



APA CLEVELAND'S 30TH ANNUAL

PLANNING
AND **ZONING**
WORKSHOP

Friday, November 2, 2018

Hilton Garden Inn
700 Beta Drive
Mayfield Village, Ohio

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

Michelle Johnson, co-chair
Environmental Design Group

Amy Snell, co-chair
Greater Cleveland Regional
Transit Authority

James Aspery
City of North Olmsted

Darren Cross
City of Cleveland

Maribeth Feke, AICP
Greater Cleveland Regional
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Michael Fodor
APA Cleveland Member

Ann Klavora, AICP
City of Shaker Heights

Kim Lieber, AICP
City of North Olmsted

Sara Byrnes Maier
Cleveland Metroparks

Kara O'Donnell
City of Cleveland Heights

Arthur Schmidt IV
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James Sonnhalter
Cuyahoga County
Planning Commission

Jessica Trivisonno
Cudell Improvement Inc.

Special Thanks to:

Christine Dersi Davis, AICP
APA Ohio Executive Director

Mary Wunderle
Guide Studio

SCHEDULE AT A GLANCE

7:30 – 8:30 AM		
REGISTRATION & CONTINENTAL BREAKFAST		
8:30 – 10:00 AM SESSION 1		
BASICS OF ZONING MEETINGS CM 1.5 Law CLE TWP Tuscany Grand	SIGN LANGUAGE: DOES YOUR ZONING CODE SPEAK THE 2018 VERSION? CM 1.5 Turin 1	THE "AMA-ZONING" OF AMERICA CM 1.5 Turin 2
10:15 – 11:45 AM SESSION 2		
PLANNING, ZONING AND LAND USE BEST PRACTICES FOR ECONOMIC DEVELOPMENT CM 1.5 Law CLE TWP Tuscany Grand	ETHICS FOR EVERYONE! CM 1.5 TWP Turin 1	COMMUNITIES AT THE CROSSROADS CM 1.5 Turin 2
11:45 AM – 1:00 PM		
LUNCH Venice Grand		
1:00 – 2:30 PM SESSION 3		
REFORMING YOUR EUCLIDEAN ZONING CODE CM 1.5 Law CLE Tuscany Grand	A NON-PARTISAN APPROACH TO MEDICAL MARIJUANA IN YOUR COMMUNITY CM 1.5 Turin 1	SHORT SESSIONS: STREETS AND URBAN FORM CM 1.5 Law Turin 2
2:45 – 4:00 PM SESSION 4		
PLANNING FOR SMALL CELLS IN THE RIGHT-OF-WAY CM 1.25 Law CLE Tuscany Grand	SHORT SESSIONS: RECALCULATING-WORKING TO IMPROVE THE EVER-CHANGING PROCESS CM 1.25 TWP Turin 1	SHORT SESSIONS: BARKING UP THE RIGHT TREE CM 1.25 Turin 2
4:00 – 5:00 PM		
NETWORKING RECEPTION		



CONTINUING EDUCATION

AICP: CM credits have been approved for sessions as noted. Others: Certificates available at registration for self-reporting purposes. Sessions denoted with "CLE" above have been approved for Continuing Legal Education credits by the Supreme Court of Ohio.

WORKSHOP SCHEDULE

7:30 – 8:30 AM | REGISTRATION

REGISTRATION & CONTINENTAL BREAKFAST

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8:30 – 10:00 AM | SESSION 1

A. BASICS OF ZONING MEETINGS

You have been appointed to serve on the planning commission, board of zoning appeals or design review board. Now what? Appointed boards and commissions make important decisions that can profoundly affect landowners, neighbors and the entire community – often with significant impact on property values, the character of the neighborhoods and even the future quality of community life. Make the wrong decision, and it can cost the community in far reaching ways. This session will provide a basic understanding of the types of decisions being made (legislative, administrative or quasi-judicial), the types of meeting being conducted (work session, public meeting or public hearing), and the purposes of the meeting (to gather opinion, negotiate a decision or gather evidence). We will also cover best practices for making sure meetings are civil, effective and productive, such as the importance of establishing procedures, the important and

complex role of the chair and ways to deal with contentious situations.

Kristin Hopkins, FAICP
CT Consultants

Sam O'Leary
Matty, Henrikson & Greve LLC

B. SIGN LANGUAGE: DOES YOUR ZONING CODE SPEAK THE 2018 VERSION?

Have you updated your sign regulations in the wake of Reed versus Gilbert? Does your code leave you vulnerable to a claim that it violates the First Amendment? Is the on-site/off-site distinction intact? What does content neutrality mean? How do you craft legislation that protects the aesthetic character of your community while allowing business to thrive? This session will look at the status of first amendment issues pertaining to sign regulations and best practices in sign code development. We'll discuss how to craft content-neutral regulations, and what type of content-based distinctions are relatively safe. We'll consider sign regulations from various perspectives, including the business community, neighborhood residents, and zoning administrators, before discussing the recommended process for a successful sign code update. This will be followed by ideas and examples of best practices and how to organize your sign code to best achieve your community's goals, with sensitivity to balancing the interests of various stakeholder groups.

Thomas Jordan
CT Consultants

Robert Brown, FAICP
City Planning Consultant



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C. THE "AMA-ZONING" OF AMERICA

Technology is hastening the disruption of an already overbuilt retail environment. The internet, autonomous vehicles, drones and other emerging technologies are aligning with changing demographics. All these factors are converging on an industry that has often been at odds with good planning practices in the built environment for the past 60 years. Amazon's acquisition of Whole Foods, and related industry moves, are harbingers of not just another disruption of the retail industry, but more importantly, a disruption of regional, local, and neighborhood planning. This session will examine how evolving technologies might potentially change the expectations of citizens /consumers in such a way that renders many traditional economic development and planning paradigms ineffective and, eventually, obsolete. The session will explore possible redevelopment and/or rezoning scenarios while exploring the significant potential downside of the shift in the purchase and delivery of goods. Discover what we all need to do in our communities today to capture the economic benefits to our local economies while guarding against the significant calamities that could occur if we are not ready.

Jason Sudy
OHM Advisors

Rick Stein
Urban Decision Group

Justin Robbins
HDR

10:00 – 10:15 AM | MORNING BREAK

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10:15 – 11:45 AM | SESSION 2

A. PLANNING, ZONING AND LAND USE BEST PRACTICES FOR ECONOMIC DEVELOPMENT

Potential developers' first impressions of a community usually occur when the developer reads a zoning code, inquires with the building and planning departments and goes before planning commission or the board of zoning appeals. The developer's interaction with a community's zoning professionals can make or break an economic development opportunity. This session will cover best practices for planning professionals, building and zoning administrators and planning commission members, and will discuss how those best practices tie into economic development. The session will cover topics including implementing reasonable zoning procedures that are easily determined from the zoning code; adopting clear and proper administrative forms; running meetings properly; providing documents in accordance with

WORKSHOP SCHEDULE

Sunshine Laws; and maintaining commissions and staff with a basic understanding of zoning law, proper meeting procedures and economic development incentives, with a brief discussion of each.

R. Todd Hunt

Walter Haverfield, LLP

Jessica Trivisonno

Cudell Improvement Inc.

B. ETHICS FOR EVERYONE!

Anyone who has ever worked in a public job, served on a board, or interacted with a community has probably experienced or at least heard about issues where there was a question of what is the ethical approach to the situation. Planners with AICP credentials have a formal code of ethics but anyone working for or associated with the public are also beholden to the Ohio Ethics Laws. This session will highlight key laws and rules you need to be aware of and identify strategies to address any situation in an ethical manner.

Mellone F. Long, AICP

Cleveland State University

Wendy E. Moeller, FAICP

Compass Point Planning

Susan Willeke

Ohio Ethics Commission

C. COMMUNITIES AT THE CROSSROADS: HOW FIRST-RING SUBURBS ARE USING DATA TO REVITALIZE NEIGHBORHOODS

Many first-ring suburbs need to rekindle their market appeal to build confidence in the future of these communities. The goal of a recent project was to measure the assets and conditions of five of Cleveland's first-ring suburbs, within the context of larger economic and social trends affecting the entire region. This project also used predictive modeling tools to assess the impact that demolition, rehabilitation, and other interventions have on building inventory and overall tax base. The majority of homes in the five suburbs were built about 60 years ago—not old enough to seem "historic" to many buyers, but of an age where remodeling is often necessary. Although most houses in these communities are well-built and well-maintained, they do not always align with preferences of contemporary home buyers. This session outlines the three components of this project: data collection on over 60,000 parcels, housing research and real estate market trends and finally predictive modeling on the impacts of housing rehabilitation and demolition. The session will conclude with an action agenda for first-ring suburbs moving forward.

Frank Ford

Western Reserve Land Conservancy

Isaac Robb

Western Reserve Land Conservancy

Sally Martin

City of South Euclid

Nigel Griswold

Dynamo Metrics



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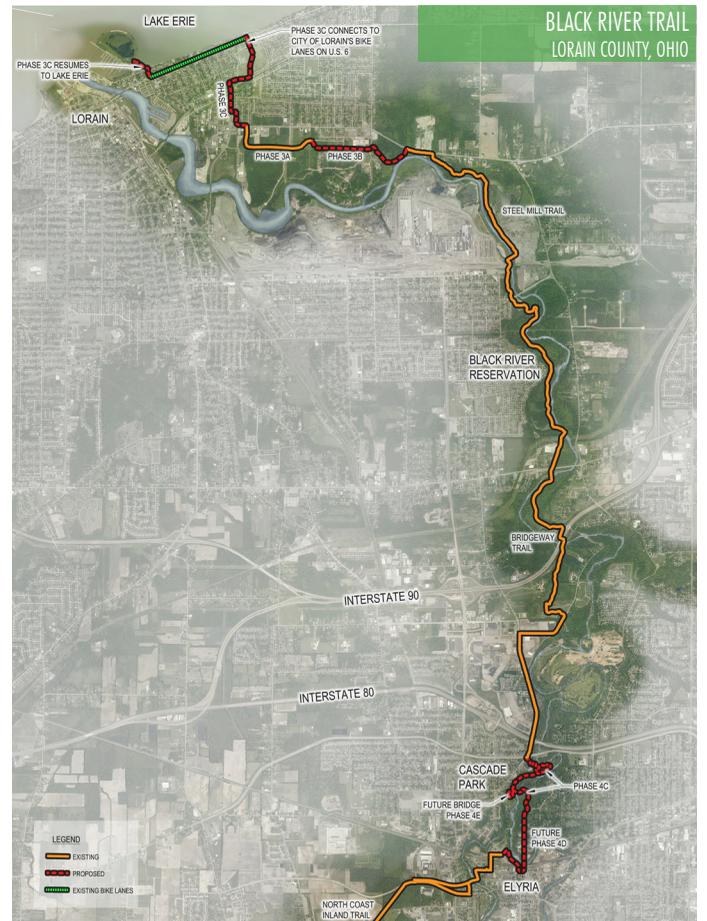


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11:45 AM – 1:00 PM | LUNCH

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1:00 – 2:30 PM | SESSION 3

A. REFORMING YOUR EUCLIDEAN ZONING CODE

You want the kind of pedestrian-friendly development and vibrant, mixed-use districts that a form-based zoning code is designed to achieve. But you're not ready to get rid of your traditional "Euclidean" zoning code and map. And you have to admit that the term "transect" makes you kind of nervous! Do you need to make the choice – "To adopt a form-based code or to remain nonconFORMing?" If your community finds itself in this position, the good news is that there is a third choice: You can keep your familiar zoning code and update it, strategically, to incorporate those form-based elements necessary to achieve the design goals that are most important to your community. A city planner and attorney will present practical examples of how you can ReFORM your zoning code rather than replace it.

Robert Brown, FAICP
City Planning Consultant

Sean Suder
Calfree Zoning

B. A NON-PARTISAN APPROACH TO MEDICAL MARIJUANA IN YOUR COMMUNITY

This township-focused session will take a non-partisan approach to preparing your community for the new medical marijuana laws in Ohio. To start, this session will explain what the difference is between cultivation, processing, testing and dispensaries, and how these items are currently defined in the Ohio Revised Code. If you want to permit and encourage any of the allowable medical marijuana business aspects/processes in your community, this session will address how to prepare your zoning code to allow these uses. If you do not want to permit any of the allowable medical marijuana business aspects/processes in your community, this session will also address the steps you can take to prepare your zoning code from banning these uses from your community. We will also discuss current trends and future outlooks related to medical marijuana regulations in the State of Ohio. Painesville Township, and their creative approach to medical marijuana rules in their community, will be discussed as a case study as part of this session.

Michelle Johnson
Environmental Design Group

Michael Manary
Painesville Township

C. SHORT SESSIONS: STREETS AND URBAN FORM

City streets consume a great deal of physical space in any community. They give shape to a place and serve people and traffic alike.



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– Dean Roland Anglin
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– Joyce Huang
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This session will include a diverse panel of speakers including traffic engineers, architects, planners and advocates who will demonstrate how we can work together to improve the public realm. The session will include short presentations on basic traffic engineering, place making and public realm amenities. Speakers will then participate in panel discussion and open dialog on the details of working together--what it means and how it is done most effectively. This interactive session will actively engage the audience in discussion with the panel on items relating to this topic.

Nancy Lyon-Stadler
WSP

Jennifer Pangborn-Dolde
WSP

Katelyn Milius
City of Lakewood

Tyler Middendorf
Perspectus Architecture

Megan Mitchell
Kaczmar Architects

Michelle Bandy-Zalatoris
City Architecture

some baseline regulations that all municipalities should adopt, as well as specific considerations for planning, building, and engineering staff (issues such as designating preferred areas for small cell deployments, color requirements, lighting, and much more) with examples from regulations throughout the country. The session will also discuss how to process applications for small cell wireless infrastructure.

William R. Hanna
Walter Haverfield, LLP

Bridget Susel
City of Kent

B. SHORT SESSIONS: RECALCULATING – WORKING TO IMPROVE THE EVER-CHANGING PROCESS

Whether we like it or not, in order to get many things accomplished, there are certain processes and procedures that we must abide by. From formal procedures that are required by law to informal procedures that have come to be expected, it can all be overwhelming. All the while, you still have a job to do and best interests to look out for. In this session, hear, cautionary tales and words of wisdom about getting through the process as painlessly as possible. We will touch on topics of data collection and analysis, public processes and grant writing.

Abraham Bruckman
City of Mentor

Michelle Bandy-Zalatoris
City Architecture

Alex Pesta
City Architecture

Krysta Pesarchick
City Architecture

2:45 – 4:00 PM | SESSION 4

A. PLANNING FOR SMALL CELLS IN THE RIGHT-OF-WAY

Small cell wireless infrastructure is crucial for 5G wireless communication, and most telecommunications companies are aiming to place their bulky, usually unsightly equipment in the right-of-way. The session will discuss new legal developments regarding small cell infrastructure, particularly House Bill 478, which took effect July 31, 2018. The session will cover

WORKSHOP SCHEDULE

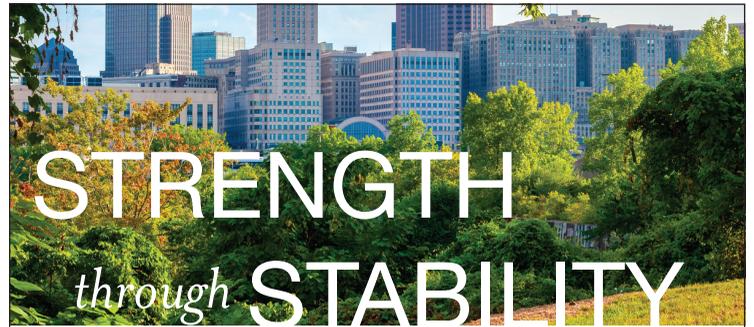
C. SHORT SESSIONS: BARKING UP THE RIGHT TREE

What different elements go into proper tree species selection for urban environments, including green and gray infrastructure interactions and utility corridors above- and below-ground? With careful planning and site condition considerations, urban planners can ensure the long-term health of a tree and maximize the ecological benefits. Next we'll explore how planners can capitalize on America's growing love of their pets. In Pecha Kucha-style, we'll learn about the roles our four-legged friends play in planning and best practices: placemaking and creatively integrating pets into public spaces, desirable pet amenities and market aptitude toward them, and using your community's pet friendliness for economic development and marketing.

Jim Jenkins
Davey Resource Group
Aaron Domini
OHM Advisors

4:00 – 5:00 PM | RECEPTION

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DAVEY 
Resource Group

Jim Jenkins
Senior Project Manager
330.673.5682 x8015 (office)
330.289.4381 (mobile)
Jim.Jenkins@davey.com

PLANNING & ZONING

PLANNING

- Comprehensive plans
- Neighborhood revitalization studies
- Park and community facilities plans
- Downtown plans
- Community engagement
- Group facilitation

ZONING

- Complete code rewrite
- Consultation on selected amendments – text and map
- Review plans for compliance
- Expert witness

DEVELOPMENT SERVICES

- Prepare site/development plans
- Assess financial feasibility and fiscal impacts
- Secure community support and approvals



Kristin Hopkins, FAICP
 Manager of Planning Services
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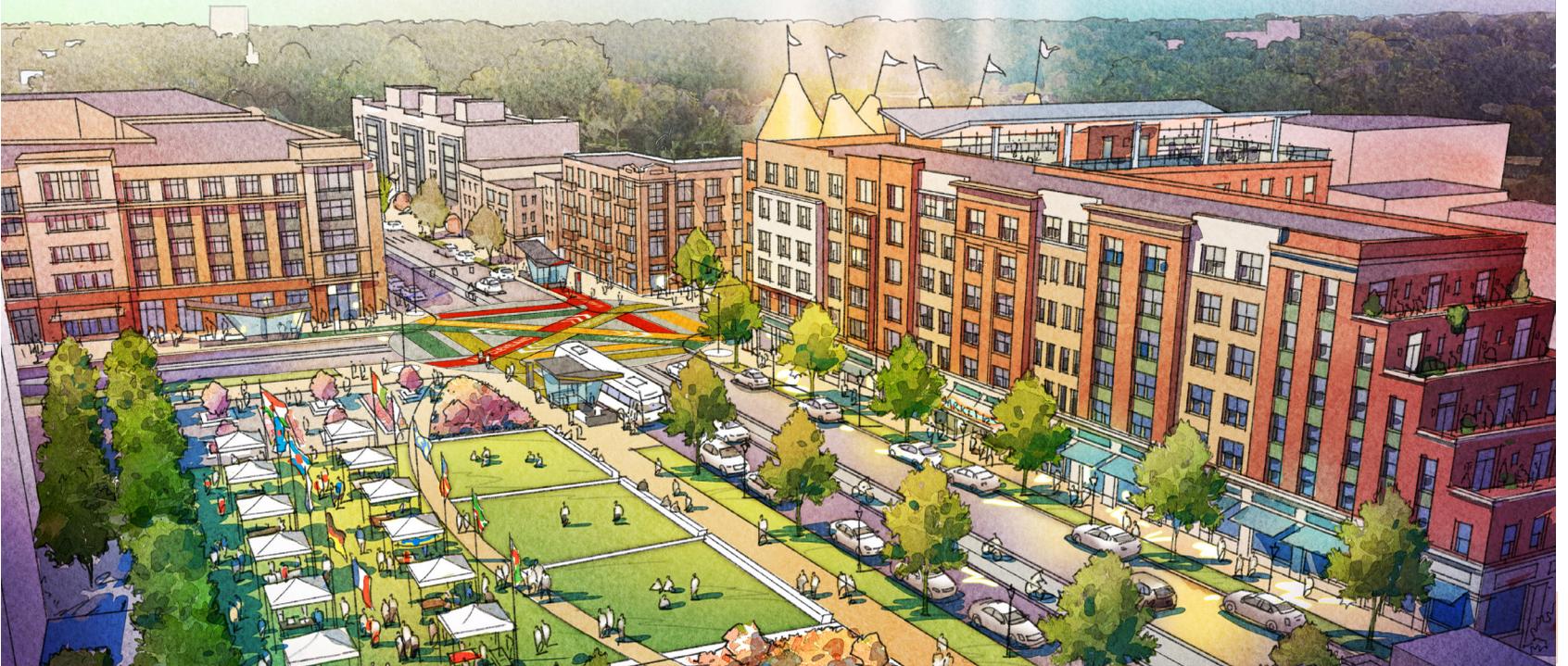
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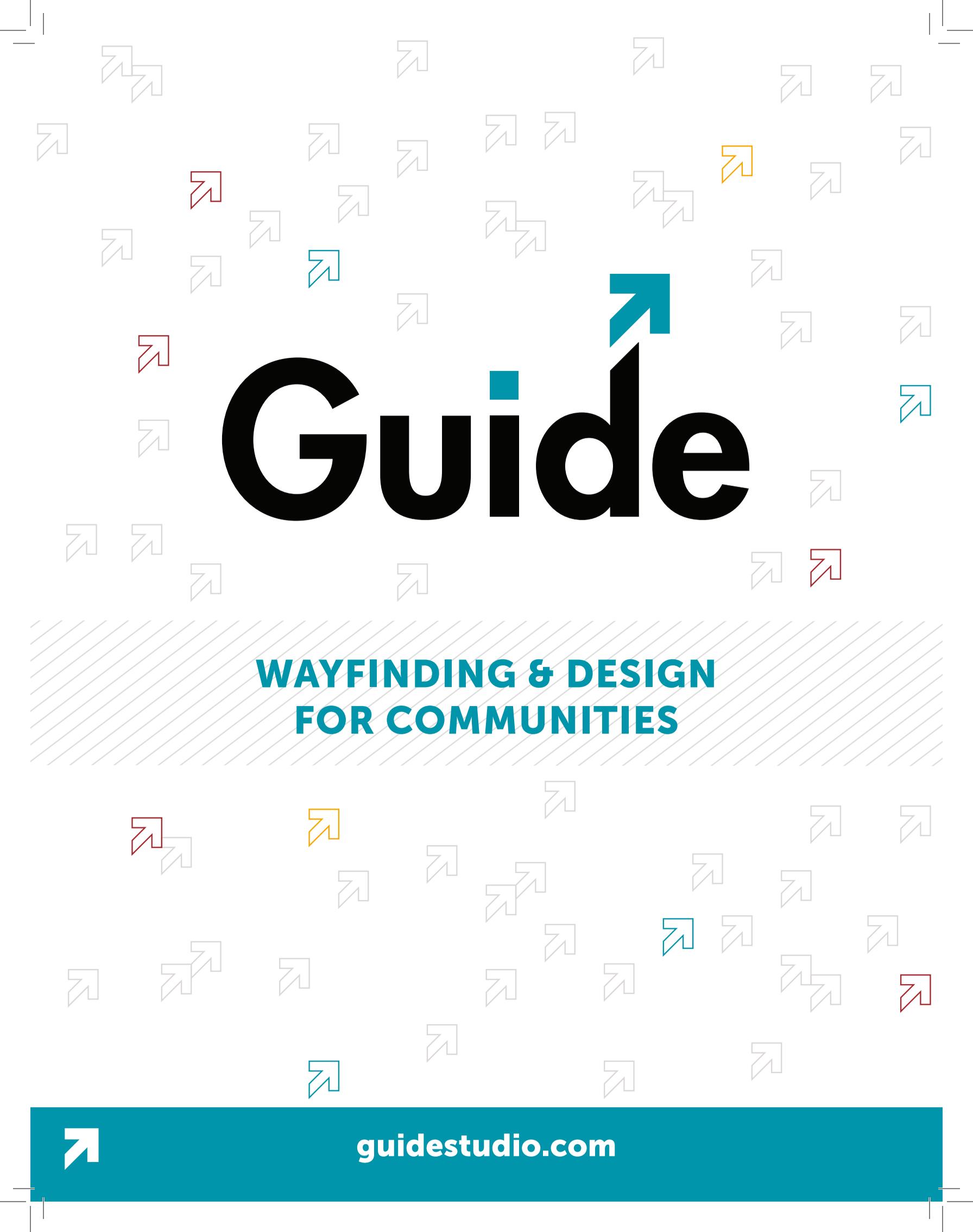
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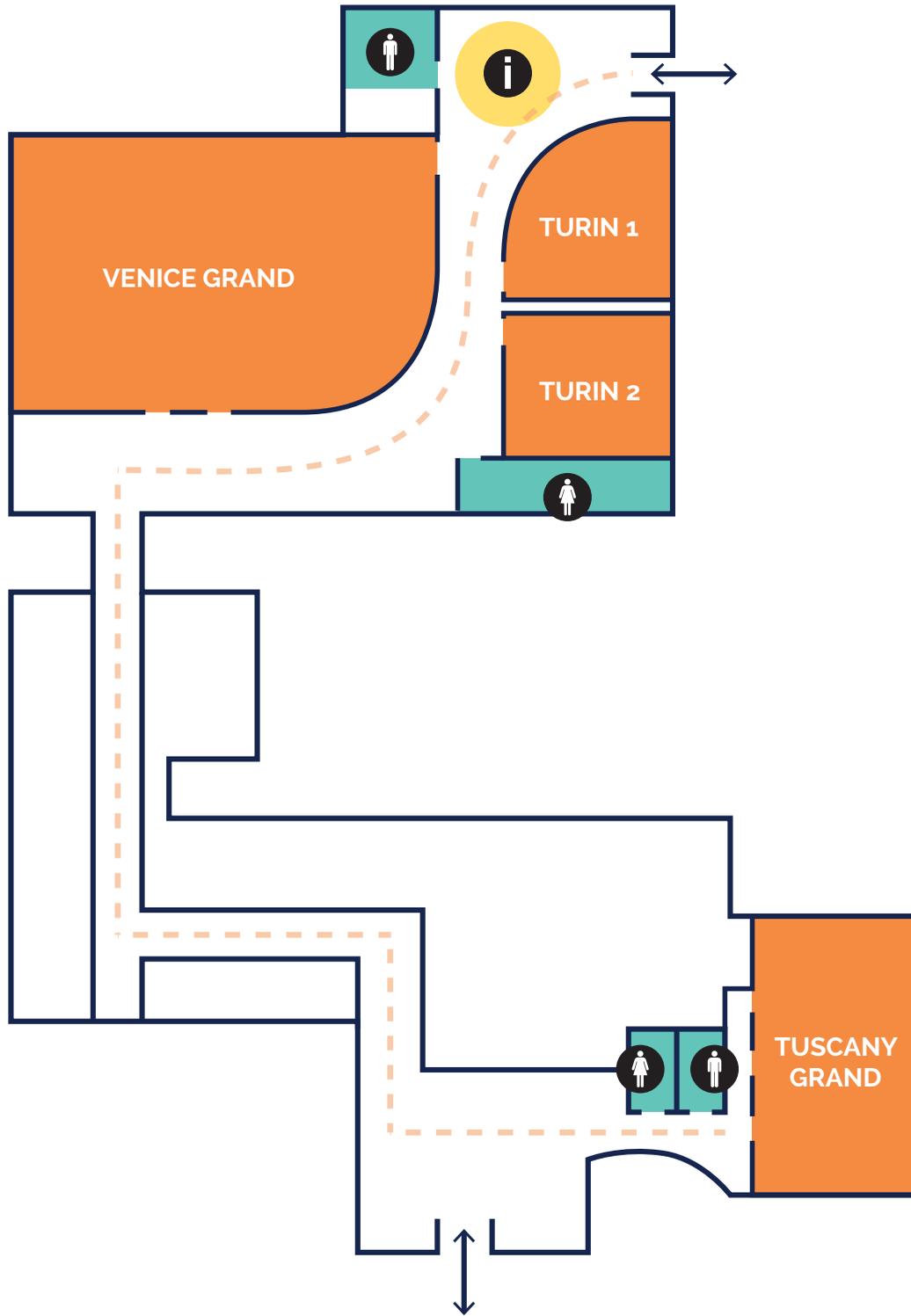
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NOTES

NOTES





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