



APA CLEVELAND'S 28TH ANNUAL

PLANNING
AND **ZONING**
WORKSHOP

Friday, November 4, 2016

Hilton Garden Inn
700 Beta Drive
Mayfield Village, Ohio

OHIOPLANNING.ORG/CLEVELAND

THANK YOU

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This conference would not be possible without the generous volunteer contributions of the committee members, speakers, and moderators; financial support from our sponsors and exhibitors; and generous in-kind support from local agencies.

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Team NEO

Maribeth Feke, AICP
Greater Cleveland Regional Transit Authority

Michelle Johnson
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City of Shaker Heights

Sara Byrnes Maier
Cleveland Metroparks

Christian Roadman
City of Shaker Heights

Matthew Schmidt, AICP
Trust for Public Land

Arthur Schmidt IV
City of Cleveland

Jessica Trivisonno, Student
Case Western School of Law

Kim Wenger, AICP
City of North Olmsted

Special Thanks to:

Christine Dersi Davis
APA Ohio Executive Director

Molly Lawrence
Studio Graphique

SCHEDULE AT A GLANCE

7:30 – 8:30 AM			
REGISTRATION & CONTINENTAL BREAKFAST			
8:30 – 10:00 AM			
PLANNING BOARD BASICS, SUNSHINE LAWS AND FOIA REQUESTS CM I 1.5 CLE Tuscany 1 / 2	ETHICS FOR PLANNERS CM I 1.5 Ethics CLE Tuscany 3	PLANNING FOR ACTION CM I 1.5 Turin 2	STORM WATER MANAGEMENT AND WATER QUALITY: ONE PROJECT AT A TIME CM I 1.5 Turin 1
10:15 – 11:45 PM			
NEGOTIATING WITH RETAILERS CM I 1.5 Turin 1	BRAND: YOUR COMMUNITY'S SECRET WEAPON CM I 1.5 Turin 2	ZONING FOR FORM AND DENSITY CM I 1.5 CLE Tuscany 1 / 2	SUSTAINABILITY IN TRANSPORTATION CHOICE CM I 1.5 Tuscany 3
11:45 AM – 1:00 PM			
LUNCH Venice I / II Ballroom			
1:00 – 2:30 PM			
PLAN REVIEW IN TOWNSHIPS: USING DISCRETION WISELY CM I 1.5 CLE Turin 1	LAND USE LAW UPDATE CM I 1.5 Law CLE Tuscany 1 / 2	HOT TOPICS IN PLANNING: NEW WAYS TO LIVE, WORK AND PLAY CM I 1.5 Turin 2	ENVIRONMENTAL HODGEPDGE: GREEN, BROWN AND WILD CM I 1.5 Tuscany 3
2:45 – 4:00 PM			
ZONING CLOSE TO HOME CM I 1.25 CLE Tuscany 1 / 2	AUTONOMOUS VEHICLES: THE NEXT DISRUPTIVE TECHNOLOGY CM I 1.25 Turin 2	PLANNING FOR A WEB-ENRICHED COMMUNITY CM I 1.25 Tuscany 3	WHAT DEVELOPERS WISH PLANNERS KNEW CM I 1.25 Turin 1
4:00 – 5:00 PM			
NETWORKING RECEPTION			



CONTINUING EDUCATION

AICP: CM credits have been approved for sessions as noted.
Others: Certificates available at registration for self-reporting purposes.

Sessions denoted with "CLE" above have been approved for Continuing Legal Education credits by the Supreme Court of Ohio.

WORKSHOP SCHEDULE

7:30 – 8:30 AM | REGISTRATION

REGISTRATION & CONTINENTAL BREAKFAST

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8:30 – 10:00 AM | SESSION 1

A. PLANNING BOARD BASICS, SUNSHINE LAWS AND FOIA REQUESTS

These combined short sessions will discuss roles and responsibilities of planning commissions and boards, land use decisions in relation to the master plan and zoning ordinance, and tools to run a productive meeting, as well as tips for effective decision making. Through integration of general planning principles with best practices and real life examples, the material will give a holistic view on how to best understand and successfully perform specific roles and responsibilities. The second part of the session will cover basics on Ohio's Sunshine Laws, how to comply as a public agency, and how public officials and staff members should handle Freedom of Information Act requests for public information, including what is exempt.

John Enos, AICP
Carlisle / Wortman Associates

Rose Fini
Cleveland Metroparks

B. ETHICS FOR PLANNERS

Come learn how three city planners are utilizing the AICP Code of Ethics to improve adaptability and success in the workplace. Using the Code of Ethics as a guide, these planners have been able to improve the efficiency of government, secure elected office, and teach the next generation of city planners. Each planner will detail how the aspirational principals in the Code of Ethics have been the drive for change in their respective roles.

Jason Russell
Zaremba Group

Bryce Sylvester
City of Lakewood

Beth Nagy
Cleveland State University

C. PLANNING FOR ACTION

Bringing a plan to reality is an ambitious effort that takes thoughtful and creative strategy. Community support and engagement throughout the planning process and beyond is an essential element to realizing community change. The case studies presented will demonstrate how attracting entrepreneurial ownership and community support for a plan's goals can bring about meaningful and lasting neighborhood improvements. Case studies from Northeast Ohio, Cincinnati, and Covington, Kentucky will be presented, highlighting where engaged participants and inspired communities have reactivated neighborhoods.

Joe Nickol
MKSK

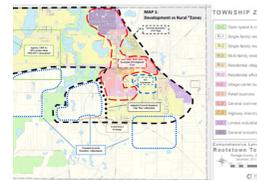
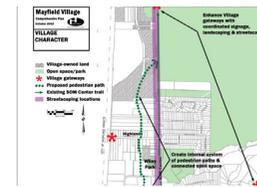
Kevin Wright
Walnut Hills Redevelopment Foundation

Alex Pesta, AICP
City Architecture



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CT has provided professional services for more than 90 years. Our staff is responsible for managing projects for local governments; several of whom have been clients and contracted services with CT for more than 50 years.



CT Consultants offers comprehensive planning, revitalization and zoning services to a wide range of communities – large and small, urban and rural, cities and townships – and development services to the private sector. The firm's professional staff includes trained urban planners that possess diverse professional backgrounds and extensive experience in formulating, writing, and implementing community plans and land development regulations and successfully securing the appropriate approvals for private clients.

With an experienced staff and practical planning strategies, we are able to integrate our client's vision by facilitating discussion and building community consensus through citizen groups, public bodies, focus group as well as more extensive strategic steering committees with supplemental task forces.



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D. STORM WATER MANAGEMENT AND WATER QUALITY: ONE PROJECT AT A TIME

Storm water management and water quality improvements are challenges that transcend jurisdictional boundaries. This session will provide an overview of those challenges from multiple perspectives and examine how agencies and communities can collaborate on conventional and green infrastructure projects big and small to make a significant impact.

Kyle Dreyfuss-Wells
Northeast Ohio Regional Sewer District
Heather Elmer
Chagrin River Watershed Partners
Abraham Bruckman, AICP
City of Mentor

10:00 – 10:15 AM | MORNING BREAK

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10:15 – 11:45 AM | SESSION 2

A. NEGOTIATING WITH RETAILERS

With the end of the Great Recession, Townships are seeing an increase of permits pulled and requests for zoning code changes for strip malls and big-box retailers. This session will explore best practices of how to proactively leverage parking, landscaping, buffers and storm water control measures to prepare for retail site plan applications, as well as working with developers as they navigate the community approval

process — appearance review, planning and zoning commissions, and board of zoning appeals. Retailers often have strict corporate development guidelines that dictate how their stores operate, look, and communicate their brand. They also have hidden flexibility depending on how much they want to be in your community. This session will discuss how to ensure that your community understands the negotiating opportunities to balance the applicant's needs with the community's desire for high quality development, maintain local traffic and safety, minimize environmental impacts, and ensure compatibility with adjacent uses. Both speakers have been on both sides of the table. Michelle Johnson is director of community planning working with both public and private clients as well as the chair of her local Zoning Commission. Jeff Kerr previously worked as the lead consulting firm for a five-state region for a major pharmacy chain responsible for the entitlements and zoning approvals. He is also on his community's Board of Zoning Appeals.

Michelle Johnson
Environmental Design Group
Jeff Kerr, AICP
Environmental Design Group

B. BRAND: YOUR COMMUNITY'S SECRET WEAPON

Brand is an incredible communication tool that can be used to articulate character, assets and experiences related to your town. It can support economic development and evoke community pride. The logo, the seal, the mark are some of your brand's most powerful visual tools, but the development of these elements is not the end of your civic brand journey, but just the beginning. Case studies will demonstrate how some local communities have utilized their brand and managed their investment since its development. Speakers will

WORKSHOP SCHEDULE

address the role and value of brand, and how its use and management in the public sector differs from the corporate world. Whether you're thinking of embarking on a branding project or it's not yet on the horizon, this session dives into the value of utilizing a developed civic brand and the expectations for implementing and managing a brand for your community.

Cathy Fromet
Studio Graphique
Michael Love
City of South Euclid
Kimberly Wenger, AICP
City of North Olmsted

C. ZONING FOR FORM AND DENSITY

This session features two short presentations on new ways to look at traditional zoning regulations.

Zoning Boot Camp: Regulation for overcrowding is at the core of zoning, but in under-populated places zoning often creates barriers to development where investment is needed most. Removing unnecessary zoning regulations can open the door for revitalization and re-population making red tape pinker, urbanism leaner, and zoning smarter. This is zoning boot camp, and you will never think about zoning the same way again.

Sean Suder
Graydon Land Use Strategies, LLC

Evolution of Form Based Zoning: This session will explore the genesis and evolution of form based zoning from the perspective of a practicing land use attorney and a city planner. It will review the limitations, which exist with the traditional Euclidean zoning and look into alternative zoning methods, such as form based, that can be adapted and applied.

John Monroe
Mansour Gavin LPA
Kyle Reisz
City of Cleveland

D. SUSTAINABILITY IN TRANSPORTATION CHOICE

As communities evolve, transportation choice will not only continue as a necessary amenity for residents, but may become an interactive and community building resource. Through an array of initiatives the topics discussed will demonstrate how awareness in transportation choice can result in healthier, more sustainable neighborhoods. Speakers will provide the platform for a dialogue regarding equity in transportation planning as identified in plans to better integrate transit with bicycle networks to improve first-last mile connections, community focused events that build awareness of multi-modal opportunities, as well as how uniting healthy messaging with public transportation infrastructure can address an identified need.

Allison Lukacsy
City of Euclid
Calley Mersmann
Cleveland Metropolitan School District
Matthew Schmidt, AICP
The Trust for Public Land
Amy Snell
Greater Cleveland Regional Transit Authority

11:45 AM – 1:00 PM | LUNCH

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Maxine Goodman Levin
College of Urban Affairs

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1:00 – 2:30 PM | SESSION 3

A. PLAN REVIEW IN TOWNSHIPS: USING DISCRETION WISELY

10 years ago, ORC 519.171 gave townships the authority to establish a discretionary plan review process that can be carried out by an architectural review board, zoning commission or zoning inspector. Land use planners will discuss the activities permitted by this law, how it differs from review of planned unit developments, the differences between design standards and design principles, how to properly carry out the review process, and how to coordinate it with the zoning permit process.

Kristin Hopkins, FAICP
CT Consultants

David Hartt
CT Consultants

B. LAND USE LAW UPDATE

This session will focus on updates to zoning and land use related case law and legislation at both the state and federal level. The discussion will include laws that impact local decisions in areas such as sign regulation, medical marijuana, eminent domain, comprehensive planning, and more. Practical concerns for local planning and zoning officials, land use attorneys and property owners/developers and real life applications of legal principles will be discussed.

R. Todd Hunt
Walter Haverfield LLP

Aimee Lane
Walter Haverfield LLP

C. HOT TOPICS IN PLANNING: NEW WAYS TO LIVE, WORK AND PLAY

This session features a collection of short presentations on topics of current interest.

Rethinking Urban Housing: Tiny houses, senior-friendly units and new thinking on public housing can help better position urban neighborhoods to appeal to a broader cross section of the community.

Alex Pesta, AICP
City Architecture

The Potential for Makerspaces: Learn what these collaborative work spaces are and how they work as two students present case study examples. Understand how these spaces can help cities of all sizes in developing alternative educational pathways and encouraging entrepreneurialism.

Spencer Gilbert
College of Wooster

David Kilroy
The Ohio State University

Placemaking for Pets as an Economic Development Tool: Pets (dogs, specifically) influence where we live, work, and visit, and even who we interact with. This session will examine creative ways to plan for and integrate pets into public spaces as an economic development tool to accelerate urban and suburban growth.

Aaron Domini
OHM Advisors

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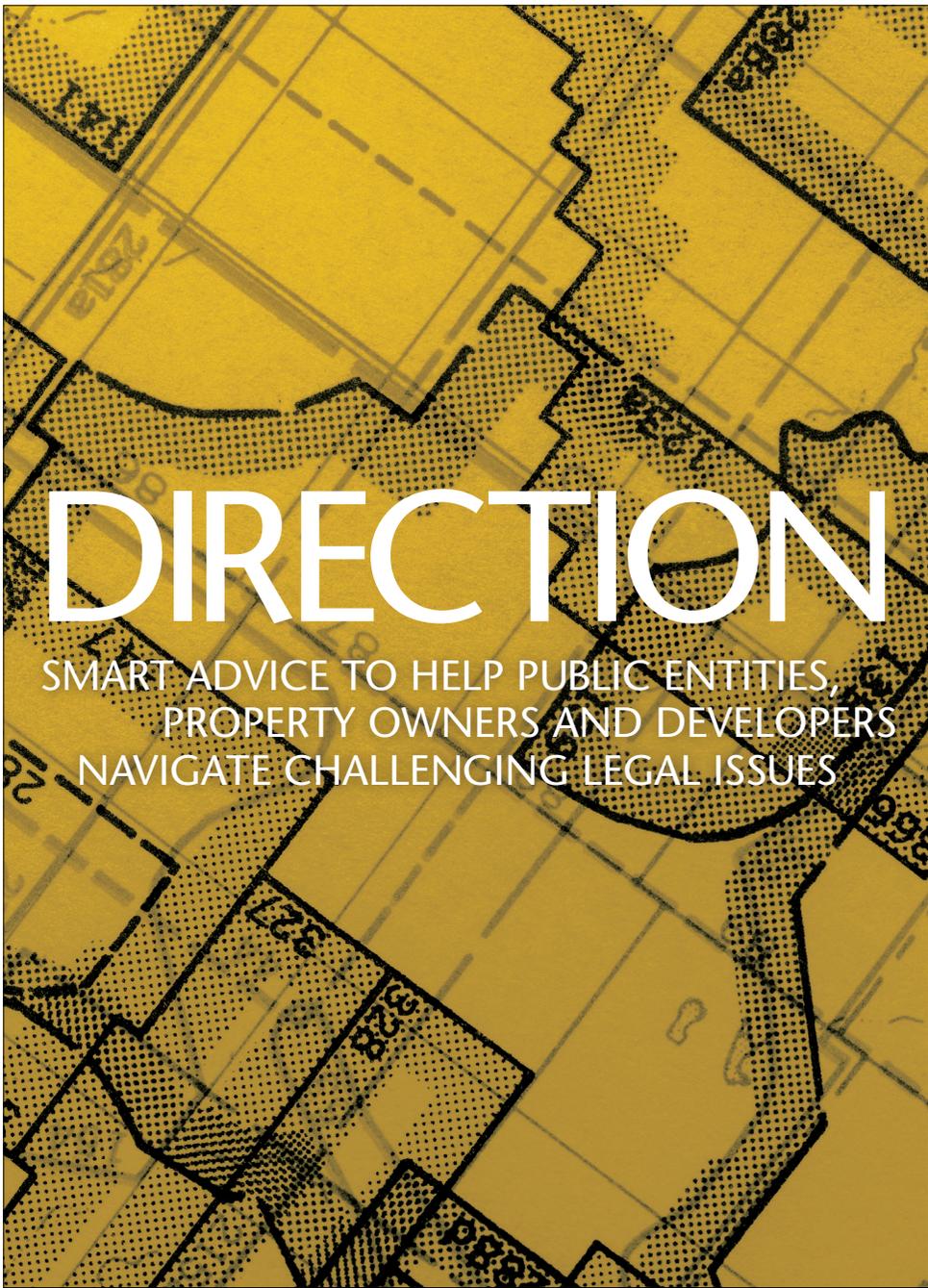
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D. ENVIRONMENTAL HODGEPODGE: GREEN, BROWN AND WILD

Short discussions on a variety of environmental issues. Speakers will focus on the GREEN that includes the Towpath Trail and Canal Basin Park's effect on the communities it lies or will lay in and also give a national perspective of heritage conservation celebrating the National Park Service's 100th anniversary. The BROWN will include two speakers who have successfully assessed and redeveloped brownfields in Cuyahoga and Summit Counties. Finally, the WILD focuses on the changes to the animal populations in Northeast Ohio including how and why they move and the efforts underway to develop wildlife corridors promoting biodiversity.

Timothy Donovan
Canalway Partners

Janise Bayne
Cuyahoga County

Sylvia Chinn-Levy, AICP
Northeast Ohio Four County Regional Planning
and Development Organization

Jonathon Cepek
Cleveland Metroparks

2:30 – 2:45 PM | AFTERNOON BREAK

Sponsored by:



County Planning

CUYAHOGA COUNTY
PLANNING COMMISSION

2:45 – 4:00 PM | SESSION 4

A. ZONING CLOSE TO HOME

Speakers tackle residential zoning issues including home occupations and regulations for accessory structures and uses with plenty of time for Q&A to discuss your residential zoning concerns

Home Occupation Regulations for the 21st Century: Almost all zoning codes permit certain work activities to be conducted from home. Most zoning codes limit home occupations by the type of occupation rather than by their impacts on neighbors. The arbitrariness of these regulations causes many residents to avoid the permitting process altogether or results in unnecessary variances and, in some cases, unreasonably prohibits residents from earning extra income. Explore how home occupations can be permitted more flexibly, while protecting neighbors from negative impacts.

Robert Brown, FAICP

Residential Accessory Uses and Structures – Where, How, and Why:

Communities often struggle with how best to regulate the use, placement, and size of accessory structures related to residential uses. What types of structures should be allowed, how big can they be, should there be maximum lot coverages and if so, how much? This short session will focus on some of the different ways communities are regulating accessory uses and structures in residential districts, providing you with points to consider when revamping your own community's regulations.

Wendy Moeller, AICP
Compass Point Planning

B. AUTONOMOUS VEHICLES: THE NEXT DISRUPTIVE TECHNOLOGY

What was once a futuristic concept, often associated with pop culture, is not only possible, but is coming very soon to a roadway near you. Autonomous cars are precisely what the term "disruptive technology" describes. It is technology that will fundamentally change much of what we know about personal transportation—changing our habits, our preferences, and our opportunities.

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and nothing will be more impacted by these changes than our cities. As city planners, we must be on the forefront of understanding this technology and how we can prepare for the potential impacts. This presentation will include modeled scenarios for potential impacts to roadway networks, neighborhood development, and site design. Specific planning tasks such as comprehensive planning and zoning code revisions will be discussed as well, as they will be instrumental in preparing for, and adapting to, this emerging technology.

Justin Robbins
OHM Advisors

Rick Stein
Urban Decision Group

Jason Sudy
Side Street Planning

C. PLANNING FOR A WEB-ENRICHED COMMUNITY

The internet is altering how society fulfills core needs of daily life like shopping, information gathering, and travel. The internet is fast becoming a dominant force that could reshape the physical layout of our neighborhoods, as well. This session will feature speakers discussing current planning practices and how they can leverage and also safeguard communities on the internet. It will look at those communities that lack access to the internet discussing strategies to "wire up" those areas. Speakers will discuss the intersection between place, innovation, and inclusion and get down to specific projects in communities focusing on technology development and the internet.

Joe Nickol
MKSK

Joan Chase
DigitalC

Kauser Razvi
DigitalC

D. WHAT DEVELOPERS WISH PLANNERS KNEW

Join us for a moderated panel discussion with local developers on how planners can best prepare to deliver successful projects. The panel includes developers responsible for projects including the redevelopment of the Van Aken District in Shaker Heights, the 5th Street Arcades and a number of other downtown and suburban developments. Teamwork is essential in getting projects completed on time and on budget, so relationships between local communities and developers are critical to success. Our panelists will share experiences and insights into developing projects and opportunities in Northeast Ohio.

Mary Cierebiej, AICP
TeamNEO, moderator

Luke Palmisano
RMS Investment Corporation

Richard Pace
Cumberland Development Corporation

Dru Siley
Liberty Development Company

Jim Doyle
Hemingway Development

4:00 – 5:00 PM | RECEPTION

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