

# NY UPSTATE PLANNER



American Planning Association  
New York Upstate Chapter

Making Great Communities Happen

A Publication of the New York Upstate Chapter of the American Planning Association

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## Upstate schools break “town-gown” ground

By Rob Holzman, AICP and George Homsy, AICP, LEED AP

At the 2006 Upstate Chapter conference, keynote speaker William Fulton called on colleges and universities to become stronger partners in community revitalization. “Universities have not quite figured it out yet, but they need revitalization because upstate is becoming known as a backwater.” Fulton related a story about how an academic he knew took an offer in California over one in Syracuse because the city, in the dean’s words, “is going downhill.”

Following a national trend, a number of upstate institutions of higher education are taking up the challenge and working with their host communities on revitalization. This article, excerpted and adapted from a PAS Memo published in May/June 2006 by the American Planning Association, describes the success of one upstate partnership and the lessons that can be learned from it.

### Understanding Town Gown Relations

The history of town-gown tensions is as old as universities themselves. One of the first recorded instances of relations going bad occurred in 1209, after a student at the University of Oxford killed a local woman. The townspeople retaliated by hanging two or three of the students. As a result many students and faculty members fled to other towns, including Cambridge, where they formed the University of Cambridge, the English-speaking world’s second oldest university after Oxford.

Most instances of town-gown tension are not as dramatic, violent, or foundational as the Oxford incident. Instead they stem, over time, from misunderstandings, the lack of communication, and differing priorities. As the communities deteriorated, the schools’ efforts to isolate themselves grew and problems became more acute. This happened in large metropolitan areas as well as in smaller cities.

Other institutions maintained minimal relations with their host communities, but the terms could often be construed as benign neglect. Still others saw the lower property values as an opportunity to increase their size. They bought land, pushed out local residents, and expanded their campuses into formerly resi-



*Town-gown cooperation in Hamilton resulted in a rejuvenated main street and now includes the campus bookstore, which is shown above before renovation (left) and after. (Courtesy: Colgate University)*

dential neighborhoods garnering resentment along the way.

Most town-gown problems come down to communication, says Judith Steinkamp, former director of campus planning with the University of Massachusetts at Amherst. Despite their size and impact, she says, communities often fail to include educational institutions in their planning process. “I’ve seen comprehensive plans in communities in which the university isn’t even mentioned.”

In many, but not all, cases, schools drive the revitalization in their neighborhoods, says Steinkamp, the former University of Massachusetts planner. “University self-interest usually starts the reinvestment,” she explains. She says that the appearance and safety of the communities near the campus impacts student and faculty recruitment. The way that town-gown relations evolve from simple community involvement to true partnerships, she says, requires an honest exchange of information between municipalities and neighborhood groups on one hand and the school on the other.

*See Town-gown, continued on page 9*

## October is National Planning Month

Celebrate the achievements of planning this October during National Community Planning Month.

Each year APA, its members, chapters, divisions, and professional institute sponsor National Community Planning Month to raise the visibility of the important role of planners and planning in communities across the U.S.

This year’s theme, Green Communities, recognizes the role planners have in helping ensure our communities are environmentally-

friendly and sustainable.

From alternative energy sources to reducing automobile dependence, planners can have key role in changing how our communities work, function, and impact the earth.

From now until the end of October the APA will provide resources and suggested activities on how to incorporate National Community Planning Month into local activities. For more information, check out: <http://www.planning.org/ncpm/index.htm>



## Multiple ways to earn AICP CM credits

### Planning healthy places - free CM credits

AICP is offering "Planning for Healthy Places with Health Impact Assessments," the first in a series of CM-eligible online courses from APA.

Through examples and activities, this how-to guide explains the value of health impact assessments and outlines the steps involved. APA developed the course in partnership with the National Association of County and City Health Officials.

The course is offered free of charge through a grant from the Centers for Disease Control and Prevention. AICP members can earn 6 Certification Maintenance credits, which takes approximately 6 hours to complete.

The course is broken up into eight modules, which you can review at your own pace. The multimedia lectures will play within an embedded RealPlayer. You must have the free RealPlayer downloaded and installed in your computer to hear and view the lectures. There is a general discussion board as well as one for a specific module.

Answer the questions and/or exercises at the end of each module to assess your progress in learning the course content. Automatic grading is provided. Depending upon your result on a quiz, you may wish to re-play the particular module. To receive Continuing Education credits for this course, you must score 70% or above on the final quiz.

You can find the course on the APA website: [www.planning.org](http://www.planning.org).

### Self-study options available

The most rewarding and the most fun way to earn CM credits is to join your colleagues at the chapter conference in Henrietta on October 8 to 10. (More details about the conference are on page 4.) However, there are other ways to earn CM credits, including from the comfort of your own home.

Past APA web workshops, which can be purchased from [www.planning.org/APAStore](http://www.planning.org/APAStore). The CDs cost \$70 each for APA members and available credits range from 1 to 1.5 per program.

Other options come from APA chapters around the country. One example is the eight-session course from the Washington State Chapter about global warming and planning sustainable communities. Each session costs only \$10 and is worth 1.5 credits. For \$95, the Arizona Chapter will send you a three-hour DVD program that covers the ethics requirement.

Planetizen.com has over a dozen courses on its website; each costs \$99 and provides four hours of CM credits. The topics include Historic Preservation Planning, Google Earth for Planners and Economic Thinking for Planners and Developers.

Ohio State University has a series of on-line courses available for \$50 to \$75 each. Topics include Design Review (2 credits), Site Planning (4 credits), Managing Public Meetings (4 credits) and Planning Ethics (1.5 credits).

The best way to find approved self-study courses is to go to your CM log on the planning website. Unfortunately, the site does not directly link you to the courses, but it is easy to find each using an on-line search engine.

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## True Urbanism: New book tracks growth change

During the past ten years, as he traveled around the nation, Mark Hinshaw, FAICP began to notice a change in the growth patterns of the past decades. Hinshaw began to study the creation of new urban neighborhoods rising in the downtowns and near the downtowns of cities and towns. He saw residential and mixed-use neighborhoods spring up where previously there were warehouses or parking lots. Hinshaw was interviewed for a podcast on the APA website. Below is an edited version of that interview.

### Planning in a Page

APA: To what do you attribute that change in growth patterns?

There are a number of factors. First, people in their twenties, people who largely grew up in the suburbs, are tired of that form of development. They want something that has more variety, more diversity, more choices, more density and more liveliness. They are looking for places where they have access to their work as well as choices in culture, arts, entertainment, sports and recreation.

And that group of young people is being joined by a much older group of people in their sixties. These people are retired or semi-retired and are in a lifecycle situation where the kids have moved out. They have a big house with a big yard and they are tired of maintaining it. They want to travel. They are fueling demand for these urban, dense diverse neighborhoods.

It's an interesting combination that, probably for the first

time, people in their twenties and people in their sixties want the same thing.

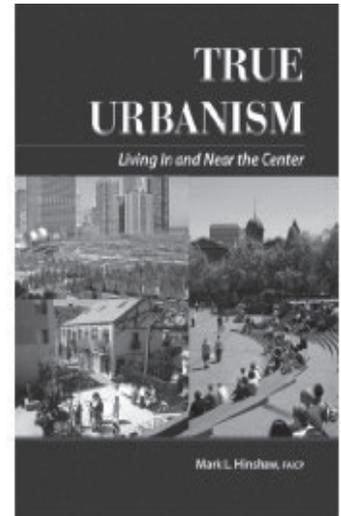
APA: When you think of downtowns, you think of New York or San Francisco. Are you seeing this building trend in smaller towns?

That's what is remarkable. It's happening in cities that have more of a history of auto dependency, cities like Denver, cities like Seattle, cities like San Diego, cities like Atlanta as well as mature cities. I've noticed this trend in inner belt suburbs and, more remarkably, in smaller towns.

APA: So as more and more people choose to live in high-density areas, what will this mean for public investments and services?

We've already seen the first wave of that happening, greater and greater public investments in the arts and entertainment as well as other urban amenities, like libraries and city halls. And we've rebuilt them or built new ones in a way that makes them true civic landmarks.

I think we'll also see other types of investment, such as  
*See True Urbanism, continued on page 9*





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## Upstate Chapter Conference

**Dates: October 8 to 10**

**Place: Rochester Institute of Technology Inn and Conference Center in Henrietta with additional events in Canandaigua.**

## ReThinking Upstate - Common Threads

This year's conference focuses on the "how and why" in community planning. Striving to understand the common threads that links city, suburban, small town and rural areas across Upstate New York, this year's sessions will examine how the environment and sustainability impact planning practice now and in the future. Although discussions about best practices and accomplishments are an important part of our profession's information sharing, we hope this conference will provide tangible tools and strategies planners, community leaders and decision makers can readily apply in their everyday lives.

Featured speakers include Bob Elliott, New York State deputy secretary of state, Bob McNary, Empire State Development Corporation's director of community planning for Upstate New York, and Alexa Gifford, director of the New York Wine and Culinary Center. The highly recommended Patty Salkin from Albany Law School will be presenting on planning law and planning ethics, two sessions that AICP members need for certification maintenance. Other highlights includes tours of Erie Station Village, a development that uses many New Urbanist techniques, and lakefront projects in Canandaigua. The APA Chapter's own Rocky Ferraro will preside over the annual awards lunch.

Fifteen of the 19 sessions have been submitted to AICP for accreditation for certification maintenance (cm) credits. We expect all 15 to be approved for credit, providing the opportunity for up to 10.5 cm credits.

### Tours

On Friday morning, a walking tour of Erie Station Village is planned. On Friday afternoon, two tours have been organized, a visit to the NY Wine and Culinary Center and a walking tour of Canandaigua lakefront projects.

### Friday Keynote Luncheon

Friday's lunch will take place at The Canandaigua Inn on the Lake. The guest speaker will be Alexa Gifford, Director of the New York Wine and Culinary Center.

The center is a not-for-profit institution created to foster the growth of New York State food and wines. The 19,475 square-foot center, which opened in June 2006, houses an exhibit hall, expansive tasting room, restaurant, retail shop, demonstration theater, "hands-on" culinary kitchen, and private dining room. Programs include cooking classes for consumers, professionals and industry people, educational programs, food and wine tours, exhibitions, and private parties.

The 2008 Annual Conference of the NY Upstate Chapter of APA is hosted by Genesee/Finger Lakes Section.

### Michael S. Batcher, MS, AICP Ecologist and Environmental Planner

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## Conference - Linking Cities, towns and villages across upstate

Wednesday, October 8	
2:00–5:00 p.m.	APA Chapter Board Meeting
3:00–6:00 p.m.	Registration
6:00–8:00 p.m.	Welcome Reception
Thursday, October 9	
7:00–8:30 a.m.	Continental Breakfast
8:00 a.m.–5:00 p.m.	Registration
8:30–10:00 a.m.	Concurrent Sessions 1. Agricultural Planning 2. Professional planning round table 3. Staying on Course: Navigating the Environmental Permit Process
10:15–11:45 a.m.	Concurrent Sessions 1. Plain Sects: Planning and Land Use Challenges with Amish and Mennonite Populations 2. Links between planning and public health 3. Municipal responses to climate change
12:00–1:45 p.m.	Awards Luncheon
2:00–3:30 p.m.	Concurrent Sessions 1. Preservation in the Suburbs 2. Update on Cornell Research on Sprawl 3. Alternative Energy
3:45–5:15 p.m.	1. Bob McNary – Director of Community Development for Upstate NY 2. Bob Elliott – Deputy Secretary of State, NYS DOS, Smart Growth Initiatives in NYS
6:00–10:00 p.m.	Dinner in the city (on your own—transportation provided)

Friday, October 10	
7:00–8:30 a.m.	Continental Breakfast
8:00 a.m.–noon	Registration
8:00–8:30 a.m.	APA Membership Meeting
8:30–10:00 a.m.	Concurrent Sessions 1. Minding the Gap: Financing Downtown Housing Projects 2. Trials and Tribulations of New Urbanism in Upstate NY: Lewiston and Henrietta 3. Sustainability Panel Discussion
10:15–11:45 a.m.	Concurrent Sessions 1. Planning Law—Patty Salkin 2. Tour of Erie Station Village 3. LEED ND
1:00–2:15 p.m.	Lunch at Canandaigua Inn on the Lake Keynote Speaker: Alexa Gifford, Director of NY Wine and Culinary Center
2:30–4:00 p.m.	Concurrent Sessions 1. Planning Ethics—Patty Salkin 2. Visit NY Wine and Culinary Center 3. Tour of Canandaigua waterfront projects

**Come collaborate with your colleagues. And earn AICP certification maintenance credits. For conference details and registration information go to the chapter website: [www.nyupstateplanning.org](http://www.nyupstateplanning.org)**

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## Chapter Elections: Here are the candidates and ballot; vote by November 30

### Presidential Candidate: Judith Breselor, AICP

*Current APA Office:* Vice President Upstate New York Chapter of APAM Member of APA (national) Legislative Policy Committee (3 years), (previously held the board positions of Professional Development Officer for 2 years and Director of Legislative Affairs for 5 years)

*Full-time job:* Circuit Rider Planner for the Lake George Watershed Conference

*Professional Planning Experience:* Before being hired as the Circuit Rider Planner for the Lake George Watershed Conference, I held the positions of: Commissioner of Planning & Development for City of Troy; Senior Planner for the New York State Hudson River Valley Greenway; Communities Council Director of Planning, Development and Zoning for the City of Rensselaer. Currently I chair the Town of Sand Lake ZBA and I am on the steering committee for the master plan and the zoning committee.

*What do you plan to accomplish as chapter officer?* The Chapter President has the role of linking APA's national endeavors to the local chapter board. As Chapter President it is mandatory to understand the concerns of its members and always be cognizant of the issues important to both the individual member and the chapter sections. I hope to work with the PDO to ensure that our AICP members have the tools to fulfill mandated CM credits. New legislative policies have a direct impact on the work of our Planners; I will work with the Director of Legislative Affairs to ensure bills presented by Congress are funneled down to the local senate and assembly committees on a statewide level.

### Vice-president Candidate: Gary Palumbo, AICP

*Current APA Office:* Chapter Board - Member at Large and WNY Section - PDO and CM Coordinator

*Full-time job:* Senior Environmental Planner at URS Corporation, Buffalo, NY

*Professional planning experience:* For 25 years I've worked in both the public and private sectors. I was in Genesee County, Suffolk County and Town of Ellicottville for 15 years and then in the private sector with consulting firms for the last 10 years. My experience includes land use planning, zoning and SEQR compliance. Types of projects have included comprehensive plans, strategic plans, feasibility studies, commercial development, transportation projects, LWRP's and the BOA Program.

*What do you plan to accomplish as chapter officer?:* My focus on the Chapter Board will be a) to serve as liaison between the Chapter Board and Sections' Planning Committees for the Annual Chapter Conferences, b) to Coordinate the Chapter Awards Program, and c) to continue to support the Chapter's commitment to the Michael J. Krasner Memorial Scholarship.

### Treasurer: Sandra Misiewicz, AICP

*Current APA Office:* Capital District Section Director

*Full Time Job:* Senior Transportation Planner with the Capital District Transportation Committee (CDTC), the Metropolitan Planning Organization (MPO) for the Capital Region.

*Professional Planning Experience:* I have been with CDTC since 1998 when I received my Masters degree in Urban and Regional Planning from the University at Albany. At CDTC, I primarily coordinate the Community and Transportation Linkage Planning Program - a local land use/transportation planning assistance program. In addition, I assist in the implementation of the long range regional transportation plan New Visions 2030, assist in the development of the Transportation Improvement Program and coordinate MPO safety planning efforts.

*What do you plan to accomplish as a chapter officer?:* As Treasurer, I plan to assist the Chapter in finding affordable and accessible training programs for our members to earn Certification Maintenance credits in New York. I also plan to work with the Chapter Board to raise the profile of the Chapter not only with existing APA members but with other practicing planners, the general public, and all levels of government. The Chapter must do more to promote good planning practices, must do more to raise public awareness regarding the profession and good planning practices, and must do more to support APA and AICP members throughout Upstate New York.

### Secretary: Jason Haremza, AICP

*Current APA Office:* Chapter Secretary

*Full-time job:* Senior Planner/Urban Design Specialist, City of Rochester

*Professional Planning Experience:* I worked to implement the City of Rochester's award-winning Zoning Code since 2007. Previously, I was a planner at Genesee/Finger Lakes Regional Planning Council. I am also an adjunct faculty member at SUNY Genesee

*See Candidate statements, continued on page 7*



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*Candidate statements, continued from page 6*

where I teach an introductory planning course. I am a graduate of the University of Toronto, where I earned an M.S. in planning and SUNY Geneseo, where I earned a B.A. in geography.

*What do you plan to accomplish as a chapter officer?:* In general as an officer, I will continue work to improve the organization and raise the profile of the planning profession and the need for good planning and sustainable community development in Upstate New York. As secretary, I will strive to provide timely and accurate meeting minutes and up to date board member contact information, as well as any other secretarial tasks that may be asked of me.

**Professional Development Officer:** Ellen Parker, AICP

*Current APA Office:* Professional Development Officer

*Full Time Job:* Planner, Wendel Duchscherer, Amherst, NY.

*Professional Planning Experience:* I have been a professional planner for over 20 years. I have a Master of Urban Planning degree from the University at Buffalo. I have worked in community planning at the neighborhood level, at a research center on regional studies at UB, and at private consulting firms. For the last eight years, I have been at Wendel Duchscherer, where my work focuses primarily on comprehensive plans, economic development, urban revitalization and regional planning.

*What do you plan to accomplish as a chapter officer?:* The role of the Professional Development Officer is to promote the quality and reputation of professional planning, through certification and continued education. I will encourage eligible planners to take the AICP exam, and provide support to help them pass. I will work to improve how the new Certification Maintenance program works, through expanding the number of programs and providers that participate. We need more educational opportunities that are accessible and affordable. Finally, I will work with national to revise policies so they better achieve the true goal of certification maintenance: better educated and informed planners.

**Director of Legislative Affairs:** Doug Greene; AICP, RLA

*Full Time Job:* Montgomery County Senior Planner

*Professional Planning Experience:* BA Landscape Architecture from University of Kentucky, Registered LA in 1997. Lexington, KY 1992-2005, Subdivision Planner, Greenspace Planner, Lead Administrator for PDR Program, AO for Infill/Redevelopment Program; Volunteer, Kentucky Rails to Trails Council Board - Government Affairs (1997-2004); Northern KY Area Planning Commission (2005-06) Senior Planner and LA; now County Planner for Montgomery County- Overseeing County Planning Board, County Comprehensive Plan, Local Waterfront Revitalization Plans, County Bus System, County Disaster Mitigation Plan, Farm Preservation Grants and Snowmobile Grants.

*What do you plan to accomplish as a chapter officer?:* My goal is to provide diligent oversight and review of federal and state legislation that relates to planning, community development, property rights, energy, housing and transportation. Equally important is transmitting that information to all Upstate Planning members through our website, and newsletter. The impact

*See Candidate statements, continued on page 8*

## Vote for Chapter Officers

Please check the appropriate box to vote for a candidate, clip the ballot, and mail by November 30, 2008 to:

Jason Haremza, Secretary  
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*Terms run from January 1, 2009 through December 31, 2010.*

### President

Judith Breselor, AICP

Write in \_\_\_\_\_

### Vice-president

Gary Palumbo, AICP

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### Treasurer

Sandra Misiewicz, AICP

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### Secretary

Jason Haremza, AICP

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### Professional Development Officer

Ellen Parker, AICP

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### Director of Legislative Affairs

Doug Greene, AICP, RLA

Write in \_\_\_\_\_

### Membership officer

Eve Holberg, AICP

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### Education officer

Andrew J. Raus, AICP

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### Public relations officer

Diane Carlton, AICP

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### Member-at-large

Mark Castligione

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**Vote today**  
**Return ballot by November 30, 2008**

## Candidate Board Statements

*Candidate statements, continued from page 7*

of planning related legislation goes beyond planners and our practice; it needs to be known to our local, county and state officials. I will encourage all the Upstate Planners to discuss these legislative issues and use that forum as an opportunity to educate our leaders on the importance of good planning.

**Membership Officer:** Eve Holberg, AICP

*Current APA Office:* Membership Officer

*Full Time Job:* Senior Economic Planner, peter j. smith & company, inc.

*Professional planning experience:* I received my masters in urban planning from UB and spent seven years in downtown revitalization, working in the private and public sectors in Rochester and Watertown, NY. I joined peter j. smith & company, inc. as a senior planner and project manager in 2001. I work on a variety of projects including comprehensive, waterfront, tourism, heritage, economic development and downtown revitalization plans and programs for municipal clients across New York

State and the nation.

*What do you plan to accomplish as a chapter officer:* There are two main areas of activity for chapter officers: first is to be effective managers in our specific areas of responsibility; second is to work as a group to lead our chapter. As membership officer, I hope to continue to work to attract and retain members and provide support to section leaders, our newsletter editor and the chapter board. As a member of the chapter board, I look forward to working actively to provide educational and CM opportunities, improve and enhance our annual chapter conference and to add value to APA membership for the chapter's more than 700 members.

**Education Officer:** Andrew J. Raus, AICP

*Current APA Office:* Genesee Finger Lakes Section, Member at Large

*Full Time Job:* Principal Planner, Bergmann Associates

*Professional planning experience:* Over the course of my career, I have worked with over 50 municipalities in New York State on a range of planning projects. My focus is on providing communities with plans that are achievable and inspiring. More importantly, I am a strong proponent of improving local capacity through education and consensus building. I am currently the Principal Planner for Bergmann Associates, a full service design firm, directing the urban and regional planning design studio.

*What do you plan to accomplish as a chapter officer:* As the Educational Affairs Officer, my focus will be on three key topics. First, I would like to create a centralized internship clearinghouse that is accessible on the Chapter website. This resource will help connect students with meaningful employment experience while completing their higher education in Planning. Second, similar to the National Conference, I would like to formalize a job posting and on-site interview process into the Upstate Chapter Conference. Third, I will meet with student association representatives from each of Upstate's accredited planning schools to understand how the Chapter can better

keep apprised of the objectives of our upcoming professionals.

**Public Relations:** Diane Carlton, AICP

*Current APA Office:* Public Information Officer

*Full Time Job:* Senior Regional Director for Public Affairs and Education, NYSDEC

*Professional planning experience:* 5 years as senior planner with the Sullivan County Planning Department; Land Use Director, Naugatuck, CT, 2 years where I established and directed a new planning office for a town of 30,000. Planning Director for Otsego County, NY, for 14 years which included running programs in solid waste, land use, transportation, GIS, agriculture, community development and grants. Four years at NYSDEC where I provide education on environmental planning and land use issues of a wide range.

*What do you plan to accomplish as a chapter officer:* I would like to see us reach more potential members so that we can grow the Upstate Chapter. I would also like to see us work towards revising the new continuing education mandates as set forth by national, because if we do not, we will lose members instead of gaining them.

**Member-at-Large:** Mark Castiglione

*Current APA Office:* Director of Legislative Affairs (March 07-May 09)

*Full Time Job:* Acting Executive Director, Hudson River Valley Greenway

*Professional planning experience:* Before serving as Acting Executive Director, I served as a Senior Planner for the Hudson River Valley Greenway and Hudson River Valley National Heritage Area for three years. With the Greenway's regional planning, trail development, and tourism promotion goals, I had the opportunity to work with elected officials, state agencies, non-profit organizations, and the business community on a wide variety of projects in both urban and rural communities.

*What do you plan to accomplish as a chapter officer:* I will be an advocate for planners and the planning profession in New York State. Whether it is building sustainable communities, competing in the global marketplace, protecting our natural systems, minimizing and mitigating the impacts of global climate change, smart growth is a big piece of the puzzle. I would welcome the opportunity to help advance the ideals of the APA as a member of the NY Upstate Chapter board and pledge to work with other board members to raise the profile of APA planners in New York State.

***Always have a plan, and believe in it.  
Nothing happens by accident.***

**Chuck Knox  
Football coach**

## New book: Downtown residential growth a growing trend

*True Urbanism, continued from page 3*

urban parks. Not the kind of recreational parks we've built over the last 50 years, but urban civic parks that have formality, dignity, and presence. They are not just grass with fields, but have a Parisian or London feel to them. They are places for people.

Another thing that will eventually happen is the return of the urban school. We're already seeing the tip of the iceberg – people are going into the center part of the city and either grabbing an old office or other building and converting to a school. That will start to grow as people realize the inner parts of the city are perfect for raising children.

There will still be a significant number of people that will choose a house on a lot. I'm not suggesting that will go away. But I think that with our culture being a lot more diverse and with people coming from other countries and others social situations and there is really not a problem raising kids in a dense urban environment.

*APA: Do you think rising gas prices will affect this trend?*

Definitely, it's only a matter of years that we get to European gas prices, whether it's three years, five years, ten years, it's going to happen. And when people realize that everytime they fill up their car, they're going to plunk down \$150; it's going to start to change people's behavior. And there's nothing like hitting someone in the pocket book to change people's behavior. People will start to think of different ways of living where they don't need two or three cars, maybe they can live on one or maybe, ideally, live on none. That will have an effect.

There will be another, related effect when the first wave of the baby boom generation begin to lose their drivers licenses. A lot of people have seen that happen to their own parents and they didn't like what it did. Their folks ended up getting warehoused in some retirement center.

This generation of boomers is not going to settle for that, they're going to want to be part of real cities, real communities, real neighborhoods, real streets with lots of things around them. And I think that people are, in a sense, voting with their feet by moving to places where they know that when they start to lose that ability to drive, they have other choices.

*APA: It sounds like cities need to take steps to accommodate these new choices that people have and that they may want to encourage in-town living and higher density. What can cities do about that?*

There are a whole bunch of things. First, we have been living with regulations that are left over from the 1950s and 1960s, which tend to treat downtowns as mainly commercial areas. We need to open regulations to many different kinds of housing in downtown, and not just high rise buildings but also rowhouses and stacked flats and courtyard housings.

Of course, it depends upon the city size. What's dense in one city is not necessarily dense in another.

Beyond the regulations, cities need to make the investments I alluded to earlier, the parks, schools and other kinds of civic amenities to make these places truly livable. Just having density for density sake is not really a great thing. You need to

have other public amenities.

*APA: Is there one message that you hope people will take away from the book?*

I would hope that people would take away the message that density isn't a four-letter word. Many people are now seeing the virtues of density.

Many cities are safer than probably they have ever been in our history. They are cleaner. They are greener. They now have many choices of transportation, so many people are concluding that density is not a bad thing, but a very good thing.

## Town-Gown Partnerships

*Town-Gown, continued from page 1*

### Rebuilding a Village's Downtown

In the late 1990s, the Village of Hamilton (2004 population estimate: 3,507) was "really getting frayed around the edges," according to lifelong resident Eve Ann Schwartz. Raised on a farm, Schwartz witnessed the decline of agriculture locally and the deterioration of the small downtown that followed.

Colgate University also noticed the changes. "Years ago, downtown had become a distraction for prospective students," reports associate provost Patricia St. Leger. "Families would drive through miles of rural land to get here and then see this beat little village. People, especially from the cities, would ask, 'what's there to do here?'"

The village, along with the surrounding Town of Hamilton, began a long-term planning process. In August 1998, the university joined the effort and it resulted in the formation of the Partnership for Community Development, a non-profit corporation that supports existing and attracts new businesses, develops a commercially viable downtown and preserves Hamilton's small town, rural character.

Colgate University funds 28.4 percent of the five-person organization's \$2.2 million budget (as of 2003). The town and village each contribute just under two percent. The Madison County Industrial Development Agency uses a portion of their bond underwriting fees to fund the partnership; that amounted to roughly 14 percent. The rest came from state and foundation grants, state budget earmarks and alumni donations. A 13-member board governs the partnership, with the university, village, and town each appointing two members. The board recruits the other, at-large, members.

The municipalities, too small to fund community development or planning positions on their own, rely on the partnership to organize all planning efforts. Both have completed comprehensive plans, and the partnership organizes the village's downtown revitalization efforts. It administers a façade improvement program and completed the village's first streetscape rehabilitation project.

Private investors did not immediately recognize the economic potential in Hamilton. The Hamilton Initiative, LLC, a private, for-profit corporation, was born of a Colgate University trustee's effort to find a way to jumpstart the downtown economy, says associate provost Patricia St. Leger. The private for-profit corporation, which the university controls, has acquired several vacant or underused downtown properties and invested \$12.5 million in rehabilitating them. The school purposely holds the properties through the private corporation to keep them on the tax rolls.

*See Town-Gown, continued on page 10*

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## Towns partner with schools for successful revitalization

*Town-Gown, continued from page 9*

The Initiative recruited a pivotal anchor tenant in the campus bookstore. By moving the store downtown, St. Leger says, the university forces students to go there and spend money. The university-run facility makes conscious decisions not to carry certain items, such as greeting cards, because other merchants already do. The school, through the Hamilton Initiative, also owns the Hamilton Movie Theater, Barge Canal Coffee Shop, and the Colgate Inn.

St. Leger says the downtown properties do not turn a profit on their own, but she says the school recognizes that these establishments provide important student and faculty services. "The way we look at it, we could have built a bigger student union on campus. We would never have considered costs like rent if we did," she says. "Now we have a lot of the student union functions downtown."

### Ingredients of a Successful Town-Gown Relationship

As with much of planning, defining a recipe for success is tricky business. The following are some lessons from the Colgate/Hamilton relationship as well as other town-gown partnerships.

*Secure involvement of top officials:* In most successful town-gown relationships, the highest levels of the university and the community pushed the partnership. School presidents and community mayors do not need to sit in on every meeting. However, the relationship needs to be a priority on their agendas.

*Formalize equal partnerships:* Even if one partner foots more

of the bill in the relationship, both should have equal voice. Paternalistic relationships create bitterness.

*Involve the public:* As with every other good planning project, public participation from the beginning breeds a sense of ownership, which leads to commitment.

*Build on each partner's strength:* Schools can be powerful advocates for communities; their involvement brings money and attention to projects and issues. Local governments can build consensus and have public resources and powers needed to create positive change. Learn what each can bring to the table for the benefit of both.

*Communicate:* No matter how formal a relationship, an honest sharing of information benefits both parties in the long run.

*Remain patient and persistent:* The best town-gown relationships took time. If your partnership hopes to begin with small successes, make sure each effort is well planned and moves towards a larger goal.

*Find points of synergy:* Too often town-gown relationships focus on particular stressors. A problem for one party is probably a problem, or potential problem, for both. Find ways that the partners can bring their assets and talents to bear on each issue.

*Holzman is Director of Planning and Homsy is an urban planner for Saratoga Associates in Saratoga Springs, New York. For more examples of town-gown successes from across the country see the May/June 2006 PAS Memo from the American Planning Association.*