



The 2012 New York Upstate APA Conference will be held in Corning, New York from September 19th through the 21st at the Corning Radisson Hotel. The theme for this year's conference is *THE POWER OF PLANNING: Illumination, Integration & Implementation*.

## The Changing American Dream: Shifting Trends in Who We Are and How We Live

This article originally appeared in the February 2012 issue of *Plan On It: A Dutchess County Planning Federation eNewsletter*. Reprinted with permission of Dutchess County Planning Federation and the author.

We are “at the threshold of very dramatic change...and we’re not prepared.” That was the message at a recent presentation by Dr. Arthur C. Nelson, a recognized authority in housing market research and forecasting. Dr. Nelson spoke at Pace University Land Use Law Center’s December 2011 conference on sustainable development in these tough economic times.

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## 2012 New York Upstate APA Conference

The Southern Tier Section will host the 2012 NY Upstate Chapter APA Conference in Corning, New York from September 19th through the 21st. Our 2012 theme is *THE POWER OF PLANNING: Illumination, Integration & Implementation*.

The Conference site will be at the Corning Radisson hotel; the location anchors one end of the Market Street historic district corridor that boasts many wonderful shops, pub establishments and a variety of restaurants. There will be Market Street tours as part of our conference offerings and a Shale Drill Site Tour at the Chesapeake Training Center.

The Keynote Speaker is Tom Tranter, President of Corning Enterprises and Co-Chair of the NYS Southern Tier Regional Economic Development Council.

What promises to be a “glassy” reception is planned for Thursday evening at newly renovated areas of the Corning Glass Museum (they are completing a portion of a \$64 million facelift and expansion in June). Visit their website to track the entire project at [www.cmog.org](http://www.cmog.org) and click on the photo titled “North Wing Expansion” to learn more. There will be two Hot Glass Shows for our personal viewing and access to the Museum’s state-of-the-art “Innovation Center”. If cocktails and catered hors d’oeuvres don’t fill you up there are plenty of dining and drinking establishments on Market Street to continue your fun-filled evening.

The Call for Presentations went out in February with a March 30th deadline. We will have many exciting and AICP accredited panel presentations for your choosing along with a Wednesday evening reception at the Hotel and our annual Awards Luncheon on Thursday. There is plenty to do in and around Corning so enjoy the conference with your planning colleagues and stay if wish to enjoy the many attractions, beautiful fall hillsides and valleys and, of course, the Finger Lakes wine country. Come to Corning, New York!!

# Chapter President's Message

By Ellen Parker, AICP

Our primary accomplishment for 2011 was the adoption of a "Chapter-Only" membership option. We are hoping that having this more affordable option for participation will encourage more planners to get involved with Chapter and Section events and opportunities. We are working on creating application materials and will begin to get the word out shortly.



The conference in Utica was a great success. It was held jointly with the American Society of Landscape Architects, which led to an interesting mix of sessions. The event at the Saranac Brewery was a highlight, and all the sessions I attended were very interesting and informative. As an added benefit, planning for the conference helped reinvigorate our Central New York Section, which now has a new President, Dana Crisino. Planning for the 2012 Conference in Corning under the guidance of the Southern Tier Section is proceeding well. The Chapter is taking an active role in helping with this effort.

We are moving forward with our Chapter Development Plan. We have brought on a graduate student in Urban Planning as a intern, who will be mapping membership trends. We are using a grant to the Chapter from the national APA to help fund this effort.

As your representative on the Chapter Presidents' Council, I've participated in a number of meetings, both live and virtual. It is very informative to hear what other Chapters are doing and get ideas for things we could be doing better. I have also been keeping in touch with legislative issues, both at the state and national level.

We went to RFP for our Chapter Administrator contract and received some great proposals. This was a good opportunity for us to think hard about what tasks add the most value for our members, and to consider how we can accomplish them most effectively. Communications to the membership and supporting the Chapter Conference are Board priorities.

## 2010-2012 NY Upstate APA Executive Board

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**Genesee/Finger Lakes:** Katie Evans  
**Southern Tier:** Gail Domin  
**Western NY:** Rich Guarino, AICP

### Student Representatives

**UAlbany:** Chris Stevens and Shep Tobins  
**UBuffalo:** Christina Farrell  
**Cornell:** Vidhee Garg

APA Members are currently voting for the 2012-2014 Executive Board through Survey Monkey. The term of the board positions will officially begin at the conference in Corning.

My goals for the Chapter for 2012 are to promote a growth in membership, including Chapter-Only memberships, and to support the Sections with their work in providing opportunities for CM credits and networking. We will look for ways to continue to support the Chapter Administrator role and work towards better collaboration with our allied professions. We will continue work on the Chapter Development Plan, including possible new opportunities for participation in underserved areas of the State. ☺

*Parker, AICP, is a planner at Wendel and is based in the Buffalo office.*

*Dr. Arthur C. Nelson, FAICP, is Presidential Professor of City & Metropolitan Planning at the University of Utah, where he is also the Director of the Metropolitan Research Center and Adjunct Professor of Finance in the David Eccles School of Business.*

Shifting demographics, economics and preferences are poised to bring about a sea change in how and where many of us choose to live. This could radically alter the way our communities grow and change, especially with regard to housing. According to Dr. Nelson, for upwards of 80% of us the “American Dream” involves owning a single-family detached home. And for decades, these dream homes have often been located in suburban areas. Recently, though, an increasing number of households, particularly young people and baby boomers (those born between 1946-1964), are starting to settle in more central, urbanized areas that offer greater housing choices and closer proximity to work and social destinations. Pair these changing lifestyle preferences with rising energy costs and the far-flung, “drive ‘til you qualify” approach to home buying is a thing of the past.

Dr. Nelson provided compelling evidence that points to major shifts in the housing market. And according to Nelson, we will likely see the effects of these shifts for decades to come – the American Dream as we once knew it is changing. While ownership will likely remain a strong component, the configuration and location of the housing we own will be different.

### Demographics and Housing

Back in 1970, almost half of all households in this country had children. This demographic helped fuel the trend of single-family homes on conventional detached lots as the predominant housing type. According to Nelson, “we designed our suburbs to accommodate families with children. And we did that very, very well. But the reality is now different.” The number of households with children decreased to 33% by 2000 and is predicted to dwindle to just over 25% by 2030. Yet up until the recent recession we were still primarily building large, 3-5 bedroom houses with big yards for families with children, regardless of the fact that their share of households is declining.

Household Type	1970	2000	2030
Household w/children	45%	33%	27%
Household w/o children	55%	67%	73%

Taking a more focused look at just the expected growth of households between 2010-2020, Dr. Nelson reported that “90% of the demand for new housing in this country will be for households without children.” In fact, Nelson reports that single-person households are “the single largest growing housing segment, and our zoning codes simply can’t deal with it” because we are not altering how we grow to accommodate our changing household compositions.

*“The reality that only a quarter of our households will have children in them has not yet sunk in. Our zoning codes are rooted in a past reality that we have not yet figured out. And we need to figure it out before we overbuild even more than we already have.”*  
—Dr. Arthur C. Nelson

### Housing Supply vs. Demand

Dr. Nelson presented data on the supply and demand for different housing types on a national level. Put simply, they don’t match. Both attached housing and single-family homes on small lots (less than 1/6-acre, or a typical village-sized lot) showed a healthy

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# From the Chapter's Vice President

By Mark Castiglione, AICP

## Annual Conference

The Vice President has a limited role to play in participating in planning for the Annual Chapter Conference. For the 2011 Chapter Conference, I advised on overall conference planning, conference logo, and conference website. I am continuing in an advisory capacity for the 2012 Chapter Conference in Corning.

## Annual Chapter Awards

In 2011 I picked up the Chapter Award Committee Chairmanship from Gary Palumbo. It has been rewarding to represent the Capital District on the committee for the past several years and I was honored to step into a leadership role on the committee. The Chapter presented 14 awards this year during a whirlwind luncheon program at the Chapter Conference in Utica. Last year, we implemented digital submissions of award nominations with great success and we hope to make the process even easier for nominators and the review committee this year. 2012 Chapter Awards will be presented at our conference in Corning.

## Website and Social Media

I am currently sharing the website admin responsibilities with Chapter Treasurer Eve Holberg. We worked throughout the year to keep the website current with events, job postings, and news items. I will also be working with the Chapter Conference committee to develop a website for the 2012 conference.

The Chapter's website had nearly 19,000 unique visitors and 46,000 page views from April 2011 through March 2012. The Job Posting section of the website was second highest in visitation only to the homepage and we have 119 Feedburner subscribers who receive automatic email updates when new content is added to the site.

New content is automatically pushed to Facebook (search "New York Upstate Chapter-American Planning Association") and manually added to LinkedIn.

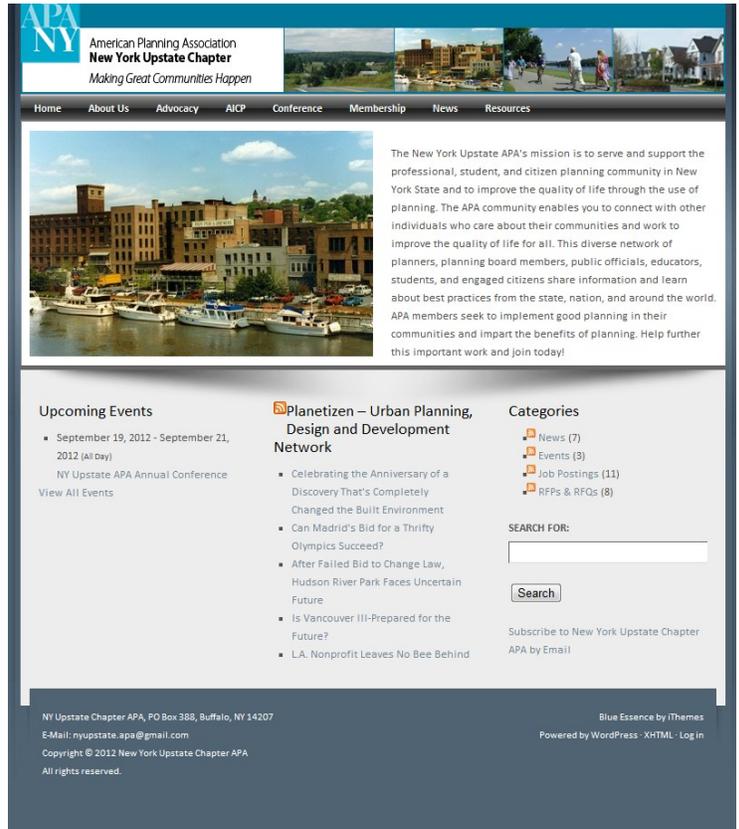
## Sponsorship Committee

The Sponsorship Committee has examined ways the Chapter can better leverage the Chapter Newsletter

,"The Upstate Planner," website, and Conference for additional sponsorship opportunities that will support the work of the Chapter. We have defined new sponsorship levels for the Upstate Planner which now includes recognition on the Chapter's website. Also, we will continue to advise the Section Conference Committee on sponsorships and ensure Conference sponsors are acknowledged on the website. Many thanks to Jason Haremza and Tanya Zwahlen for refining the new sponsorship levels.

## Communications/Newsletter Committee

After a trial run with an email based newsletter, the committee decided to revert back to the PDF version you are reading now. The Chapter's Public Relations officer Jason Haremza will be soliciting articles, the Chapter Administrator will solicit sponsorships and Bergmann Associates has graciously agreed to provide design services. Many thanks to Jason, Tanya and Bergmann for working together to make the newsletter happen. 



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The New York Upstate APA's mission is to serve and support the professional, student, and citizen planning community in New York State and to improve the quality of life through the use of planning. The APA community enables you to connect with other individuals who care about their communities and work to improve the quality of life for all. This diverse network of planners, planning board members, public officials, educators, students, and engaged citizens share information and learn about best practices from the state, nation, and around the world. APA members seek to implement good planning in their communities and impart the benefits of planning. Help further this important work and join today!

Upcoming Events

- September 19, 2012 - September 21, 2012 (All Day)  
NY Upstate APA Annual Conference  
View All Events

Planetzen – Urban Planning, Design and Development Network

- Celebrating the Anniversary of a Discovery That's Completely Changed the Built Environment
- Can Madrid's Bid for a Thrifty Olympics Succeed?
- After Failed Bid to Change Law, Hudson River Park Faces Uncertain Future
- Is Vancouver III-Prepared for the Future?
- L.A. Nonprofit Leaves No Bee Behind

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demand. However, single-family homes on large lots (1/6-acre or larger) face an oversupply of approximately 40 million units. "Is it a wonder that suburban and exurban housing prices have collapsed?" asked Nelson. "It's a matter of supply and demand."

Between 2010-2030 the number of senior citizens will roughly double. "Eighty percent of seniors own their homes, and they don't move very often...but when they move, they make a really big move," said Nelson. Data shows that as seniors decide to make that move, the percentage of them who choose to live in apartments rises from 20% to almost 60%. The corresponding sell-off of single-family homes will only exacerbate the existing oversupply of this housing type.

Nelson predicts that between now and 2030, approximately two-thirds of all housing demand will be for attached units or detached units on small lots. For those who want a big house on a big lot, that's OK. We have an oversupply of those homes. It's the growing demand for apartments, condos, townhouses, flexible senior housing, and smaller homes on smaller lots that we are not yet prepared to provide, and this is where our energies must be refocused.

### Effect of Rising Energy Costs

Another important piece of this shifting puzzle is the rise in fuel costs. As reported in our January 2011 issue, transportation costs are a major component of most household budgets, and Nelson reports that in some income brackets, transportation costs have actually outpaced housing costs. Except for a decrease in price during the worst of the recession, fuel costs have been rising at a rate of approximately 9.7% per year since 2002. Extrapolated out, Dr. Nelson predicts that a gallon of gasoline could cost \$8 by 2020. Even if it doesn't rise that high or that fast, we are already seeing people making different lifestyle and consumer choices with \$4/gallon gasoline. Since fuel costs probably won't decrease, this will play a more important role in our lifestyle choices in the coming decades.

### Preferred Community Type

In 2011 the National Association of Realtors conducted a survey to determine "what Americans are looking for when deciding where to live." It may surprise some to find out that, according to the survey, "most [56%]

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Americans would like to live in walkable communities where shops, restaurants, and local businesses are within an easy stroll from their homes and their jobs are a short commute away.” Only 43% would select an area with housing only, where residents must drive to businesses. Though privacy and detached single-family homes still remain a top priority, this points to a shifting trend away from spread-out suburbs and toward vibrant, mixed-use places. While the American Dream may continue to include home ownership, the location and configuration of those homes could look very different in the future.

Another interesting preference revealed in the study is this – while space and privacy are still important,



Most Americans would like to live in walkable communities where shops, restaurants, and local businesses are within an easy stroll from their homes.



Many new suburban developments are constructing single-family homes on smaller lots and as part of mixed-use developments.

“59% would choose a smaller house and lot if it meant a commute time of 20 minutes or less.”

### What Does It All Mean?

According to Dr. Nelson, “We have a lot of work ahead of us...in fact, we’re behind... but if we can start working now to figure out the emerging and future housing demands...we will at least not fall further and further behind. But I don’t see this in the suburban jurisdictions I work with around the country; I don’t see this concern among the elected officials about doing something different.”

Although this analysis of a changing American Dream may seem somewhat unexpected, these are really large-scale trend shifts from the past twenty years that are only now becoming known and studied. With the ongoing global economic and energy crises well underway, and along with major demographic changes, the seed has been planted for a new approach to how and where we live. In this new age of job insecurity and career mobility, people will increasingly seek out more flexible housing options in places that require less driving for work, services and entertainment. Our local communities must acknowledge these shifting trends and determine how to better prepare local land use regulations for such changes.

### Fulfilling the Dream

- Figure out the needs, compare to supply, identify gaps, determine barriers, and facilitate solutions.
- Provide life-cycle & mixed-housing choices everywhere.
- Enable higher loan-to-value ratios for transportation cost and energy savings based on location.
- Reform fiscal structures to reward efficiency.
- Level the property tax playing field.
- Level the lending playing field. ©

By Heather LaVarnway, Dutchess County Department of Planning and Development

### Secretary’s Report

By Diane Carlton, AICP

This year’s work was focused on taking and writing up minutes for the Board meetings. In addition, e-mail addresses for all of the planning related schools were researched and added to the spreadsheet that we are putting together in our effort to solicit schools about the values of APA membership. ©

# Public Relations Update

By Jason Haremza, AICP

In 2011 the Chapter made an effort to issue a press release on the Chapter Awards. To my knowledge, no media outlets ran this story, but it was a valuable learning experience and good practice for additional press releases.

There are still gaps in the “media contact list” that I have compiled, particularly in Western New York. Any assistance in this would be greatly appreciated. I’m hoping that there are organizations out there that have already compiled this information.

Another effort begun in 2011 and continuing in 2012 is the development of a concise, well-designed, brochure that can be handed out to citizens, elected officials, or even family members at holidays. The intent is to explain in clear, simple, terms what planning is, what planners do, and why they add value. ©



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## Canadian Officer Report

By Leigh Whyte MCIP, RPP, AICP

The most significant evolution for Planning industry and the Canadian Institute of Planners (CIP) and the Ontario Professional Planner’s Institute (OPPI) is the Planning for the Future initiative. During 2011, OPPI members have voted in favor of a new Canada-wide membership and certification process which is being dubbed Planning for the Future. Several advantages include the consistency between provinces, strengthening synergies between university planning programs and the planning profession, establishing a professional standards board, and an ongoing monitoring and review process. This will likely include a formalized continuing education process closer to the APA certification maintenance process.

The 2011 Conference was held in Ottawa with the theme “25 Years and Counting: Tackling the Biggest Challenges to Planning and the Profession.” It was a period of introspection where assumptions were re-examined and the profession took stock of itself toward increasing awareness about our profession and its relevance. The 2012 Symposium will be held on September 20th and 21st, 2012 at the Hilton Suites Markham Conference Centre outside of Toronto. The theme for this symposium will be Healthy Communities and Planning for Active Transportation: Talking the Talk and Walking the Walk. ©

## Planning Official Development Officer Report

By Michael Kayes

The function of the Planning Official Development Officer is to raise the awareness of local municipal planning officials and their activities on the Upstate New York APA Executive Committee. In 2011, the Planning Official Development Officer maintained a dialogue between the APA Chapter and the New York Planning Federation. The New York Planning Federation continues to provide education and technical assistance to its members. Its members are primarily municipal planning and zoning officers. In 2011 the New York Planning Federation held its last annual Fall Statewide Planning Conference. In 2012 the Federation will still hold its annual conference, but it will be held in the Spring rather than the Fall. ©

## Capital District Section Update

By Stephen Iachetta, AICP

Monthly Planners Toolbox and University at Albany (UA) programs continue to be well attended and preliminary planning is in process for the 2013 Chapter Conference in either Schenectady or Troy to celebrate recent downtown and waterfront revitalization and heritage tourism.

The following are highlights from this past year:

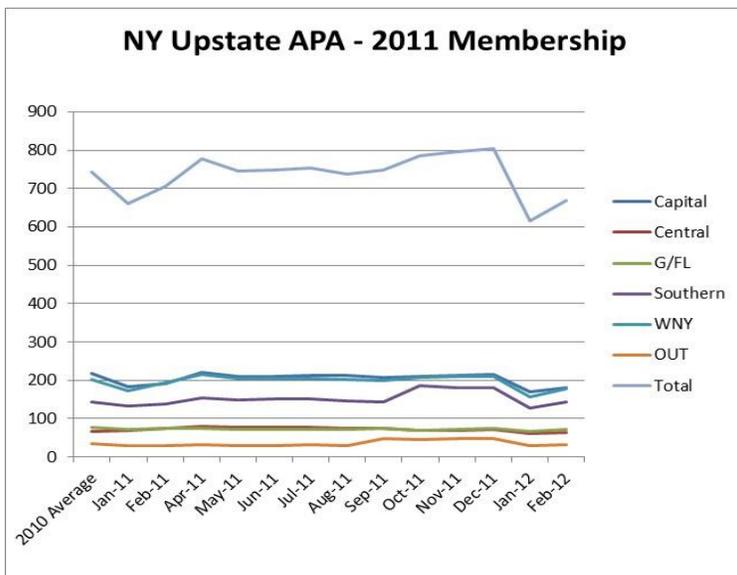
- March 24, 2011: Planners Toolbox Luncheon: “There is No Silver Bullet” Alternative Fuels Options-Pro’s and Con’s at ALB Airport;
- April 20, 2011: Webinar meeting: Performance Measures in Transportation Planning at CDTC;
- May 11, 2011: Webinar meeting: Renewable Local Energy at CDTC;
- June 8, 2011: Webinar meeting: Sustainability

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# NY Upstate APA Membership Report: 2011

By Richard Guarino, AICP

The Chapter currently has 677 members. Membership is down about 5% from last year at this time. Membership numbers usually decrease in January as “free student” memberships expire, and increase gradually after the New Year as members renew. In the last year, we had a high of 803 members (Dec 2011) and a low of 616 members (Jan 2012). Our average membership for the last 12 months was 747. The following chart shows membership levels throughout the year.



The NY Upstate Chapter Board is in the process of developing a lower cost, “Chapter Only” membership option. This is geared toward Persons who are not currently members of National APA due to cost concerns. Some of the features of this new membership option include:

- Chapter-Only members will be eligible to vote in Section and Chapter elections.
- Chapter-Only members with an e-mail address on file with the Chapter will receive the Chapter newsletter and member e-mail communications about upcoming planning programs and training.
- Chapter-Only members are eligible for Chapter rates for the annual Chapter conference and other Chapter and Section sponsored events and meetings.
- Chapter-Only members will not be members of the national American Planning Association, and are not eligible for any of the benefits exclusive to APA members, such as Planning magazine,

member rates at the national APA conference or AICP membership.

- AICP members must be a national APA member to maintain their certification.

This concept has been discussed, voted on, and approved by the membership. Please watch your email for further details. Our goal is to get ALL professional planners involved in APA, either at the national or chapter only level!

NY Upstate APA has received a small grant through the Chapter Presidents' Council (CPC). One task is to create GIS maps of our membership by membership category and AICP status. The intent is to look at where members are located to assess how better to meet membership services. A UB planning graduate student has been chosen by a selection committee to do this work for the chapter this spring.

Finally, there is an interest in increasing the number of faculty at APA accredited planning schools who are APA members. Work in this area will continue in 2012. ©

## From the Capital District Section Update *continued from page 7*

Planning for Planning Officers at CDTC;

- June 29, 2011: Webinar meeting: 2011 Planning Law Review at Albany Airport;
- October 16, 2011: Planners Toolbox Luncheon: Disaster Planning Case Study: FEMA & Schoharie Recovery
- October 26, 2011: University at Albany Special Lecture: Marcellus Shale-Hydraulic Fracturing Operations w/ Mark K. Boling;
- November 11, 2011: University Geography & Planning Social Networking Mixer at City Beer Hall, 42 Howard Street;
- November 16, 2011: Planners Toolbox Luncheon: “City of Cohoes Urban Revitalization Highlights w/ Mayor John McDonald;
- December 11, 2011: Planners Toolbox Luncheon: “2010 Census Update with CDRPC Director Rocky Ferraro;
- February 2012: Planners Toolbox Luncheon “CDTA Transit Updates”;
- March 21, 2012: Planners Toolbox Luncheon: “University at Albany Planning Studio: Comprehensive Strategy for Revitalizing Downtown Albany” w/Dr. Gene Bunnell, Dylan Medlock and Bryan Roberts. ©

# Genesee/Fingers Lakes Section Update

By Katie Evans

2011 was a great year for the Genesee/Finger Lakes Section. In addition to events the Chapter offered, we lined up a number of events for our section members on a variety of topics. The section maintained its membership and our budget is sound. Some of the highlights of the year are listed below:

- Co-sponsored the Rochester Regional Community Design Center's Reshaping Rochester Lecture Series. Lecture topics ranged from 8 innovative leaders and experts in the area of urban design and revitalization, who addressed issues and challenges to communities and their development for the future. The lectures identified strategies for creating physically healthy neighborhoods through good design and explored topics related to sustainable practices, adaptive reuse and preservation, revitalization of downtown and village cores, and planning for transportation.
- As a part of the RRDCD Lecture Series, the Section assisted in organizing a walking tour of downtown Rochester public spaces with Gianni Longo, Principal, ACP Visioning and Planning Ltd. Despite the cold, snowy February weather, the tour was interesting and enjoyed by all whom attended.
- Also in February, the Section organized a tour of the stunning new addition to the Eastman Theater in the heart of downtown Rochester. The project architect gave us a guided tour as we learned what details were taken into account to connect the new addition with the historic theater.



Source: [http://www.exploregreaterrochester.com/article\\_Kodak\\_Hall.asp](http://www.exploregreaterrochester.com/article_Kodak_Hall.asp)

- In March the Section welcomed Wayne Caldwell, Professor of Rural Planning, School of Environmental Design and Rural Development of the University of Guelph, Ontario and ten of his graduate students. Professor Caldwell brought his students to the Genesee Finger Lakes region to introduce them to NYS government structure with a focus on planning. The students had an opportunity for question and answers with a Monroe County Legislator and the Penfield Town Supervisor, a Penfield field crop farmer, a roundtable lunch discussion with professional planners, a Monroe County winery owner/residential home developer, and the Ontario County Planning Director, Kristen Hughes. It was a fun visit for all.
- In April the Section co-sponsored the Active Transportation Symposium. The goal of the symposium was to make Greater Rochester a preeminent Active Transportation Region. The symposium was well attended.
- In November the Section hosted a Census Workshop for our membership. Cesar Monzon, Information Services Specialist of the US Census Bureau Boston Regional Office presented, "Your Community by the Numbers". Mr. Monzon focused on information available through the new American Fact Finder website.

The GFL Executive Board is working to provide lots of opportunities to our membership in 2012! Please contact anyone of us with any ideas for potential programs or suggestions on how we can better serve our membership. ☺

## New York Upstate Chapter 2012 Annual Sponsorship Opportunities

The following single-issue and full-year sponsorships are available for 2012. The Upstate Planner has a circulation of 735 and is published in PDF format 3 times per year.

**Empire** (\$600/issue; \$1500/year) - Full page  
**Regional** (\$350/issue; \$900/year) - Half page  
**Metropolitan** (\$200/issue; \$500/year) - Quarter page  
**Village** (\$100/issue; \$250/year) - Business card

Newsletter ads for the November 2012 issue are due October 15, 2012.

All full year sponsors will be also be recognized on the Chapter website with links to their organization website. ☺