

# AGENDA

**Continuing Education** credits are available for a number of professions. Visit the table in the Jones Walker foyer for information and to sign in. Pre-approved hours are available for planners (made possible by **AECOM**) and realtors. Self-reporting is available for architects, landscape architects, and engineers. Pre-approved hours for attorneys are marked in the agenda. Attorneys must sign in using course number 7482131119 and return completed forms.

## Tuesday, November 1, 2016

**8:00-8:45** **REGISTRATION, BREAKFAST & NETWORKING**  
**Lamar Atrium and the Gallery at the Manship Theatre**

**8:45-9:00** **WELCOME**  
**Manship Theatre**

**Elizabeth "Boo" Thomas & Cordell Haymon**

*President/CEO, Center for Planning Excellence*

*Senior Vice President, S.G.S. Petroleum Services Corp.; Board Chair, Center for Planning Excellence*

**9:00-9:45** **OPENING PLENARY: RETROFITTING SUBURBIA**  
*Sponsored by Stone Pigman Walther Wittmann L.L.C.*  
**Manship Theatre**

**Ellen Dunham-Jones**

*Co-author of Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs*

*Professor, School of Architecture, Coordinator of Master of Urban Design Program, Georgia Tech*

**MODERATOR: James E.A. Slaton**

*Member, Stone Pigman Walther Wittmann, L.L.C.; Board Member, Center for Planning Excellence*

How can existing suburban developments be redesigned into more friendly, accessible, sustainable places? While there has been considerable attention by practitioners and academics to development in urban cores and new neighborhoods on the periphery of cities, there has been little attention to the redesign and redevelopment of existing suburbs. Attendees will see how development in existing suburbs can absorb new growth and evolve in relation to changed demographic, technological, and economic conditions.

**RES**

**9:45-10:00**

**BREAK**

*Sponsored by Visit Baton Rouge*

**10:00-11:30** **PLANNING FOR HEALTHY COMMUNITIES**  
*Sponsored by Blue Cross and Blue Shield of Louisiana and LSU AgCenter*  
**Manship Theatre**

**Vayong Moua**

*Director of Health Equity, Community Initiatives and Health Equity, Blue Cross and Blue Shield of Minnesota*

**Mark Fenton**

*Public Health Planning and Transportation Consultant*

**MODERATOR: Michael Tipton**

*President, Blue Cross and Blue Shield of Louisiana Foundation*

Many roads are designed with only cars in mind, limiting our transportation options while also having a deleterious impact on our health. Many neighborhoods, particularly those in low-income areas, are not equipped with sidewalks and bike lanes, and these are the same places that have higher rates of childhood obesity, diabetes and other poor health outcomes. This session will explore how we can make a fundamental shift in fostering healthier communities through addressing the intertwined issues of health, equity and the built environment.



10:00-  
11:30

## EQUIPPING COMMUNITIES FOR ACTION Hartley / Vey Studio

**Bryan C. Lee, Jr.**

*Director Place + Civic Design, Arts Council of New Orleans*

**Sue Mobley**

*Community Engagement Manager, Tulane City Center*

**MODERATOR: Alexandra Miller**

*Principal, Asakura Robinson*

Many communities are seeing greater public interest in urban planning. But barriers can arise between planners, cities, and communities without a conscious effort to place residents on an equal footing for changing their communities, or when planners aren't able to clearly help resolve conflict between competing interests. Hear about the engagement materials being developed to explain complex concepts to the public, build capacity for fuller community participation, and provide tools for achieving a collective vision. This panel focuses on tools and strategies for building community capacity to participate and assist in the planning process. Case studies will include healthy community design guides, vacant land and blight toolkits developed for New Orleans and Pittsburgh, resources for street musicians, and the Design as Protest Program.

## PROACTIVE FLOOD RISK REDUCTION ACTIVITY

*Sponsored by Oxfam*

**Hartley / Vey Workshop**

**Jeannette Dubinin**

*Project Manager, Center for Planning Excellence*

**John Lopez**

*Coastal Sustainability Program Director, Lake Ponchartrain Basin Foundation*

**Rosa Herrin**

*Gulf Coast Policy Officer – US Regional Office, Oxfam America*

**FACILITATOR: Janet Tharp**

*Director of Planning, Center for Planning Excellence*

Join this interactive session to learn about best practices for flood risk reduction at various scales, including green infrastructure, elevation of homes and businesses, plus stormwater management and drainage.



11:30-  
11:45

## BREAK/GET LUNCH *Jones Walker Foyer*

11:45-  
1:00

## TRANSPORTATION OF THE FUTURE - HOW WILL WE MOVE? LUNCH SESSION Manship Theatre

**Creighton Randall**

*Program and Development Director, Shared Use Mobility Center*

**Stephen Smith**

*Sales Director - East, RideCell*

**Lindsey West**

*Executive Director, Baton Rouge BikeShare*

**MODERATOR: John Spain**

*Executive Vice President, Baton Rouge Area Foundation; Board Member, Center for Planning Excellence*

This session will feature new modes of mobility such as bike-share, ride-share, car-share, and autonomous vehicles that will redefine how we move in the future. How can government and the private sector use emerging technologies and data, along with smart policies, to improve efficiencies, design integrated systems, and create more transportation choices?

11:45-  
1:00

## RESILIENT HOUSING LUNCH SESSION

Hartley / Vey Workshop

**Bruce Tolar**

*Principal, Architect Bruce B. Tolar, P.A.*

**Jeffrey A. Carney**

*Director, LSU Coastal Sustainability Studio*

**Claudette Hanks Reichel**

*Director, LaHouse Resource Center*

**MODERATOR: Mathew Sanders**

*Resilience Policy & Program Administrator, Louisiana Office of Community Development*

Housing resiliency in the face of extreme weather events can include renovating a flooded house or building new housing. This session will explore locally appropriate building materials, floodproofing techniques, and modular housing—important tools that, along with smart policy, can help communities recover faster and reduce future risk.

RES



1:00-  
1:15

## BREAK

*Sponsored by American Institute of Architects - Louisiana Chapter*

1:15-  
2:45

## INNOVATION AND IMPLEMENTATION IN COMMUNITY BUILDING

*Sponsored by OnSite Design*

Manship Theatre

**Jason King**

*Principal, Dover, Kohl & Partners*

**Tommy Pacello**

*President, Memphis Medical District Collaborative*

**MODERATOR: Haley Blakeman**

*Director of Implementation, Center for Planning Excellence*

Speakers will highlight lessons learned from the field, application of new data and creative planning tools to incorporate anchors and adaptation measures into the planning and implementation process. Case studies include Southeast Florida's interactive planning model, Miami Beach's sea level rise adaptations, and lessons learned from real estate development, medical district work, and the Bloomberg philanthropy projects.

RES



## LOUISIANA/TEXAS DIALOGUE: BUILDING RESILIENCE THROUGH GREEN INFRASTRUCTURE ON THE GULF COAST

Hartley / Vey Workshop

**David Batts**

*Director System Solutions, Construction EcoServices*

**Steven F. Albert**

*Principal, Sherwood Design Engineers*

**Danica Adams**

*Senior City Planner, New Orleans City Planning Commission*

**Aron Chang**

*Urban Designer, Waggoner & Ball*

**MODERATOR: Margaret Robinson**

*Principal, Asakura Robinson*

This session opens a dialogue between two states, Louisiana and Texas, both at the forefront of green infrastructure implementation on the Gulf Coast. The panelists represent the perspectives of policy makers, landscape architects, architects, and planners on collaborative successes in building resiliency in this region.

RES



RES



Resiliency Track

CLE



Continuing Legal Education (CLE) \*open to all attendees

**1:00 - 5:00** **PURCHASE AGREEMENT PROVISIONS TO ADDRESS LAND USE AND ZONING ISSUES**  
**Hartley / Vey Studio**



**Erik Piazza**  
*Partner, Phelps Dunbar LLP*

**Randy Roussel**  
*Partner, Phelps Dunbar LLP; Board Member, Center for Planning Excellence*

This course will address issues with land use, zoning and development of property. The instructor will also discuss entitlements, the scope of authority for planning and development agencies, and permitting. The course will also discuss differences between master land use plan, zoning, and site plans, as well as suggested purchase agreement provisions to address responsibility for these issues during the inspection period.

**2:45 - 3:00**

**BREAK**

*Sponsored by Taylor Porter*

**3:00 - 4:10**

**EXPLORING MODELS OF ADAPTIVE REUSE**  
**Manship Theatre**



**Ellen Dunham-Jones**  
*Co-author of Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs*  
*Professor, School of Architecture, Coordinator of Master of Urban Design Program, Georgia Tech*

**MODERATOR: Cordell Haymon**  
*Senior Vice President, S.G.S. Petroleum Services Corp.; Board Chair, Center for Planning Excellence*

This session will provide a broad overview of successful adaptive re-use projects, particularly focusing on ones that incorporate water management and flood risk reduction strategies.

**PLANNING IN THE AGE OF CLIMATE CHANGE**  
**Hartley / Vey Workshop**



**Camille Manning-Broome**  
*Senior Vice President, Center for Planning Excellence*

**Missy Stults**  
*Program Officer, The Climate Resilience Fund*

**Mark Shafer**  
*Director, Southern Climate Impacts Planning Program*

As climate change impacts the country, we must address how we prepare for and respond to current and future hazards both in planning and implementation. The featured speakers will highlight the changes in natural hazards occurring across the country and how some communities are planning and prioritizing strategies to address environmental risks.

**4:15-5:00 CLOSING PLENARY: BUILDING THE CITIES OF THE FUTURE**

*Sponsored by CB&I*  
**Manship Theatre**

Welcome by: **Tyson Hackenburg**  
*Vice President & General Manager, CB&I*

**Camille Manning-Broome**  
*Senior Vice President, Center for Planning Excellence*

**J. David Waggoner, III**  
*President, Waggoner & Ball*

**MODERATOR: Lauren Marschall**  
*Community Planner, Center for Planning Excellence*

For a city to have a future, it needs a reason to be, an evolving set of purposes fit for its place and time, with people who can interact and support the city, as well as one another and themselves. The global village is a local condition, with soils, water, climate, ecologies, history, culture, networks, and vitality, an economy to nourish its activities. Well-valued and re-balanced resources and other fundamentals matter more as disruptions shake the assumptions that underly social conventions and institutions in an era without absolutes. The city of the future will innovate and invest to develop its capacity for exchange within itself and with neighbors near and far.



**5:00-5:30 COX COMMUNICATIONS ANNOUNCEMENT OF THE 2016 COX CONSERVES HERO**

**Manship Theatre**

Presented by **Anthony Pope**  
*Senior Vice President and Region Manager, Cox Southeast Region*

**5:30 OPENING RECEPTION** *Sponsored by Cox Communications*

**The Gallery at Manship Theatre, Mezzanine Level**

Join us upstairs for drinks, bites, and networking with conference attendees and speakers.

**7:45 SCREENING OF HOMETOWN HABITAT, STORIES OF BRINGING NATURE HOME**

**Manship Theatre**

*\$5 for Summit attendees (use online code: PLANTS); \$7.50 for General Public;  
Visit [manshiptheatre.org](http://manshiptheatre.org) to purchase tickets in advance*

*Center for Planning Excellence (CPEX) brings people, culture, and planning together to make great communities happen.*

**Great Neighborhoods and Quality Places**

CPEX partners with organizations, neighborhoods, and local governments to create spaces that are safe, beautiful, affordable, and easy to get around.

**Transportation Choices**

CPEX provides policy and advocacy solutions to support safe, efficient transportation systems that serve all travelers and create better options for getting to work, home, and in between.

**Resilient Communities**

CPEX provides a practical and flexible approach to help communities improve their resilience by setting priorities and allocating resources to manage risks for their prevailing hazards.

**Civic Engagement and Education**

CPEX informs and involves communities in their future, by ensuring elected, business, and community leaders have the necessary tools to build strong neighborhoods, towns and cities.

# Wednesday, November 2, 2016

**8:00- 8:45** **REGISTRATION, BREAKFAST & NETWORKING**  
**Lamar Atrium and the Gallery at the Manship Theatre**

**8:45- 9:00** **WELCOME**  
**Manship Theatre**

**Elizabeth "Boo" Thomas & Cordell Haymon**  
*President/CEO, Center for Planning Excellence*  
*Senior Vice President, S.G.S. Petroleum Services Corp.; Board Chair, Center for Planning Excellence*

**9:00- 9:45** **OPENING PLENARY: TRANSPORTATION IN THE NEXT AMERICAN CITY**  
**Sponsored by the Greater Baton Rouge Association of REALTORS®**  
**Manship Theatre**

Welcome by: **Tiffany Palmer**  
*President, Greater Baton Rouge Association of REALTORS®*  
**Charles L. "Chuck" Marohn, Jr.**  
*President, Strong Towns*

**MODERATOR: Jessica Kemp**  
*Vice President of Policy and Advocacy, Center for Planning Excellence*

For more than six decades, governments have been accustomed to building new transportation infrastructure, expanding existing systems in addition to constructing completely new facilities. While liabilities have grown, transportation funding has not kept up. Now there is a desperate need for local governments to shift from building to maintaining, and to shift from an approach that emphasizes expansion to one where we mature our use of existing investments. In difficult economic times, this is a challenging, but necessary, realignment. Topics to be covered include centralization vs. local decision-making; streets and roads; congestion and safety; the role of state and federal funding; transit; walkability; and bike options.

**9:00 - 10:00** **THE PROS AND CONS OF INCLUSIONARY HOUSING**  
**Hartley/Vey Workshop**

**Sasha Hauswald**  
*Director of State & Local Policy, Grounded Solutions Network*

**Andreanecia M. Morris**  
*Executive Director, HousingNOLA*

**MODERATOR: Rachel Diresto**  
*Executive Vice President, Center for Planning Excellence*

This panel will present an overview of the process and findings from the Inclusionary Zoning study underway in New Orleans – and will more broadly focus on how other communities in Louisiana could benefit from this type of zoning to address their housing needs. Panelists will discuss how density bonuses, as-of-right permitting and tax abatements are tools that can expand the availability of housing that is affordable to moderate- and lower-income workers and create the right housing mix.

**9:45 - 10:00**

**BREAK**

*Sponsored by Visit Baton Rouge*



**10:00-11:30** **NEXT WAVE OF MOBILITY PLANNING**

*Sponsored by HNTB Corporation*

**Manship Theatre**

**Stephen Stansbery**

*Vice President, Kimley-Horn & Associates, Inc.*

**Derek Chisholm**

*Planning Section Lead, Transportation, New Orleans, AECOM*

**Bryan Jones**

*Central Division Strategic Planning Officer, HNTB Corporation*

**MODERATOR: Rachel DiResto**

*Executive Vice President, Center for Planning Excellence*

Our regional transportation system can be a threat or an asset to regional competitiveness. Congestion affects our region’s viability as a place to do business and attract further investment. Our resiliency and preparedness as a region depend upon a well-connected redundant system that can be flexible in times of disasters. This panel will feature how cities and regions are using new approaches to plan for and address mobility, particularly for commuters, including carpool incentives, data-driven prioritization and technology to improve system functionality.

**CREATIVE COMMUNITY PLACEMAKING: NEW TOOLS FOR AN OLD IDEA**

**Hartley / Vey Studio**

**Jason King**

*Principal, Dover, Kohl & Partners*

**Lynley A. Farris**

*Creative Director, Mid City Studio*

**Wendy Bencoter**

*Project Director, Shreveport Common*

**MODERATOR: Ryan Benton**

*Designer, Center for Planning Excellence*

Creative Placemaking is a fairly new term for a process of community development and engagement that has been happening informally in communities for years. The National Endowment for the Arts defines creative placemaking as a process in which partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a place around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired. Speakers will discuss their unique methods and lessons learned from doing this type of work here in Baton Rouge, around the state, and nationally.

**10:00-11:00** **FINANCING TOOLS: CASE STUDIES USING NEW MARKETS & HISTORIC TAX CREDITS**

**Hartley / Vey Workshop**

**Whitney LaNasa**

*Director, Stonehenge Capital Company*

**Dyke Nelson**

*Founder/Lead Designer, DNA Workshop, LLC*

**MODERATOR: Troy Villa**

*Partner, Breazeale, Sachse & Wilson, L.L.P.*

There are a number of financing opportunities available to new and redevelopment projects, including New Markets and Historic Tax Credits. A case study of *440 on Third* will be presented, paying specific attention to the financing mechanisms that were used.



**11:00-12:00** **STRATEGIES FOR ADDRESSING VACANCY AND ABANDONMENT**  
**Hartley / Vey Workshop**



**Dekonti Mends-Cole**  
*Director of Policy, Center for Community Progress*

**MODERATOR: Gwen Hamilton**  
*President/CEO, East Baton Rouge Redevelopment Authority*

This session will provide a national overview of techniques and tools available to clean up blighted properties, best practices in code enforcement strategies, and the next model for redevelopment.

**11:30-11:45**

**BREAK/GET LUNCH**

*Jones Walker Foyer*

**11:45-12:55** **REBUILDING SMARTER LUNCH PANEL**  
*Sponsored by Our Lady of the Lake Foundation*

**Manship Theatre**

Welcome by: **John Paul Funes**  
*President, Our Lady of the Lake Foundation; Board Member, Center for Planning Excellence*

**Harriet Tregoning**  
*Principal Deputy Assistant Secretary for the Office of the Assistant Secretary for Community Planning and Development, U.S. Department of Housing and Urban Development*

**Matthew Block**  
*Executive Counsel, Office of Governor John Bel Edwards*

**Pat Forbes**  
*Executive Director, Office of Community Development, State of Louisiana Division of Administration*

**MODERATOR: Camille Manning-Broome**  
*Senior Vice President, Center for Planning Excellence*

This will be an open conversation among participants discussing the recent Louisiana flooding, its impact, and how we can recover more resiliently through innovative techniques in stormwater management, infill development, and using our plans to chart the recovery.



**DOWNTOWN BATON ROUGE WALKING TOUR**  
*Sponsored by Downtown Development District of Baton Rouge and ULI Louisiana*  
**Hartley / Vey Workshop**

Grab your lunch, hear an overview of the developments that have been happening in downtown Baton Rouge while you eat, and then venture out to explore first-hand the investments that have been taking place in the area. Spaces are limited to 25 people, so **come early to claim your spot!**

**1:00-1:15** **KEYNOTE ADDRESS: MOVING FORWARD**  
**Manship Theatre**

**Governor John Bel Edwards**

**1:15-2:45** **ANNUAL NEW CASE LAW UPDATE ON LOUISIANA AND NATIONAL ZONING ISSUES**  
*Sponsored by Jones Walker, LLP*

**Manship Theatre**

**Christopher J. Tyson**  
*Newman Trowbridge Distinguished Associate Professor of Law, LSU Law Center*

**MODERATOR: Janet Sharp**  
*Director of Planning, Center for Planning Excellence*

In this session, attendees will be updated on zoning and planning case law, highlighting both Louisiana and national examples and their implications.



**Resiliency Track**



**Continuing Legal Education (CLE) \*open to all attendees**



**1:15-2:45** **WANT SMARTER GROWTH? USE NATIVE PLANTS**  
**Hartley / Vey Studio**

**Marc Pastorek**  
*Founding Partner and Landscape Designer, Pastorek Habitats, LLC*

**Robert Seemann**  
*Program Director, Baton Rouge Green*

**MODERATOR: Ryan Benton**  
*Designer, Center for Planning*

The benefits of applying Smart Growth and resiliency principles to long-term visionary planning often take time to pay dividends. The use of appropriate native plants in this planning is no different. This session will focus how the use of native plants over non-natives is the smarter, more resilient choice for providing economic, biodiversity, stormwater, and ecosystem benefits for years to come in both urban and non-urban environments. Panelists will also discuss the process of establishing and managing native plantings, as well as key partnerships needed to make the use of natives possible.



**1:15-2:15** **STATUS OF CORP OF ENGINEERS' WETLANDS PERMITS IN LOUISIANA**  
**Hartley / Vey Workshop**

**Martin S. Mayer**  
*Chief, Regulatory Branch, U.S. Army Corps of Engineers, New Orleans District*

**Boyd A. Bryan**  
*Partner, Jones Walker LLP*

**MODERATOR: Rudy Aguilar III**  
*Associate, McGlinchey Stafford*

Speakers will give an overview of the current status of wetlands permitting in Louisiana, including the cost of mitigation on projects, the former mitigation method – Modified Charleston Method, and the new Mitigation Method – Louisiana Wetland Rapid Assessment Method (LRAM). Attendees will hear about expanded hydrologic units (drainage basis) and ability to use preservation for credits. Recent legal developments will be reviewed, such as the Hawkes decision, the 2015 EPA Clean Water Rule and the stay of the rule by the federal 6th Circuit Court of Appeal.



**2:15-3:15** **SUPREME COURT CASES ON SIGNAGE**  
**Hartley / Vey Workshop**

**Christopher K. Odinet**  
*Horatio C. Thompson Endowed Assistant Professor of Law, Southern University Law Center*

**James Carpentier**  
*State & Local Government Affairs, International Sign Association*

**MODERATOR: Frank M. Duke**  
*Planning Director, Baton Rouge/East Baton Rouge Parish Planning Commission*

Speakers will discuss First Amendment Supreme Court cases on signage and potential impacts on sign ordinances in Louisiana. Attendees will learn about the background and best practices to use when evaluating and writing sign regulations after the Reed v. Town of Gilbert U.S. Supreme Court ruling. It will offer solutions for sign codes that are easier to administer and enforce while allowing the reasonable use of such signage for residents and businesses alike. Most communities understand the need for these types of signs when it comes to promoting businesses, identifying properties for sale or lease, or supporting special events. But they also struggle with the administration and enforcement of temporary signs given the ever-changing nature of this sign type. This session will provide guidance on complex and vexing legal issues such as content neutrality. The session also will discuss concerns raised by the Supreme Court's recent decision in Reed v. Town of Gilbert regarding the regulation of temporary and other signs.



**2:45-3:00**

**BREAK**

*Sponsored by Taylor Porter*

3:00-  
4:00

## THE IMPLICATIONS OF SOCIAL STRATIFICATION

Sponsored by Fishman Haygood, LLP

**Manship Theatre**

Welcome by: **Charles A. Landry**

*Partner, Fishman Haygood, LLP*

**Christopher J. Tyson**

*Newman Trowbridge Distinguished Associate Professor of Law, LSU Law Center*

**Patti Snyder**

*Senior Pastor, University Presbyterian Church*

**Rev. Raymond A. Jetson**

*Pastor, Star Hill Church; President & CEO, MetroMorphosis*

**MODERATOR: Ashley Shelton**

*President & CEO, Power for Change; Board Member, Center for Planning Excellence*

This session will include an urban planning perspective on spatial stratification, followed by a panel discussion on equity, diversity, and how communities can create opportunities for all.

## LA SAFE: A RISK-BASED APPROACH TO RESILIENCE PLANNING

**Hartley / Vey Studio**

**Mark Goodson**

*Director, Resiliency Solutions, CB&I*

**Steve Cochran**

*Associate Vice President, Coastal Protection, Environmental Defense Fund*

**Steven Bingler**

*Principal, Concordia Planning + Design*

**MODERATOR: Mathew Sanders**

*Resilience Policy & Program Administrator, Louisiana Office of Community Development*

This panel discussion will focus on the State of Louisiana's activities surrounding its \$92.6M grant awarded at the conclusion of the HUD-sponsored National Disaster Resilience Competition. Specifically, discussion will focus on the state's plan to utilize \$40M of this award to develop resilience strategies and invest in programs and projects across a multi-parish coastal region. These strategies – to be developed in 2017 – will pair best available data on future flood risk with traditional planning techniques to anticipate future population changes and growth-development opportunities.



4:05-  
5:00

## CLOSING PLENARY: SETTING THE STANDARD FOR REBUILDING WITH RESILIENCY

Sponsored by JPMorgan Chase & Co.

**Manship Theatre**

**Harriet Tregoning**

*Principal Deputy Assistant Secretary for the Office of the Assistant Secretary for Community Planning and Development, U.S. Department of Housing and Urban Development*

**MODERATOR: Elizabeth "Boo" Thomas**

*President/CEO, Center for Planning Excellence*

In the conference's closing plenary, attendees will hear an overview of flood events, also addressing resilient recovery, resilient infrastructure opportunities and planning for the future of our cities.