for 16 years, is responsible for long range planning projects which the City's Master Plan, titled *Plan for the 21st Century: New Orleans 2030*. He has a Bachelor of Arts Degree from Virginia Tech in Political Science and a Master's Degree in Urban & Regional Planning from the University of New Orleans.



Wednesday January 21



Juliette Cassagne is Assistant Director of the Jefferson Parish Planning Department. She holds a master's degree in Urban and Regional Planning from UNO. She is an APA LA Leadership Experience graduate, and served the Metro Section in several offices.

Terri Wilkinson, Jefferson Parish Planning Director, has nearly 30 years of experience in local government specializing in zoning, subdivision, and design review. She has a master's degree in urban and regional planning and a PhD in urban studies from UNO.



Michael Lauer, AICP Based in Melbourne Beach, Florida, Michael Lauer has served local governments from coast to coast over the last 30 years. He has developed award-winning growth management programs addressing diverse land use planning and policy issues.

Tiffany Peperone Pitre, JD has 15 years of experience in public law with an interest in land use and quality of life through smart growth. Currently, Tiffany works as General Counsel and Policy Analyst for TMG Consulting where her experience as the Jefferson Parish Senior Parish Attorney is frequently called upon for real estate and land use law.



1:00 PM – 2:45 PM

Session 2

*Capitol Room, [1.50 CM]***Fat City Redevelopment and Revitalization**

A booming entertainment district in the 1970's located in Jefferson Parish, LA, Fat City precipitously declined and was stuck in a seedy stage of inertia for decades despite numerous revitalization attempts. Fat City has a new energy and is now positioned for the goal of lasting revitalization. Adult uses have closed. Five former late-night bars have been redeveloped into new restaurants, an office and wellness center, and the parish has issued over 40 permits for renovations since revitalization efforts began and the new zoning ordinance took effect. New mixed-use zoning, amortization of non-conforming signs and public streetscape investments have fostered private investment.

The panel will discuss the successes and failures of the strategic plan and zoning amendments, public outreach, public outreach, capital improvements, creative financing, and attempts to spur development and attract private investment with limited funding.

- Moderator: **Juliette Cassagne** – Assistant Director, Jefferson Parish Planning Department
- Panelist 1: **Terri Wilkinson, PhD, AICP** – Director, Jefferson Parish Planning Department
- Panelist 2: **Michael Lauer, AICP** – Principal, Planning Works
- Panelist 3: **Tiffany Peperone Pitre, JD** – General Counsel and Policy Analyst, TMG Consulting
- Panelist 4: **Jerry Bologna** – Executive Director, Jefferson Parish Economic Development Commission (JEDCO)

Jerry Bologna is the Executive Director of the Jefferson Parish Economic Development Commission (JEDCO). In 2011, he was designated a Certified Economic Developer and recognized as the New Economic Development Professional of the Year by the International Economic Development Council.



Wednesday January 21

Government Street Revitalization Photos



1:30 – 4:30 pm

Mobile Workshop #1

Meet in Hilton Hotel Lobby

Government Street Revitalization

Tour a historic Baton Rouge artery, scheduled for a road diet in the near future. Visit the former Energy site, soon to be transformed into a mixed-use development by the East Baton Rouge Redevelopment Authority, and see the Model Block project, which is turning a blighted block into a shining example of what Government Street should be. End with a drink at Radio Bar.

Trolley ride tour

Costs

\$30.00 per person

Time

3 hours

Maximum capacity

15 people



Wednesday January 21



Barrett Chaix is the Coordinator of Economic and Environmental Research for the City-Parish Planning Commission in Baton Rouge. He has a Master of Urban Studies degree from Portland State University. He has served as manager of the Baton Rouge Brownfields Program since 2009 and is the President of the

Louisiana Brownfields Association. Mr. Chaix participated in the design and planning of two of the first area-wide brownfield investigations conducted in Louisiana.

Melanie Hanks manages the Site Evaluation and Remediation Group for Providence Engineering and Environmental Group LLC. She has a Master of Science Degree in Toxicology from North Carolina State University and a Bachelor of Science Degree in Biology from Bloomsburg University of Pennsylvania. Ms. Hanks has been working in the environmental field since 1994 and has experience performing site assessment and cleanup activities throughout Louisiana. She currently serves as Vice Chair and a Board Member for the Mid City Redevelopment Alliance in Baton Rouge, Louisiana.



Jennifer Schatzle is an Environmental Scientist with the Risk and Remediation Group for CK Associates, LLC. She has a Bachelor of Science Degree in Toxicology from Northeast Louisiana University and has 15 years of experience in environmental protection and site investigation projects. She has

expertise in performing risk assessments under the LDEQ's Risk Evaluation/Corrective Action Program (RECAP) and Phase I Environmental Site Assessments (ESA).

3:00 PM – 4:45 PM

Session 3

Governors Room, [1.50 CM]

Area-Wide/Multi-Lot Neighborhood Brownfield Surveys

This session will present the concept and application of area-wide/multi-lot neighborhood brownfield surveys and how they can support redevelopment planning. Two such surveys have been completed in the Baton Rouge urban core. Another is under way in the city of Shreveport, with funding from an EPA grant specifically intended for these types of brownfield planning activities. This presentation will feature descriptions of the surveys from the two lead authors of these three projects as well as a discussion of how they can be utilized support neighborhood revitalization. The presentation will be designed to help practitioners decide if a multi-lot brownfield survey could be useful in their communities.

- Panelist 1: **Barrett Chaix** – Coordinator, Economic and Environmental Research, Baton Rouge City-Parish Planning Commission
- Panelist 2: **Melanie Hanks** – Site Evaluation and Remediation Group Manager, Providence Engineering and Environmental Group, LLC
- Panelist 3: **Jennifer Schatzle** – Environmental Scientist, Risk and Remediation Group, CK Associates, LLC

Wednesday January 21



Nathan Cataline is the Senior Housing Planner at GCR Inc. in New Orleans, LA. Recently completed statewide housing assessment in Delaware, and for the City of Birmingham, AL. He synthesizes complex policy and regulatory issues into understandable, user friendly communications and creates action-oriented goals and deliverables.

Andreanecia Morris

is the Vice President of Homeownership and Community Development at Providence Community Housing, and Chair of the governing committee for the Greater New Orleans Housing Alliance. Ms. Morris is currently developing a citywide housing plan for the City of New Orleans.



Roy Heidelberg, PhD



is an Assistant Professor at Louisiana State University's Public Administration Institute. Recently co-authored the Statewide Housing Needs Assessment for the Louisiana Housing Corporation.

3:00 PM – 4:45 PM

Session 4

Capitol Room, [1.50 CM]

Housing Needs Assessments: Best Practices at the State and Local Level

The panel will examine the role of housing needs assessments in planning for community change. Housing needs assessments are a powerful tool for determining current demographic, economic and housing conditions and making recommendations for future investment. The panel will explore housing needs assessments at the state (Louisiana) and city level (New Orleans), present best practices from around the country, and discuss innovative data sources, community engagement strategies, and planning for implementation.

- Panelist 1: **Nathan Cataline** – Senior Housing Planner, GCR, Inc.
- Panelist 2: **Andreanecia Morris** – Vice President of Homeownership and Community Development, Providence Community Housing
- Panelist 3: **Roy Heidelberg** – Assistant Professor, Louisiana State University's Public Administration Institute.

Wednesday January 21

5:00 pm – 8:00 pm

Opening Reception

Heidelberg Ballroom

The storied Heidelberg Hotel aka Hilton Capitol Center was once the favorite haunt of legendary politician Huey Long, “the Kingfish.” Construction on the Heidelberg Hotel began in 1927, with just a sketch on a napkin by Architect Edward Nield. Nield’s napkin plan lay the foundation for his vision to create a luxury hotel fit for Louisiana’s capital city and the dynamic, controversial politicians of the era.

It seemed fitting to open the conference reception in the Historic Hilton Capitol Center Heidelberg Ballroom, which is located on the tenth floor overlooking the Mississippi River. This grand room provides the perfect atmosphere conducive for attendees to mix and mingle while enjoying the view and light refreshments.



Thursday January 22

Conference Events:

Breakfast with Bill Anderson:

7:30 am – 9:00 am

Riverview Ballroom side "A"

Mobile Workshops:

2 - The Port of Greater Baton Rouge

9:30 am – 12:00 pm

3 - Downtown Development District

10:00 am – 12:00 pm

Planning Awards Luncheon:

12:00 pm

Riverview Ballroom side "A"

BREAKOUT SESSIONS

Session 5: Comprehensive Plans: Successful Implementation

(1.50 CM)

9:00 am – 10:30 am

Session 6: P3: Leveraging Partnerships

(1.50 CM)

9:00 am – 10:30 am

Session 7: Mayor's Round Table (CM)

(1.25 CM)

10:45 am – 12:00 pm

Session 8: St. Tammany Hazard Mitigation

(1.25 CM)

10:45 am – 12:00 pm

7:30 am – 9:00 am

Breakfast with Bill Anderson *Riverview Ballroom side "A"*

Talk to the President of APA, Mr. Bill Anderson, on what's happening in planning on a national level. Breakfast is included in the conference fee.

9:00 am – 10:30 am

Session 5

Governors Room, [1.50 CM]

Comprehensive Plans: Successful Implementation

Comprehensive plans have been adopted at a record pace across Louisiana in recent years. But how are those plans being monitored and measured for success? What defines successful implementation? This discussion will highlight methods for identifying relevant indicators, for reporting that information to the public and for utilizing the results in adapting/updating the overall planning documents.

- Panelist 1: **Lael Holton** – Manager, Advance Planning and Research, Baton Rouge City-Parish Planning Commission
- Panelist 2: **Mukul Verma** – Director of Communications, Baton Rouge Area Foundation
- Panelist 3: **Honorable Murphy McMillin** – Mayor, Town of Jena



Lael Holton is the Advance Planning and Research Division manager for the City of Baton Rouge Planning Commission. He oversees and coordinates the implementation of Baton Rouge's Comprehensive Master Land Use and Development Plan.

Mukul Verma has served as director of communications for the Baton Rouge Area Foundation for nine years. He oversees the CityStats project, which measures the quality of life in East Baton Rouge Parish using indicators and a poll. Before joining the Foundation, Mukul was a journalist. He launched and operated the online division of Business Report, including Daily-Report.com.



Mayor Murphy McMillin has been Jena, Louisiana's mayor since 2006. He ventured into politics after 31 years in the oil and gas industry working with two major international oil companies. His education and experience is in finance, business planning, and asset allocation.

Thursday January 22

Silvia E. Vargas, AICP, LEED AP, is a professional planner with 21 years of experience in community planning and plan implementation. Silvia's firm, Wallace Roberts & Todd, led the preparation of PlanLafayette, which Silvia coordinated as the Consultant Team Project Manager.

Kevin Blanchard, JD is Lafayette Consolidated Government's Public Works Director. Until recently, he served as LCG's Chief Development Officer, responsible for coordinating and overseeing LCG's development and long-term planning efforts, including implementation of the comprehensive plan. He was also Chair of the Comprehensive Plan Citizens Advisory Group that steered the PlanLafayette process.

Until recently, **Carlee Alm-LaBar** served as Assistant to City-Parish President Joey Durel. She has recently been appointed to the position of Chief Development Officer. From the President's Office, Carlee served as the liaison from the President's Office to the Comprehensive Planning process since its inception.

Bruce Conque has served on the Lafayette City-Parish Council and as Vice President of Community Development for the Lafayette Chamber of Commerce. As 2-term Chairman of the Lafayette Planning Commission, Bruce signed off on the adoption of PlanLafayette in June of 2014.

Steven J. Oubre, AIA, LEED AP is co-founder of Architects Southwest, based in Lafayette. Steve's portfolio is comprised primarily of Urbanist projects in Louisiana (most notably The Village of River Ranch in Lafayette), Mississippi, Texas, and Arkansas. He lectures frequently on design, new urbanism, and the smart growth planning.

9:00 am – 10:30 am

Session 6

Riverview Ballroom side "A", [1.50 CM]

P3: Leveraging Partnerships to Boost Public-Private Partnership

Public-private partnerships (P3s) are now widely used by local governments as a method for implementing real estate, urban infrastructure and economic development projects, after a community plan is completed. But what about the benefits of bringing P3s early into the planning process itself?

Involving the private sector (corporate, non-profit, philanthropy, etc.) in carrying out a public outreach and engagement strategy has several advantages. Private sector partners offer access to specialized skills, can increase efficiency and may be able to offset restrictions that prevail in the public sector. Because of this, they often can come up with and carry out creative solutions. And of course, they can generate resources.

Participants in this session will learn how to effectively create and use alliances between local governments and different segments of the private sector to expand public outreach and increase levels of citizen engagement in a planning process. They will learn the "do's and don'ts" from the diverse perspective of several non-planner panelists involved in the recently completed PlanLafayette effort.

- Panelist 1: **Silvia Vargas**, AICP, LEED AP – Senior Associate, Wallace, Roberts, & Todd, LLC
- Panelist 2: **Kevin Blanchard** – Chief Development Officer, Lafayette Consolidated Government (LCG)
- Panelist 3: **Carlee Alm-LaBar** – Chief Development Officer, Lafayette Consolidated Government (LCG)
- Panelist 4: **Bruce Conque** – Vice President of Community Development, Greater Lafayette Chamber of Commerce
- Panelist 5: **Steven J. Oubre**, AIA, LEED AP – Principal, Architects Southwest

Thursday January 22



Karen St. Cyr
Director of Public Affairs

As Director of Public Affairs for the Port of Greater Baton Rouge and employed there for the past 28 years, Karen St. Cyr's major responsibilities include coordinating the port's community and public relations programs and the foreign trade zone.

9:30 am – 12:00 pm

Mobile Workshop #2

Meet in Hilton Hotel Lobby

The Port of Greater Baton Rouge



The Port of Greater Baton Rouge tour is a walking tour and mainly outside. During the walking tour, participants enjoy a beautiful view of the Mississippi River and see the different types of cargoes handled by the port. Seeing the port in action allows visitors to understand import and export concepts, transportation logistics and international trade. All visitors leave with a better understanding of the port's role in the nation's transportation network.

Bus to Port	
Cost	\$30.00 per person
Time	2.5 hours
Maximum capacity	25 people

About the tour:

- A photo identification card is required.
- All safety and security regulations must be followed at all times.
- Each tour group is escorted by a tour guide and must remain with the guide during tour.
- Casual business attire and comfortable flat shoes are suggested.
- Every tour participant must sign an indemnification agreement.
- You must sign an indemnification agreement prior to arriving at the port



Thursday January 22



Davis S. Rhorer
Executive Director

As Executive Director of the Downtown Development District, Davis Rhorer is responsible for carrying out the mission of the DDD to initiate, incubate and support partnerships that develop and enhance Downtown Baton Rouge.

In this capacity, Rhorer has worked closely with the DDD Board of Directors, private sector partners and local government to revitalize Louisiana's Capitol City, helping to attract more than \$2.4 billion in investments over the last 20 years.

10:00 am – 12:00 pm

Mobile Workshop #3

Meet in Hilton Hotel Lobby

Downtown Development District



Hear about the history and future of downtown Baton Rouge on a walk with Davis Rhorer, Executive Director of the Downtown Development District. Outdoors; comfortable clothing and flat shoes are recommended.

Cost	\$10.00 per person
Time	2 Hours
Maximum capacity	25 people
Contact:	Sabine Lebailleur

Thursday January 22



Ronnie C. Harris serves as the Executive Director of the Louisiana Municipal Association. (LMA). He is a graduate of the University of Louisiana at Lafayette in 1975 and received his Masters of Business Administration from Tulane University in 2003. Additionally, Mr. Harris has served as an adjunct professor at Tulane University. Prior to his appointment as Executive Director, Mr. Harris served 28 years as mayor of the City of Gretna, Louisiana.

Mayor Belinda Constant

Mayor Belinda Constant was elected as the first female mayor of the City of Gretna in April 2013 after serving 8 years as City Councilwoman. Prior to being elected, Mayor Constant was a business owner and activist for alternative sentencing programs in the criminal justice system of the Jefferson Parish 24th Judicial District Court.



Mayor Hiram Copeland has served as the Mayor of the City of Vidalia for 22 years. Elected mayor in 1992, he served as a councilman for sixteen years from 1976 to 1992. He is a member of the Vidalia Chamber of Commerce, a

member of the Board of the Kisatchie-Delta Regional Planning and Development District and the Chairman of the U.S. Highway 84 Commission.

10:45 am – 12:00 pm

Session 7

Riverview Ballroom side "A", [1.25 CM]

2015 Mayors' Roundtable on Fighting Blight in Louisiana

Ronnie Harris, a former Louisiana mayor and Executive Director of the Louisiana Municipal Association (LMA), will moderate a roundtable of Louisiana mayors on their successes and failures at combating blight in their respective communities. The panel will also examine recent efforts by the LMA to shepherd measures through the Louisiana legislature process to address blighted property. Acts 436 and 871 are proposed constitutional amendments on the November 2014 ballot aimed at streamlining procedures for local governments to recover expenses for blighted, abandoned or tax-delinquent property. Addressing the cost of clearing such property could encourage redevelopment and improve the quality of land uses.

- Moderator: **Ronnie Harris** – Executive Director, Louisiana Municipal Association
- Panelist 2: **Honorable Belinda Constant** – Mayor, City of Gretna
- Panelist 3: **Honorable Hiram Copeland** – Mayor of the City of Vidalia
- Panelist 4: **Honorable Kenneth Boudreaux** – Chairman of the Lafayette City-Parish Council



Councilman Kenneth P. Boudreaux is the Lafayette City-Parish Chairman and represents District 4 Council. Chairman Boudreaux is a motivational speaker for youth on leadership, cultural diversity, non-violence, and drug and alcohol prevention. Mr. Boudreaux is also the Director of Youth Services and Programs with the 15th Judicial District in the District Attorney's Office

Thursday January 22



Dayton Crites, LEED GA is a designer and planner with Design Workshop, Austin, Texas. Mr. Crites interests focus on the interface between the built environment and natural, and the requisite planning and analyses that allow the building and preserva-

tion.

Connors Ladner is a native of St. Tammany Parish, is an Associate with Design Workshop, and is the project manager for the study. Mr. Ladner is a graduate of LSU's landscape architecture program and has been involved in design and planning projects including the Lafitte Greenway in New Orleans, Lafayette Central Park, Downtown Greenway in Baton Rouge, and this Culture, Heritage and Tourism Strategic Plan for St. Tammany Parish.



Risa Mueller is the Vice President at Franklin Associates in Baton Rouge. Ms. Mueller has 20 plus years' experience in communications, media relations and project management. She led the stakeholder engagement portion for the effort.

10:45 am – 12:00 pm

Session 8

Governors Room, [1.25 CM]

St. Tammany Parish Hazard Mitigation Properties

Methodologies for Determining What to Do with Hazard Mitigated Properties

Following several storms – most recently Hurricane Isaac – St. Tammany Parish was left with numerous parcels now taken out of commerce and placed in the public domain as a result of flood hazard mitigation programs. These properties vary widely in size and are distributed across the parish with a concentration along the north shore of Lake Pontchartrain and along bayous flowing into it. The study identified the properties, and developed a methodology for deciding the best utilization for them going forward, since their return to commerce is not possible. Specifically, the use of these lands to enhance wildlife habitat, aquifer recharge, outdoor recreation and tourism were examined in detail.

- Panelist 1: **Dayton Crites, LEED GA** – Designer/Planner, Design Workshop
- Panelist 2: **Connors Ladner** – Associate, Design Workshop
- Panelist 3: **Risa Mueller** – Vice President, Franklin Associates

12:00 pm – 1:00 pm

Planning Awards Luncheon

Riverview Ballroom side "A"

Each year our Chapter recognizes the achievements of agencies, companies, groups, and individuals as they strive for excellence in the planning profession. General award categories include Planning Excellence (Plan/Implementation/Process/Education or Advocacy), Planning Achievement, Student Project Award and Great Places in Louisiana recognition. A presentation of winning submissions will be shared as well as the official ceremony in which winners will receive a personalized award.

Thursday January 22

BREAKOUT SESSIONS

Session 9: Legislative Roundtable

(1.50 CM)

2:00 pm – 3:30 pm

Session 10: Envision Systems

(1.50 CM)

2:00 pm – 3:30 pm

Session 11: Shreveport Common

(1.25 CM)

3:45 pm – 5:00 pm

Session 12: Shreveport Brownfield

(1.25 CM)

3:45 pm – 5:00 pm

Conference Events:

Soirée at De La Ronde Hall

6:00 pm – 8:00 pm



Tim Jackson, AICP is a professional planner with over 24 years of experience in both the public and private sectors. Jackson currently is a Senior Research Associate with the Merritt Becker UNO Transportation Institute at the University of New Orleans.

2:00 pm – 3:30 pm

Session 9

Riverview Ballroom side "A" [1.50 CM]

Legislative Roundtable

Please join Jason Jordan, the APA Director of Policy and Communications, for a workshop on how to organize and energize the current APA LA legislative process, overview of national legislation pertinent to planners and national policy initiatives of the APA, the communication of these policy initiatives to elected officials, staff and the media on Capitol Hill, and how the APA LA can translate these actions on the state and local levels. Dialog and participation with the audience will be strongly encouraged.

- Moderator: **Lydia Z. Jemison, AICP, CFM** – President, APA LA and President, Jemison & Partners, Inc.
- Primary Speaker: **Jason Jordan** – Director of Policy and Communications, APA
- Facilitator 1: **Ed E. Elam, III, AICP, PTP** – Associate Planner, Burk-Kleinpeter, Inc.
- Facilitator 2: **Stephen D. Villavaso, FAICP, JD** – Principal, Villavaso & Associates
- Facilitator 3: **Tim Jackson, AICP** – Senior Research Associate, UNO Transportation Institute



Jason Jordan has degrees from Emory University and American University. Jordan directs policy, communications, grassroots advocacy and federal relations programs for the American Planning Association. He is responsible for advancing the organization's legislative and policy agenda in Washington, DC and overseeing the development of APA's policy guides and initiatives.

Ed E. Elam, III, AICP PTP holds a Master of Urban and Regional Planning from the University of New Orleans and is currently an Associate and Principal Transportation Planner with Burk-Kleinpeter, Inc. in New Orleans. Elam has over 20 years of professional experience working with the public and private sectors in the fields of transportation, land use, comprehensive planning and transit planning.





Thursday January 22



Derek Chisholm is an Envision Sustainable Professional with URS New Orleans and led a training program in Portland Oregon where he worked for 14 years. Derek has served on an APA State Board and as an

Adjunct Professor, Planning Commission Chair, and the Environmental Project Manager for the largest public works project on the West Coast.

Malay Ghose-Hajra is an Assistant Professor in the Civil and Environmental Engineering Department at the University of New Orleans in Louisiana. Dr. Ghose-Hajra received his doctoral degree from Kansas State University in 2001 and is a registered professional engineer in multiple states including Louisiana. Dr. Ghose-Hajra is a Director of the American Society of Civil Engineers (ASCE), Louisiana Section, and the Past President of the American Society of Civil Engineers (ASCE).



2:00 pm – 3:30 pm

Session 10

Governors Room, [1.50 CM]

Envision Rating Systems

Sustainable Rating Systems for Public Improvement Projects

This session provides a review of sustainable rating systems for public improvement projects with a focus on Envision. The Envision system is more than just LEED for public works. It includes assessment of planning, community involvement and livability. Session participants will learn:

1. The different rating systems (STARS, Greenroads, INVEST, LEED ND) the merits of each and possible planning applications.
2. The basics of Envision, with a focus on the following categories: Quality of Life, Leadership (including planning), Climate and Risk.
3. How to use the Envision tools to enhance planning projects, even when not fully pursuing project certification.

- Panelist 1: **Derek Chisholm, AICP, ENV SP, LEED GA** – Senior Planner & Project Manager, URS New Orleans; Envision Sustainable Professional
- Panelist 2: **Malay Ghose Hajra, Ph.D., P.E., ENV SP** – Assistant Professor, Civil & Environmental Engineering, University of New Orleans

Thursday January 22

Suzanne Perilloux Leckert, ACIP is the Director of Gaming, Feasibility and Land Use Analysis at TMG Consulting. As certified planner and analyst, she has evaluates the feasibility of new developments and consults for government agencies and private developers. She was project lead for the Shreveport Common Cultural District Market Analysis.



Liz Swaine has served as the Executive Director of Shreveport’s Downtown Development Authority (DDA) and the Downtown Shreveport Development Corporation since 2010, where she works to create partnerships and to implement initiatives to encourage development in Downtown Shreveport.



Eric Melancon, is an Associate of TMG Consulting and a Professional Cost Estimator and Analyst certified with the International Cost Estimate and Analysis Association (ICEAA). He specializes in economic, financial, and political consulting. He developed the retail/commercial component of the Shreveport Common Cultural District Market Analysis.



3:45 pm –5:00 pm

Session 11

Governors Room, [1.25 CM]

Shreveport Common

Using Hard Numbers to Validate and Implement the Vision

Shreveport Common, a 9-block art and culture district adjacent to the Central Business District, was conceived after a devastating fire engulfed the Shreveport Regional Arts Council’s headquarters in 2009. The panel will describe Shreveport Common’s unique history and the vision for it to evolve to an arts and cultural district. This vision was reported by the Massachusetts’ Institute of Technology as a leader in “creative placemaking.”

The panel will discuss obtaining grant funding for a planning audit and market assessment, the market assessment’s methodology and analysis, the market assessment’s projection of the potential utilization of the Shreveport Common’s housing and commercial uses, the validation of the vision, and how the plan strengthened stakeholder commitment and interest from developers. The panel will describe using the market assessment in its planning implementation and creative placemaking to stay true to its vision as an uncommon cultural community.

- Panelist 1: **Suzanne Perilloux Leckert, AICP** – Director of Gaming, Feasibility and Land Use Analysis TMG Consulting
- Panelist 2: **Liz Swaine** – Executive Director, Shreveport Downtown Development Authority and Downtown Shreveport Development Corporation
- Panelist 3: **Eric Melancon** – Associate TMG Consulting
- Panelist 4: **Pam Atchinson** –Executive Director Shreveport Regional Arts Council

Pam Atchison is the Executive Director of the Shreveport Regional Arts Council (SRAC). She oversees the financial health of SRAC and implements the policies and directives of the SRAC Board of Directors. Pam joined SRAC in 1981.



Thursday January 22



Mart J. Black, AICP, Senior Planner, Providence Technical Services, LLC has more than 40 years of land use and transportation planning experience. He holds a B.A. in Sociology (Un. St. Thomas) and a M.S. in Urban Studies (UNO). He is a past president of LA-APA.

Aron Chang is an urban designer at Waggoner & Ball Architects. He served most recently as project manager for the firm's design contributions to the Shreveport Cross Bayou Area-Wide Brownfield Plan. He received his Masters in Architecture degree from the Harvard Graduate School of Design, and graduated from Williams College with degrees in Studio Art and German.



Roy W. Jambor, AICP/PA, Senior Planner, Shreveport-Caddo MPC has approximately 30 years of experience in both the public and private sectors as an architect and planner. He holds a professional degree in architecture and community planning from Auburn University. He served as project manager for the recent comprehensive plan update for Shreveport-Caddo.



3:45 pm –5:00 pm

Session 12

Riverview Ballroom side "A", [1.25 CM]

Shreveport Brownfields

Leveraging Financial and Technical Assistance to Implement a Plan: An EPA Brownfields Area-Wide Planning grant and AICP Community Planning Assistance Team Coordinate to Stimulate Urban Revitalization in Downtown Shreveport

This presentation should provide insight into how these types of opportunities might be used in other communities to help implement or otherwise stimulate investment in a current comprehensive plan. Moreover, the two coordinated efforts provided resources to address problems that would otherwise undoubtedly remain ignored for the foreseeable future.

Topics and issues addressed in the two efforts include: walkability, urban transportation alternatives and enhancements; environmental assessments and remediation; urban waterfront development; livability principles; historic preservation; sound urban design and environmental justice.

In addition, these efforts are already attracting additional funding and technical assistance opportunities from other federal agencies and their non-profit partners. Insights regarding successful applications for assistance and the successful provision of professional planning services will be shared.

- Panelist 1: **Mart Black, AICP** – Lead consultant, Brownfields Area-Wide Plan, Providence Technical Services, LLC.
- Panelist 2: **Aron Chang** – Urban Designer, Waggoner & Ball Architects
- Panelist 3: **Roy Jambor, AICP/PA** – Senior Planner, Long Range Planning Metropolitan Planning Commission, City of Shreveport

Thursday January 22

De La Ronde Hall

Walking distance from the Hilton Hotel.



Address: 320 3rd Street,
Baton Rouge, LA 70801

Phone: (225) 343-2523

6:00 pm – 8:00 pm

Soirée Dinner

De La Ronde Hall

Social and sit down three course Dinner at De La Ronde Hall with Ruffino's as catering.

Open to all attendees.

Maximum number of attendees:

75

Cost

\$65.00/85.00 per person



Menu Includes:

Salad

Sensation Salad - Romaine lettuce tossed with tangy vinaigrette and seasoned with Gorgonzola cheese.

Selection of Three Entrée Choices

Fish Picatta – Pan sauteed fresh fish topped with a creole meuniere sauce and capers. Served with mashed potatoes.

Chicken Parmesan-Chicken breast coated with Italian breadcrumbs and pan-fried, topped with marinara, Parmigiano, and provolone cheese. Served with capellini and marinara sauce.

Lasagna-Tender fresh pasta sheets layered with meat sauce, ricotta, Parmigiano, and provolone cheeses, and topped with Ruffino sauce.

Dessert

White Chocolate Bread Pudding served with a Crème Anglaise.

Friday January 23

Conference Events

Continental Breakfast: 7:30 am
Riverview Ballroom side "A"

Mobile Workshop: 10:00 am – 12:00 pm
5 - Bike Tour

Hilton Capitol Hotel: check out by 12:00 pm

BREAKOUT SESSIONS

Session 13: Ethics Case of the
(E 1.50 CM) 8:30 am – 10:00 am

Session 14: Topics in Professional
Development
(0 CM) 8:30 am – 10:00 am

Session 15: Planning Law
(L 1.50 CM) 10:15 am – 12:00 pm

Session 16: Community Foundation
Hands On Workshop
(1.50 CM) 10:15 am – 12:00 pm

Closing Luncheon Ceremony: 12:00 pm
Keynote Speaker: Kristin Gisleson Palmer
Riverview Ballroom side "A"

Session 17: Planning Commission Training
1:00 pm—5:00 pm

7:30 am – 9:00 am

Continental Breakfast

Riverview Ballroom side "A"

8:30 am – 10:00 am

Session 13

Riverview Ballroom side "A", [1.50 CM]

Ethics Case of the Year

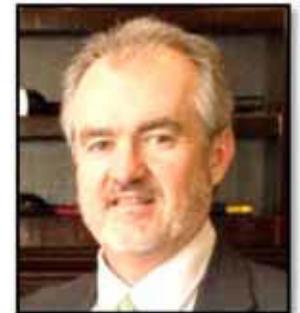
"The Ethics Case of the Year" is focused on practicing professionals; helping us all to be aware of situations where extra care is warranted. It fulfills the 1.5 CM Ethics credits required for AICP certification maintenance.

- Panelist 1: **James Drinan, JD** – Executive Director, American Planning Association
- Panelist 2: **Robert Barber, FAICP** – AICP Commissioner elected from Region III; Founding Partner, Orion Planning Group



Jim Drinan became Executive Director of the American Planning Association on July 1, 2014. A native of Boston, he received a B.A. in Political Science from Providence College and a J.D. from the DePaul University School of Law. Drinan's 25-year career in association management includes 12 years as Executive Director of the American Association of Endodontists (AAE) and its Foundation.

Robert L. Barber has a master of Urban and Regional Planning from the University of Mississippi. Barber is a founding partner of the Orion Planning Group, having retired after 25 years of public service, most recently as Director of Planning for Hernando, Mississippi. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value.



Friday January 23

8:30 am – 10:00 am

Session 14

Governors Room, [0 CM]

Topics in Professional Development

This session is geared toward students and young professionals with key topics including internships, job hunting, professional certification and continuing education, and professional societies and volunteering.

- Panelist 1: **Sean Daly, AICP** – Senior Transportation Planner, Iteris, Inc., Professional Development Officer, American Planning Association, Louisiana Chapter
- Panelist 2: **Frank Duke, FAICP** – Director, Baton Rouge City-Parish Planning Commission



Sean Daly is a Senior Transportation Planner at Iteris, Inc. a transportation engineering and planning consulting firm. He is a graduate of the University of California at Los Angeles, and received his Masters in City and Regional Planning from the University of Pennsylvania in 2002. He is the Professional Development Officer for the Louisiana Chapter of APA, is an active member of the American Institute of Certified Planners, a certified Professional Transportation Planner and serves on the Lafayette Parish Board of Zoning Adjustment.

Frank Duke is the new Planning Director for Baton Rouge, Louisiana. He arrives in Baton Rouge with more than 25 years of experience, including working as the Planning Director in Norfolk, Virginia; Durham, North Carolina; Palm Beach County (West Palm Beach area), Florida; and Bay County (Panama City area), Florida. Mr. Duke also served as Senior Policy Coordinator for the South Florida Water Management District, where he advised on the development of Florida law governing the use of water, and as an Economic Analyst for the Florida Department of Commerce.



Friday January 23

10:00 am – 12:00 pm

Mobile Workshop #5

Meet at Hilton Hotel Lobby

Bicycle Tour



Maximum capacity:	15 people
Cost	\$15.00 per person
Tour guide:	Kevin Harris
Contact person:	Gilles Morin

Price includes bike rental provided by *Front Yard Bikes* and a community guide. Join us for an interactive bicycle tour of community inspired murals throughout Old South Baton Rouge. The Museum of Public Art is a 501 (c) 3 non-profit organization dedicated to the creation of community inspired murals in the Old South Baton Rouge community. See how artists from all over the globe used imagery, text, and symbolism to transform structures into beacons of hope for a community. http://www.museumofpublicart.org/?page_id=20

Please Note: Tour is weather permitting. Registrants will be transported to museum site and an abbreviated tour will be walking only if temperature is below 50 degrees F.

Friday January 23



Stephen D. Villavaso, J.D., AICP is city planner and a land use and zoning attorney specializing in master plans, development codes and land use law with over forty years of experience. His firm is currently

working on master plans and zoning codes across the State of Louisiana. Steve is an Adjunct Professor at both the Department of Planning and Urban Studies at the University of New Orleans and the School of Law at Loyola University teaching Land Use and Zoning Law.

10:15 am – 12:00 pm

Session 15 *Riverview Ballroom side "A", [L 1.50 CM]*

Planning Law

The law session for 1.5 Certification Maintenance credits will review the current status of the major zoning and land use case law in Louisiana, including an update on the Palermo case. Specific topics to be reviewed include local government's authority in relation to land use matters as applied to "fracking projects"; recent rulings regarding the definition of a "family"; and new definition issues for code writers, such as: "growlers," "commissary kitchens" and "food trucks." This presentation is focused on practicing professionals; helping us all to be aware of existing and proposed legislation and issues pertinent to our profession.

- Panelist 1: **Stephen D. Villavaso, J.D., FAICP** – Principal, Villavaso & Associates; Adjunct Professor at both the Department of Planning and Urban Studies at the University of New Orleans and the School of Law at Loyola University teaching Land Use and Zoning Law.

Friday January 23



Bobbie Hill is the principal at Concordia, LLC, an international company, that creates community-centered processes, places, and spaces created through the combined efforts of the planners and the community residence.

Her experience includes the Unified New Orleans Plan.



Philip Denning is a project manager at Concordia where he manages strategic and comprehensive planning projects.



Connor McManus is a Planner at Concordia whose role includes meeting activity design, graphic design, writing, architectural modeling, and data analysis. He received his Bachelor of Urban Studies and Bachelor of Visual Art

degrees from Brown University in 2013.

10:15 am – 12:00 pm

Session 16

Governors Room, [1.50 CM]

Community Foundation

Hands-on Workshop Demonstration of a Reprogramming and Remodeling Exercise

This presentation and hands-on workshop will demonstrate how a community foundation used the reprogramming and remodeling of an iconic downtown building to revitalize downtown, build community, and incentivize a new economy founded in the values of Equity, Inclusion and Opportunity. While this project took place in central and rural Wisconsin, the robust and authentic engagement can be applied in any community. Over 700 community residents and stakeholders have engaged in this work. The project was collaboratively designed and has proven to be transformational for the community and the region.

Following a presentation, we will engage participants with an activity that illustrates tools and methods for active engagement.

- Panelist 1: **Bobbie Hill** – Principal, Concordia, LLC
- Panelist 2: **Philip Denning** – Planning Project Manager, Concordia, LLC
- Panelist 3: **Connor McManus** – Planner, Concordia, LLC

12:00 pm – 1:00 pm

Closing Luncheon

Riverview Ballroom side "A"

As a wrap up to the conference, we will hear from keynote speaker Kristen Gisleson Palmer, New Orleans City Council, Councilmember District C, speaking to us about transportation issues affecting the Metro area and the state as a whole.

Friday January 23



Mart Black, AICP is a senior planner with Providence Technical Services, LLC. A Calcasieu Parish native, Black is a past President of the APA LA, a charter member of APA and the American Institute of Certified Planners

(AICP) and a Life Member of the Institute of Transportation Engineers. Mr. Black holds a BA in Sociology from the University of St. Thomas, a Master of Science in Urban Studies from the University of New Orleans, plus post-graduate hours in mathematics from Nicholls State University. Black has more than 40 years of experience in land use and transportation planning, hazard mitigation planning with a smattering of economic development. Black was elected to the Terrebonne Parish Council in 1992 and served one term. Currently, Black serves on the Board and Executive Committee of the I-49 South Coalition and the Board of the Regional Military Museum and Foundation in Houma, LA.

1:00 pm – 5:00 pm

Session 17

King Room

Planning Commissioner Training

This session is intended for newly appointed planning commissioners and citizens appointed to similar positions, such as boards of zoning adjustment and historic district commissions as an introduction to the principles of planning and zoning and key court cases for which every commissioner should be familiar. Louisiana Act 859 adopted by the Louisiana Legislature in 2004 requires citizens appointed to such commissions and boards to receive a minimum of 4 hours of training in the “duties, responsibilities, ethics and substance of the position...” This session will fulfill the requirements established in Act 859

- Panelist 1: **Mart Black, AICP** – Lead consultant, Brownfields Area-Wide Plan, Providence Technical Services, LLC.
- Panelist 2: **Joanne Poret, AICP** – Planning and Zoning Director, City of Monroe



Joanne C. Poret, AICP is currently the Planning and Zoning Director for the City of Monroe, a position she has held for almost twelve years. A native of New Orleans, she received her bachelor’s degree as well as a Master’s in Urban and Regional Planning from the University of New Orleans. Poret is currently the LA APA North Section Director. In 2008, Poret worked on the first comprehensive plan in twenty years for Monroe. In 2011 she worked on the first design guidelines for the city’s three historic districts, and began working on the first major update of the zoning and subdivision ordinances in sixty years. The ordinances were adopted in February of 2014.

Great Places for All Ages

AARP works with elected officials, policy makers, community leaders, planners, citizen activists and the public-at-large to help towns, cities, counties and even states foster age-friendly, livable communities.

Among our programs and resources:

- AARP Network of Age-Friendly Communities
- AARP Active Living Workshops
- AARP Home Fit Workshops
- AARP Livable Communities Advocacy
- AARP Public Policy Institute
- AARP Foundation

Information about the relationship between the 50-plus population and transportation, housing and land use initiatives can be found at AARP.org/livable, an online repository featuring assessment tools, action plan resources, best practice guides, model legislation, fact sheets, educational materials, data reports, case studies and more.



AARP.org/livable

- **Bookmark our website**
 - **Read our blog**
- **Contact us at livable@aarp.org**
- **Follow us on Twitter @LivableCmnty**
- **Subscribe to our monthly e-Newsletter (It's free!)**

© 2014 AARP

By 2030 one in five adults in the United States will be 65-plus. (That's more than 70 million people.)

Will your community be ready?

AARP
Real Possibilities

- One in three Americans is now age 50 or older.
- The vast majority of people age 50 and older want to stay in their homes and communities for as long as possible.
- Boomers are turning 65 at a rate of 10,000 a day.
- At least one out of five adults over age 65 does not drive.
- Within 20 years, nearly a dozen states will have more Medicare-eligible adults than school-age children.



Franklin Associates is pleased to again sponsor APA Louisiana's Annual State Planning Conference. Let us find a way to assist with your next public engagement, project management or urban planning project.

www.franklinassoc.com

AECOM is proud to be a Bronze Sponsor of the Louisiana Chapter of the American Planning Association's 2015 State Planning Conference.



The Public Information Office

City of Baton Rouge and Parish of East Baton Rouge

Phone: 225-389-3121
Email: brinfo@brgov.com

The City of Baton Rouge and Parish of East Baton Rouge welcomes the APA Louisiana 2015 Annual Conference to the capitol city. We are honored to be a Silver Sponsor to this year's Baton Rouge conference.

APA LA American Planning Association Louisiana Chapter
Making Great Communities Happen

HOME JOIN CONNECT LEARN WORK GROW

Baton Rouge's Skyline

Welcome to APA Louisiana

Our mission is to promote the practice of community and regional planning in Louisiana by enhancing the effectiveness of planners in:

 APA LA has migrated to a Drupal-powered responsive website with an eye towards device independence and content scalability. Please check it out and give the Executive Committee your feedback. Louisianaplanning.com

BATON ROUGE 2015

Resourceful.
Responsive | Reliable

With three offices in Louisiana, we can resolve a wide variety of site issues through our knowledge of local conditions and experience. Contact us today to see how we can support you on your next project.

Terracon
Celebrating 50 years in business
(225) 344 6052
terracon.com/baton-rouge

Environmental | Facilities | Geotechnical | Materials

Connecting Lives and Livelihoods

Living and working in the same communities you do, we understand the impact of fast connections and mobility choices on the quality of your life.

At ARCADIS, we create connections, designing efficient, well-running transportation systems that bring mobility, safety and improved quality of life to our communities.

Contact us at infrastructure@arcadis-us.com to learn about mobility solutions for your community.

Together we can do a world of good.

 **ARCADIS**
www.arcadis-us.com
Imagine the result



 **tmg consulting**
Planning, Economics & Engineering

Your Plans... Realized.

**Economic & Socioeconomic Impact Assessment
Land Use & Master Planning • Project Feasibility Studies
GIS & Market Analysis • Litigation Support**

For more information, please contact: Suzanne Leckert: (504) 569-9239 Ex. 30
suzanneleckert@tmgconsulting.net • www.tmgconsulting.net



BKI

BURK-KLEINPETER, INC.
ENGINEERS, ARCHITECTS, PLANNERS, ENVIRONMENTAL SCIENTISTS

BKI is honored to be a Bronze Sponsor of the Louisiana Chapter of American Planning Association's 2015 Annual Planning Conference

www.BKIUSA.COM

(504) 486-5901



Business Level Sponsors

Concordia, LLC

Center for Planning Excellence

Digital Engineering & Imaging, Inc.

Downtown Development District

Providence Engineering & Environmental Group, LLC

Shreveport-Caddo Parish Metropolitan Planning Commission



Wednesday January 21

10:00 AM	Onsite Registration:	Hilton Hotel Corridor to Ballrooms
10:30 AM	Annual Chapter Business Meeting: Welcome from the President	Riverview Ballroom side "A"
11:30 AM	Opening Luncheon: Welcome from Mayor's Office	Riverview Ballroom side "A"
1:00 PM – 2:45 PM	Session 1: Place-Based Zoning in New Orleans	Governors Room, [1.5 CM]
	Session 2: Fat City Redevelopment and Revitalization	Capitol Room, [1.5 CM]
1:00 PM – 4:30 PM	Mobile Workshop 1: Government Street Revitalization	Meet in Hilton Hotel Lobby
3:00 PM – 4:30 PM	Session 3: Area-Wide/Multi-Lot Neighborhood Brownfield Surveys	Governors Room, [1.5 CM]
	Session 4: Housing Needs Assessments	Capitol Room, [1.5 CM]
5:30 PM – 7:00 PM	Opening Reception:	Heidelberg Ballroom Hilton Capitol Center, 10th floor

Thursday January 22

7:30 AM – 9:00 AM	Breakfast with Bill Anderson:	Riverview Ballroom side "A"
9:00 AM – 12:00 PM	Session 5: Comprehensive Plans: Successful Implementation	Governors Room, [1.5 CM]
	Session 6: P3: Leveraging Partnerships	Riverview Ballroom side "A", [1.5 CM]
9:30 AM – 12:00 PM	Mobile Workshop 2: The Port of Greater Baton Rouge	Meet in Hilton Hotel Lobby
10:00 AM – 12:00 PM	Mobile Workshop 3: Downtown Development District	Meet in Hilton Hotel Lobby
10:45 AM – 12:00 PM	Session 7: Mayor's Round Table Discussion on Blight	Riverview Ballroom side "A"[1.25 CM]
	Session 8: St. Tammany Hazard Mitigation	Governors Room, [1.25 CM]
12:00 PM	Planning Awards Luncheon:	Riverview Ballroom side "A"
2:00 PM – 3:30 PM	Session 9: Legislative Roundtable	Riverview Ballroom side "A", [1.5 CM]
	Session 10: Envision Systems	Governors Room, [1.5 CM]
3:45 PM – 5:00 PM	Session 11: Shreveport Common	Governors Room, [1.25 CM]
	Session 12: Shreveport Brownfield	Riverview Ballroom side "A", [1.25 CM]
6:00 PM – 8:00 PM	Soirée Dinner	De La Ronde Hall

Friday January 23

7:30 AM – 9:00 PM	Continental Breakfast:	Riverview Ballroom side "A"
10:00 AM – 12:00 PM	Mobile Workshop 5: Bike Tour	Meet in Hotel Lobby
12:00 PM	Check Out	Hilton Capitol Center Hotel
8:30 AM – 10:00 AM	Session 13: Ethics Case of the Year	Riverview Ballroom side "A", [1.5 CM E]
	Session 14: Topics in Professional Development	Governors Room, [0 CM]
10:15 AM – 12:00 PM	Session 15: Planning Law	Riverview Ballroom side "A", [1.5 CM L]
	Session 16: Community Foundation Hands On Workshop	Governors Room, [1.5 CM]
12:00 PM	Closing Luncheon Ceremony	Riverview Ballroom side "A"
1:00 PM – 5:00 PM	Session 17: Planning Commission Training	King Room



www.louisianaplanning.com