

# Design Matters: Using Design Guidelines to Shape a Community

A Professional Development Program  
3 AICP CM Credits\*

Sponsored by the  
PA Chapter of the American Planning Association  
and the PA Local Government Training Partnership



## SESSION DESCRIPTION

Across the nation, places of all sizes are seeking ways to create environments that attract residents and tax-paying businesses, making community design more important than ever. Planning tools and policies – such as design guidelines – have a powerful impact on how communities look and function but are often underutilized in Pennsylvania. This advanced session will show how to guide the aesthetics and functionality of the built environment to contribute to community success.

The overall value of improved development design will be discussed, and a copy of *Better Models for Development in Pennsylvania* (© The Conservation Fund 2005) will be provided to every session participant (courtesy of DCNR). The session will present various methods available to local governments to address design principles and improve design outcomes. The session will discuss design principles in relation to topics such as architecture, lighting, signage, landscaping, and site planning. Course instructors will focus on design guides and manuals, but also address incorporating guidelines into regional plans, comprehensive plans, and zoning ordinances. In addition, the session will discuss how design guidelines can be incorporated into Traditional Neighborhood Developments.

Case studies will be presented from Pennsylvania and across the country, touching on both older, historic communities and new growth areas. The Pennsylvania Wilds Design Guide will be used as a primary example of regional application of a design guide.

### **Course Highlights:**

*Better Models for Development in Pennsylvania*  
*Design Guidelines*  
*Traditional Neighborhood Developments*

The target audience for this training session includes professional planners and elected officials, municipal staff, and citizen planners who are well-versed in planning and seeking advanced information on using design guidelines in their community. There will be ample opportunities for Q&A during the session.

FEE \$30.00 per person

\* AICP CM Credits pending approval.

## Six Trainings Statewide! Dates & Locations

Wednesday, May 16, 2012  
9:00am - 12:00pm  
Marshall Township Building  
525 Pleasant Hill Rd  
Wexford, PA 15090

Wednesday, May 30, 2012  
1:30pm - 4:30pm  
Giant Food Store Community  
Center (2nd Floor)  
3301 Trindle Rd  
Camp Hill, PA 17011

Thursday, May 31, 2012  
9:00am - 12:00pm  
Delaware Valley Regional Planning  
Commission  
190 N. Independence Mall West  
8th Floor  
Philadelphia, PA 19106-1520

Wednesday, June 20, 2012  
1:30pm - 4:30pm  
Lackawanna County Center for  
Public Safety  
30 Valley View Business Park  
Jessup, PA 18434

Thursday, June 21, 2012  
9:00am - 12:00pm  
Centre Region COG  
2643 Gateway Drive  
State College, PA 16801

Sunday, October 14, 2012  
2:00pm - 5:00pm  
Bayfront Convention Center  
1 Sassafras Pier  
Erie, PA 16507

REGISTER ONLINE! Visit <http://www.regonline.com/Register/Checkin.aspx?EventID=1078035>

### Made Possible With Funding From PA Local Government Training Partnership

This program is presented in cooperation with the Governor's Center for Local Government Services with funds from the annual appropriation from the General Assembly to the Department of Community and Economic Development. Trainees are admitted without regard to race, color, age, sex, religion, political affiliation, national origin or disability.

### ABOUT THE SPEAKERS

#### Tracy Zinn, AICP

Tracy Zinn, AICP is Vice President of the consulting firm T&B Planning and brings a national perspective to planning and design. She worked as a planner in southern California for 14 years and has been consulting in Pennsylvania since 2006. Tracy authored The Pennsylvania Wilds Design Guide for Community Character Stewardship and serves as the program's Design Assistance Advisor. Her other publications include the Ohiopyle Borough Design Guide Sheltered by Nature, as well as additional design guidelines and historic preservation plans in Pennsylvania and California. She has a B.S. in Geography and Regional Planning from Indiana University of Pennsylvania and serves on the Municipality of Murrysville Zoning Hearing Board. Her planning expertise focuses on community character and environmental sensitivity through land use arrangement, planning policy, design guidelines, and zoning for public and private projects.

#### Jason Kambitsis, AICP

Jason Kambitsis, AICP is a Senior Planner at the City of Pittsburgh Department of City Planning. Jason oversees the Planning activities for 23 of Pittsburgh's 90 neighborhoods and is the Project Manager for DesignPGH, the Urban Design Component of PlanPGH, the city's Comprehensive Plan. Before moving back to his hometown of Pittsburgh Jason worked as a planner overseeing the resource management system for the County of San Luis Obispo, CA and was a member of San Luis Obispo's Architectural Review Commission. He has also worked as a designer for private firms in both construction and interior design. Jason is also a freelance journalist with work seen in publications such as *Wired*, *ABC News* and *CNN*. Jason received a B.S. in Geography and Regional Planning from Indiana University of PA and a Master's of City and Regional Planning from CalPoly, SLO. When Jason is not busy planning, you can find him in his backyard playing baseball with his wife and two sons.

### REGISTRATION

Register online [HERE](#) (PREFERRED) or submit the form below. Advance registration is required; no walk-ins. Register at least five days before each event. Late registrant? Call the PA Chapter of APA at 717-671-4510 to verify availability.

Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Emergency Contact Name & Phone Number: \_\_\_\_\_

- Payment by check payable to PA Chapter of APA.
- Payment by credit card. Visa, MasterCard, AMEX and Discover accepted.

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 Digit Security Code: \_\_\_\_\_

Signature on Card: \_\_\_\_\_

Name on Card (if different from above): \_\_\_\_\_

Address on Card (if different from above): \_\_\_\_\_

\_\_\_\_\_

#### Check the Location You Will Attend:

- May 16, 2012 - Wexford, PA
- May 30, 2012 - Camp Hill, PA
- May 31, 2012 - Philadelphia, PA
- June 20, 2012 - Jessup, PA
- June 21, 2012 - State College, PA
- October 14, 2012 - Erie, PA

Registration Fee \$30.00 per person

#### Send completed form with payment to:

PA Chapter of APA  
587 James Drive  
Harrisburg, PA 17112  
Fax 717-545-9247

#### Questions?

Contact the PA Chapter at  
717-671-4510 or  
[info@planningpa.org](mailto:info@planningpa.org).