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A Publication of the American Planning Association Washington Chapter

September 2013 Volume XXVI, Issue 9

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|commerce.wa.gov/Documents/GMS-PLANNERSUPDATE-ISSUE70-AUG-13.pdf;

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September President's Message

By Ivan Miller, AICP



Ivan Miller, AICP—President, APA Washington

CONFERENCE TIME

It's time to [register](#) for the 2013 APA Washington conference, October 2nd and 3rd in Bellevue. I love the conference theme: **wicked problems/smart solutions**. So evocative, so hip!

As described in **Deborah Munkberg's** article in this edition of *The Washington Planner*, we are delivering another bounty of great presentations, keynote speakers, and networking events. We also have exciting new offerings: an allied-professions' Partnership Track, mentorship opportunities, a Membership Recruitment Drive, and our first-ever Youth Summit on Climate Change. Kudos to **Deborah** and co-chair **Kendra Brieland**, and to the whole conference planning team.

I just looked at the conference brochure, and I am definitely attending. I've also brought-in a new member, and will thus enjoy the [Membership Recruitment drive](#) discount on conference registration

fees. Hope to see you there.

PLANNERS OUTSIDE OF CENTRAL PUGET SOUND — I'M TALKING TO YOU

In my inaugural article, I applauded the chapter's election of planners from outside the Puget Sound region as chapter officers. In fact, every officer except me is a non-Puget Sound member.

Engaging planners statewide continues to be a priority for me, and for the Board. However, we're struggling to get planners from localities other than the central Sound area to participate in such projects as the 2013 Planning Award submittals, and the chapter's 2015 National APA conference book. Once again, I want to extend my invitation to every one of our members to be involved. Join a section or a committee. Submit your project or plan for an award. Propose a topic for presentation at the 2014 conference in Spokane. There are a lot of opportunities to be engaged.

FILL OUT THE LEGISLATIVE COMMITTEE'S MEMBERSHIP SURVEY

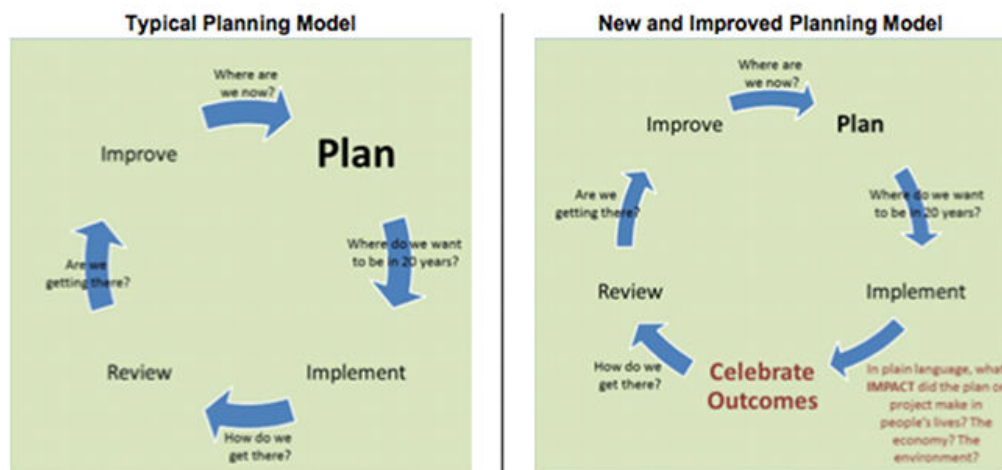
Speaking of opportunities to participate — on August 9th, the chapter distributed a survey asking for "**Your Opinions and Ideas for Improving Washington's Planning Laws.**" The survey portal was sent to you in an ADVISE email. Whether you are a planner in a small town in Wahkiakum, a rural area in Pend Oreille, or working in a newly redrawn urban growth area in Kitsap, your opinions matter, and we want them. State legislators continue to be interested in this topic, including a full review of GMA. The chapter will be more effective in reshaping the planning regulatory landscape if we understand our members' concerns.

FROM THE PRESIDENTIAL SOAPBOX: WHAT IS WRONG WITH THIS PICTURE?

Last month's *Washington Planner* included Jill Sterrett's great summary of the Daniel Burnham Forum on



Big Ideas that was co-sponsored with APA Oregon. My table at the Forum discussed the issues of Governance and the Planning Profession. I learned that the standard four-step planning model from our planning school days (shown below) misses some important elements. Over the next few months, I'll expand on this idea. This month, I am focusing on Celebrating Outcomes.



Shown above on the left is the typical planning model. On the right, I add a new foundational element — Celebrating the Outcomes of our work. I place this step between implementation of our plans, and the point at which we review (i.e., monitor and update) them. Members are welcome to quibble about this placement, given that Celebrating Outcomes really has to be thought about in every step in the planning process.

Celebrating Outcomes means speaking in plain language about the value we add through plan development and implementation. In "logic-model" lingo, this is about translating our outputs (plans adopted, meetings held, housing units or miles of road built) into outcomes (kids walking to school, farmers passing their land onto their children, seniors riding the bus to services and events, treasured acres of landscape permanently protected, workers being able to afford to live in their communities).

Celebrating Outcomes is not a new idea, but it bears repeating. And, so that I don't get the chapter in trouble with APA National, note that they explored this concept in some depth in their Communications Bootcamp. They even released a [guide](#) on how to communicate effectively and how to build communications into the planning process.

The APA National Communications Guide states that messages couched in common values — such as family, safety, quality of life, and prosperity — have broad appeal across the country. They are good starting points for a conversation about what planning does for your community.

The Guide also notes that because all planning is local, it is important for planners to marry local knowledge with awareness of their audiences' values, and then discuss how planning helps create neighborhoods, business districts, and other places that reflect these values.

Before I get off my soapbox, I'd suggest that this is a timely message for Washington planners. You may be updating your comprehensive plans and development regulations over the next few years. As you engage in this process, or as you simply continue your important day to day work, think and talk about the value of creating communities of lasting value.



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Registration is Open for the 2013 APA Washington Conference!

By Deborah Munkberg, AICP



This year's conference theme is "Wicked Problems, Smart Solutions." It recognizes the creative, smart solutions that planners in our Chapter bring to the complex, multifaceted (aka

wicked) challenges facing our communities. We hope that you'll bring your vexing challenges and creative solutions to the conference, and share them with your fellow planners.

The conference will be at the Meydenbauer Center in downtown Bellevue on October 2nd and 3rd. Online registration and additional conference information can be found on the Chapter website at <http://www.washington-apa.org/>

APA Washington is launching a first-time membership recruitment drive in conjunction with conference registration. Any chapter member who recruits one or more new members during the conference registration period is eligible for a discount on registration fees. Please see the online conference brochure for specifics.



Bellevue's Meydenbauer Center at night

As always, the conference will include engaging and educational sessions. Other highlights include:

- **Outstanding keynote speakers** — This year, we have two excellent keynote speakers to inspire us: Mitch Silver, Planning Director for the City of Raleigh NC and recent past president of National APA. We'll also welcome Ray Quay from the Global Institute of Sustainability at Arizona State University.
- **Mobile workshops** — Whether you are interested in public art, open space and parks, station area planning or downtown revitalization, there is a mobile workshop for you. These are sure to fill up fast, so register early.
- **Reception at the Bellevue Art Museum** — After an informative first day, our evening reception will be held at the Bellevue Art Museum, a short walk from the Conference Center. Join us and connect with colleagues, hear some great music from the Nordmans, and participate in the Scholarship Auction. Following the reception, our host city promises a lively pub crawl to round out the evening.
- **Planning Awards** — Celebrate our colleagues' accomplishments at a lunchtime awards ceremony featuring this year's award winners, as well as individuals to be honored by the Chapter for their work.
- **Partnership Track** — This new track of sessions focuses on working collaboratively between professions to examine problems in new ways. We are especially pleased to have the following partners for this track: the Runstad Real Estate Center at the University of Washington; Urban Land Institute; Institute for Traffic Engineers; American Society of Landscape Architects; APA Washington Young Professionals Group; and, our host city, Bellevue.

- **Youth Summit on Climate Change** — APA Washington, WASLA, MRSC, the Suquamish Tribe, the Port Gamble S'Klallam Tribe, Climate Solutions, and others will bring together students, educators, and leaders from business, government and non-profits for this first ever Youth Summit on Climate Change. The Summit will be held on October 1st at the Meydenbauer Center. Please see the registration brochure for more information.

As you can see, the conference will be an action-packed event. We hope to see you there!

Deborah Munkberg, AICP is the 2013 chapter conference co-chair.

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Donate and Buy Auction Items to help Scholars Complete Their Degrees

Following tradition, Washington APA will hold a silent auction as part of the chapter conference reception at the Bellevue Art Museum on Wednesday, October 2nd. Please be a part of this event by donating or bidding on an item.

Proceeds from the silent auction help fund scholarships for second-year graduate students in Urban Planning at the University of Washington, and at Eastern Washington University. Scholarships are awarded based on five criteria: academic excellence, commitment/experience, potential future effectiveness in the field of planning, financial need, and demonstrated interest in planning issues.

The auction may well remind seasoned planners of those impoverished days of late night studio sessions and pre-test cramming on Jane Jacobs and Robert Moses. We hope that you'll be inspired to give generously in support of soon-to-be planners. The \$2,000 scholarships have helped several students who are now working, or who are about to enter the field. It is critical to get donations for, and participation in, this year's silent auction so that the chapter can maintain the current scholarship grant level.

What can you donate? The ideas are limitless, and donations can be in the form of goods or services, large or small. Tickets to events and attractions, vacation stays, guided trips, hosted events, restaurant certificates, local wines, clothing and other retail items all make great donations. Cash is always welcome, too!

This year, we're inviting jurisdictions to donate a gift basket that is representative of their community. Donating a theme gift-basket is a great way for jurisdictions to promote their unique sense of place while helping students to complete their education. It will also create an interesting opportunity to learn about other areas in the state as auction shoppers peruse and bid on the gift baskets.

Donating to the chapter's scholarship-support auction offers a great opportunity to promote your city, business, or service. In addition to exposure at the auction, donors will be publicly recognized at the conference, and in a future edition of The Washington Planner. If you would like to offer a donation, or if have any questions, please contact Scholarship Co-Chairs Kell McAboy (kmcaboy@portoftacoma.com), at 253-592-6217 or Dan Burke (burke.d@portseattle.org) at 206-787-3376.

And now, we are proud to introduce the 2013 APA Washington scholarship award recipients:



Rachel Hodgson

Rachel Hodgson is a Master of Urban and Regional Planning candidate at Eastern Washington University. In her letter of thanks, Rachel said:

By awarding me the 2013 WA APA Scholarship, I am able to concentrate on my internships and graduate education. Your financial generosity has allowed me to be one step closer to my goal. This September, I will return to EWU to begin my final year of graduate school. I hope one day I will be able to help other students achieve their goal, just as you have helped me.

Katy Haima is pursuing a Masters in Urban Design and Planning at the University of Washington. Katy told us:

As I move on to a career in planning, I hope to contribute meaningful work within the field, as well as to facilitate interaction among design professions that will encourage comprehensive improvements to our living



Katy Haima

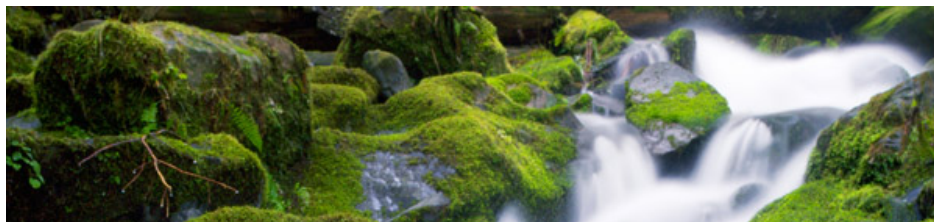
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Pea-patches to the People: Suburban City Supports Urban Ag Policies

By Kara Martin, MUP and Janet Shull, AICP

We're growing food in backyards, on school grounds and vacant lots, on public and private land. But when it comes to growing and selling food in urbanized areas, many communities lack clear guidance as to what is allowed.

To provide guidance and support for urban agricultural uses and activities, the City of Federal Way has joined leading cities across the country in responding to their citizens' interest to grow, raise and sell food within the city limits. This effort was originally prompted by community organizations and individuals who approached the city for clarification on what they were allowed to do in regards to growing, raising and selling food under a variety of circumstances. The short-term solution was adoption of a zoning code interpretation. With the increasing interest in urban agriculture activities, city officials knew that they needed to do better.



Federal Way's Senior Center Community Garden
Photo: Mike Stanley

With the assistance of Urban Food Link and Forterra, and funding from the Environmental Protection Agency's Building Blocks for Sustainable Communities Program, the city took the first formal step by adopting Comprehensive Plan policies in support of urban agriculture. Forterra conducted a series of community workshops with city leaders, urban farmers, community gardeners, and farmers market representatives, to identify the issues of particular concern to urban agricultural uses. Topics considered included: site size and characteristics, potential use of chemicals and equipment noise, hours of operation, utility and parking needs, signage, and on-site sales.

Comprehensive Plan Policies recommended by Urban Food Link were reviewed with community stakeholders, and adopted by the City Council in early 2013. The new Urban Agriculture section within the Land Use Element sets goals such as: encouraging farmers markets, supporting use of public lands for urban agricultural activities like pea-patches, and establishing regulations that allow for healthy food resources such as community gardens.

One adopted policy reads:

"... Establish development regulations that allow for healthy food resources as a permitted use and provide for on-site sale and delivery of healthy foods, on public and private property, where appropriate."

City staff is drafting zoning code amendments that consider the issues that were identified by community stakeholders, and subsequently refined into recommendations for specific code amendments by Urban Food Link. The zoning code recommendations were reviewed at a Planning Commission workshop session in early 2013. Public hearings before the Planning Commission are anticipated to start in September.

The City of Federal Way provides a great example of how community engagement, and the resulting policy change, can increase a community's access to healthy, fresh, and local foods. Check out the [newly-adopted comprehensive plan policies](#) (see section 2.8.5 of the Land Use Element). We also invite you to learn more at the session entitled Urban Ag in the Burbs that will be offered at the APA Washington Conference in October.

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