

Utah Planner

Vol. 30 No. 07

American Planning Association, Utah Chapter
Visit us online at <http://utah-apa.org>

September 2004

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By: Chuck Klingenstein, AICP
Utah APA Chapter President

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Bridging the Box

The Board met yesterday (August 9, 2004) and the main topic was the Fall Conference. George Shaw, Sandy City, joined us and gave us an update on the final conference program and budget. By the time you read this, we will be a few weeks away from the conference and I hope that you are all planning to attend. George Shaw, Mike Coulam and Sandy City have planned an educational packed conference. They have also planned the conference so that the cost is very low – they want all of you to come! There have been many significant changes made for your benefit. There are three bus tours planned to provide opportunities in learning about various projects around the valley. Remember at the national conference you often learn the most by seeing the projects and interacting with the players and/or planners. The conference schedule has also been planned with more time to network and visit with your fellow planners. We have the golf tournament, the opening reception, breaks, and other times between sessions. These have all been planned with more time for interaction. You have asked for more time to meet and visit – now you have it.

The Board also began a policy discussion on whether to dedicate all Fall Conference revenues to Chapter education efforts. We have done this with the spring conference and it would appear that the policy has been a success. Attendance has been good and steady and attendees like to know that the money generated by the conference goes back into education and outreach. Given the tenuous nature of continuing planning education in Utah, we see a need to identify new funding sources for education. The "Gene and Gene" show will continue for the next couple of years through the Utah Local Governments Trust. The League of Cities and Towns continues with its educational outreach and information. The Office of Planning & Budget and the University of Utah are examining the establishment of a website to act as a clearing house for all planning documents developed in the state plus land use law that affects the practice. The University of Utah is seeking funds for an outreach professor. These are all great ideas and actions but it is time for the Utah Chapter to step up to the plate. The Fall Conference is certainly an appropriate revenue generator to help fund education efforts in the state. This discussion will continue for a while so please contact your favorite Board Member and bend their ear!

Due to the success of the Spring Conference, the Board amended the budget to reflect new Spring Conference revenues. The original budget was for \$2000 and we were able to add about \$2800 to the Rural and Small Towns Educational and Outreach Budget. The committee, lead by Nicole Cline, has seen a lot of interest



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The Utah Chapter of the American Planning Association publishes the Utah Planner. Circulation is to APA members. The Utah Planner welcomes submission of original articles, editorial letters, and any other information of interest to both professional and citizen planners.

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from throughout the state's rural areas and small towns. Their challenge will be to match these requests with matching grants (leveraging the money to go further) and then assure that the projects get completed. I believe they are modeling their efforts on programs the state has had such as Critical Lands and Quality Growth Commission. Also, the committee will need to carefully assess each of the applications to make certain they achieve the primary goal of these funds: education of the planners and public officials involved in the practice of planning. It is important that we all remember that we are a part of the information economy, which means we must be knowledgeable workers. We can best serve our communities with knowledge and skills based on the latest techniques, laws and practice.

I am looking forward to seeing all of you at our Fall Conference on September 23rd and 24th. Please come, say hello and be stimulated by the exchange of knowledge, experience, practice and camaraderie.

Funny of the Month A very LARGE storm drain!



Upcoming Events!

Citizen Planner Seminars: Sep 8 & 10 @ the Justice Center Conference Room in Logan and Sep 11 & 12 at the Utah Local Government Trust in North Salt Lake

Moderate Income Housing for Public Officials: August 27 at the Utah Local Government Trust

APA National Conference Report

As we finalize last minute preparations for the fall conference and start looking forward to the spring conference, enjoy the following reports from the national conference in Washington D.C. For those who attended I hope this reminds you what a great experience it was. It's not too early to start planning for the next conference in San Francisco March 19-23 2005. For those who didn't make it this year, I hope this inspires you to at least attend the fall conference.

Continuing education is important. The National Conference, as well as Utah's own fall and spring conferences, are entertaining ways to get quality information and updates on technology, theory, and trends. It is a good way to find out what works, what doesn't and why. It is a chance to connect with planners in both the public and private sectors. It is an opportunity to stop and remember why you choose this profession and renew your commitment to excel at your job.

The UPSO Goes to Washington

By: Aaron Nelson

This is the true story of seven planning students, picked to go on a field trip to find out what happens when people stop planning polite and start planning real. The planning world: Washington D.C.

Our story starts off with the not-so-bright-eyed-and-bushy-tailed portion of the UPSO team almost missing their before-the-crack-of-dawn flight; a reservation made to allow time for a Las Vegas layover in which the team would put their food money up against the mighty wheel of fortune slot machine. When this proved to be fruitless, the group was forced to consider which attributes of a planning student could be profitable on the Washington D.C. streets. "Will consult for food?"

Luckily, the team could rely on generous subsidies from the local chapter of the APA, the CA+P and the ASUU. With this in mind, a certain expectation for urban planning education and experience had to be met. This meant that the limo proposal was thrown out and replaced by public transportation as a means of getting around. The metro regional train was the first amenity in D.C. that the team was able to partake in. The second was the nice old man standing outside the metro station in the pouring rain selling umbrellas and other goods inside his jacket that didn't fit into the UPSO budget (the umbrellas would be the preferred instrument of self defense for the remainder of the trip).

With umbrellas in hand, poised and ready to experience walkability, the team of budding urban planners pointed themselves in the wrong direction and off they went. The group's hotel accommodations served as a perfect base camp where they could recuperate between planning sessions while enjoying the view of the Washington Monument in the distance. By this time, the team felt fully acclimated to the D.C. urban environment and only forgot they were abroad on the occasional groggy morning (Note: sharing a hotel room bed with your fellow student can have awkward side effects when you mistakenly think you're still at home with your girlfriend). Culinary highlights included the amazing Ethiopian food and cheap pizza slices bigger than the paper plate they were served on.

Perhaps the most exceptional part of the conference was the planner's ball hosted at the illustrious union station. The red carpet was rolled out for the biggest names in urban planning, all dressed in their best designer dance attire. Who would have known that a cover of the Commodores could be followed by a Bon Jovi song so flawlessly? This evening in particular created the best opportunity for students from around the nation to meet and discuss the pros and cons of an urban planning career mixed with arguments about whose school had the best party scene. In this category, the University of Utah was not a front runner, but the team was proud to represent Utah and the College of Architecture + Planning as the newly formed Utah

Planning Student Organization and a collective excitement for the future of the Planning program was expressed by all.

My Experience at the APA National Conference in Washington, D.C.

By: Francis Xavier Lilly

I love Washington, D.C., and I love it more every time I go back. My relationship with Washington, D.C. began in 1997, when I first visited the city as part of a high school group. Back then, I had resolved to study urban planning in college, though I had little idea what it really was. With each successive visit to our nation's capital, I have grown in my knowledge and appreciation of good cities, and I have been fortunate to watch the inklings of an urban renaissance in the city. It was fitting for me to attend the APA National Conference in Washington as a student delegate. Not only have the inklings of urban renewal blossomed into an amazing revival for that wonderful city, but I am also drawing to a close my life as a student, as I will attain my master's degree in public administration in December. For these reasons, the 2004 APA National Conference will be especially memorable.

Unfortunately, because of my school commitments, I had only one full day at the conference. I attended the keynote address and spend much of my day in breakout sessions devoted to students and their concerns. I was gratified to see so many students – a record-breaking several hundred students were in attendance, according to Susan Turner, the APA's student coordinator. Judging by a large group of us who tended to follow each other through several sessions, the student planners seemed to share a common set of concerns: planning for healthy and viable communities, environmental quality, and, first and foremost, getting a job. The conference planners provided us with some excellent tools so that we could market ourselves better as we entered the job market. Notably, there was a superb session about marketing your skills as a new planner straight out of school. The session was led by a panel of planning employees who often encounter or advise students seeking jobs. The diversity of work available to a planner gives me hope, as I am continually open to new opportunities. The panel recommended a wonderful book written for the new planner: *A Career worth Planning: Starting Out and Moving Ahead in the Planning Profession* by Warren W. Jones and Natalie Macris (APA Planners Press). Of all the things that I learned at the conference, it was this book that was most useful to me. I purchased it after the session, and read it cover-to-cover that night at a wonderful café in Georgetown. The book offers excellent advice, not only to the new professional, but to anyone in the profession. It speaks to both public and private sector planners and offers strategies for effective communication between the public and private sectors.

I also took a couple hours to enjoy the city – walking the streets with no ultimate destination in mind. I considered this part of my conference education, and apparently I was not alone. The city was crawling with bag-toting, credential-wearing conference attendees, all doing apparently what I

was doing. My informal street-side education was eye-opening, as I walked from Dupont Circle to the Mall on Sunday afternoon, alongside hundreds of thousands of pro-life and pro-choice activists who were engaged in one of the largest rallies in Washington in the last few years. It is a rare sight to see a monumental public space like the Mall being used for the purposes of democratic mass-action, and it was an opportunity I was glad I didn't miss (I have some amazing pictures if any of you want to see them). It was quite an education indeed to see a city thrive on so many levels as a center of government and of commerce, a bold and vigorous cultural life, an adept public transportation system, quality public spaces, and a thorough sense of place. I left the conference with a commitment to affirm those values in my future career as a planner.

APA National Conference 2004- Washington DC

By: Jennifer Jastremsky

First off I want to thank you for the opportunity to go to the National Conference in Washington DC. This was my first time to the East Coast. As you can probably gather from that, it was also my first time in a city as old and as dense as DC. While in DC I was able to experience the type of planning and development that I have been learning about while in school. I think this has opened me up to the ability to understand what I have been taught a lot better.

I would like to discuss one of my favorite things I did while in DC. This would be the mobile workshop that took me to the monuments and memorials. Our guides for the workshop are staff to the National Capital Planning Commission. Their sole responsibility is to work with the various monuments and memorials that get proposed. They work with them from when they are just an idea until they get built. I found this very interesting. It never occurred to me that there would be staff that's only responsibility is to handle memorial and monument development. At the same time, I can see the importance of it. Washington has monuments all over the city. L'Enfant's plan calls for a countless number of squares and circles throughout the city. All of these squares and circles have monuments of some kind in them. This ranges from statues to fountains. Plus the Planning Commission has control over the Mall and all the monuments within and next to it. There is an enormous amount of monuments and memorial in DC to plan for.

While on this workshop, our guides took us to the top of the Washington Monument, as well as to the World War II and FDR Memorials, and the future site of the Dr. Martin Luther King Jr. Monument. At the top of the Washington Monument, they showed us the city, breaking down its layout and design. They also explained how and why certain things were designed and built the way they were.

We were lucky enough to have the builder of the WWII Memorial come and walk us through the site. He described the different symbols and meanings of the monument, and why certain things were done over others. At the Dr. King

site we had a representative from Alpha Phi Alpha Fraternity, Inc, come and talk to us about the future memorial. He explained the design and process they have gone through to get to where they are. If all goes as planned the Memorial will be built by 2007, and will have taken 10 years to complete, from conception to finish.

This workshop opened my eyes to the planning that is involved when it comes to the National Monuments and Memorials. It has also highlighted some of the controversy surrounding these Monuments. Going to Washington was an incredible experience. I learned a great deal about the way a city works and the way they are planned. This new knowledge is something I could have only gained from going to the East Coast and specifically our Nations Capital. Again, thank you for this opportunity.

National APA Convention

By: Edward Cusick

Washington, DC. What an ideal choice of cities for the American Planning Association's 2004 National Planning Conference. Long considered to be one of the earliest examples of planning here in the United States it continues to hold an appeal for planners and non-planners alike for its formal yet approachable scale, its wonderful public spaces, and its diversity of people who call the city their home, either short or extended in nature. Washington DC has, under Mayor Anthony Williams, experienced a renaissance of sorts with people moving back into the District after many years of exodus. One only has to walk through any section of the city and begin to feel the strong sense of pride that the residents have of their truly beautiful city.

So it was within the context of such a local that I experienced, for the first time, the APA's National Conference. Our group of students included a mixture of seasoned travelers as well as a few that had never been to the East Coast. Our experience began with a flight into Baltimore-Washington International Airport on Friday, April 23rd. What trip by planning students would be complete if public transportation was not involved? So with this in mind our trip back into the District included the regional MART train from the airport to Union Station followed by a short trip on the METRO, Washington's splendid subway system, to our hotel in the Dupont Circle area. Beyond a few glitches all went well and it was truly inspiring to experience a mass transit system that is used to its fullest extent by the residents of the area.

My intentions for the four days that I would be in attendance at the conference were to balance official conference offerings with extracurricular excursions, by foot and by METRO. What better way than to mix captivating discussions about planning with real, hands on experiences of the city. Our location was ideal for this being in the Dupont Circle area of the city, an area of beautiful brownstone residences, embassies from around the globe as well as an eclectic mix of restaurants, retail establishments, and social scenes. Some of my most memorable experiences, besides the wonderful sessions

and activities of the conference, were outside in the city itself, meandering through the glorious neighborhoods and districts, as the city percolated around us.

Moving on to the sessions and conference activities there were many that were quite informative and motivating. I began my conference experience by attending the Opening General Session where APA President Mary Kay Peck, Mayor Anthony Williams of Washington, D.C., and Representative Earl Blumenauer (D-Ore.) spoke. I was particularly impressed with Mayor William's opening address to the convention. One could truly feel his excitement about what was taking place in the District. I left for my first day of sessions on a planner's high. Later that afternoon I attended two very different sessions, the first titled "Metropolitan Visions", a session which addressed the three cities of New York, Barcelona, and Buenos Aires and their collaborative efforts to develop a visionary plan for the year 2050. Particularly disturbing to me was the lack of interest that the United States, in general, has shown for global planning efforts such as this. The second session entailed bicycle master planning within the Washington D.C. region. Being an avid cyclist and advocate of alternative transportation this session was most informative given that the Washington D.C. region has been for quite some time very proactive in bicycle planning. Considering the density and overall scale of the region it was most impressive to see some of the accomplishments that have been made to promote and encourage this form of transportation.

Other notable sessions included "Planning the World Trade Center Site", a session which covered the current state of affairs with the master plan for this site. Most interesting in this session was Carolyn Lukensmeyer with *AmericaSpeaks*, a nationally recognized non-profit group based in Washington D.C. *AmericaSpeaks* uses innovative, interactive technology coupled with face-to-face round table discussions to promote citizen participation in planning specifically and governance in general. It was quite fascinating to hear how this organization was able to coordinate a group numbering 600 and split them into groups of 12 to 15 participants each and then have real time results available to everyone almost as these opinions were expressed at the individual tables. She also stated that *AmericaSpeaks* made a concerted effort to assure that all interests, including business, civic, environmental, social groups as well as residents of the city, were represented. This session was followed up by "Making Plans in Lower Manhattan", a lengthy but most interesting discussion covering the complexities of and various governmental agencies involved in the redevelopment plans for lower Manhattan and the WTC site. I never realized just how complex a city's bureaucratic process could be.

In general all of the sessions that I attended were most informative, covering local, regional, national and even global issues. This "variety" of scales covered added greatly to my enjoyment of the conference overall. I also found the "Socially Informed Planning" sessions to be most appealing and noteworthy, an area that has always been at the

forefront of my interest in urban planning. So overall I was quite taken by the entire experience of the National Conference. I even managed to secure a possible internship with an architectural and planning firm based in Baltimore, MD. I shall only hope that next years conference in San Francisco shall be equal to what I experienced in Washington, D.C.

UCAPA ENJOYS SUCCESSFUL 2004 SPRING CONFERENCE

By Richard Clark, Tooele County

The Spring Conference of the Utah Chapter-American Planning Association was held May 13-14, 2004 in Blanding. The site was the Blanding Arts & Events Center, on the campus of the College of Eastern Utah.

The Blanding Arts & Events Center is a very nice facility and should be the envy of and a model for all rural towns in Utah. Created through a partnership between Blanding City and CEU, the facility is used daily throughout the year. Kudos to Blanding City Planner, Brett Hostler, for lining up the center!



The conference focused on rural planning issues in Utah, and was attended by 50+ professionals. Participants enjoyed their beautiful afternoons and free time hiking, bicycling, sight-seeing, and golfing at the spectacular course in nearby Monticello. Black Hawk Transportation was on hand to assist attendees with their sight-seeing plans.

On Thursday the conference was opened by Nicole Cline, Chair-Small Towns & Rural Area Committee, and a welcome from Mayor Turk. The Thursday sessions were as follows:

- o Fundamentals of Subdivision Reviews- Sydney Fonsbeck, ULCT.
- o Intersection Access Management and Corridor Preservation- George Ramjoue and Tom Boschert, UDOT.
- o Utah Quality Growth Communities- Mike Hansen, GOPB.
- o Water Ordinances- Curt Ludvicson, RWA.
- o Public Lands and the Local General Plan- Wes Curtis, State of Utah; Dave Heberson, SITLA; Dave Allison, Consulatant; Val Payne, UDNR; Clayton Chidester, UBAOG.
- o Utah Legislative Update- Wilf Sommerkorn, Davis County.

At Thursday's dinner Chuck Klingenstein, President UCAPA, gave a compelling speech regarding the chapter's commitment to outreach and education.

Friday's sessions included: Disaster Planning Elements in the General Plan- panel with Jeff Gilbert (BRAOG) and Sexually Oriented Businesses in Rural Utah- Jeff Adams, SEAOG. The conference ended with a sumptuous country style BBQ!

The Small Towns & Rural Area Committee, consisting of Jeff Adams, Edwin Benson, Nicole Cline, Clayton Chidester, Jeff Gilbert, are already in the process of setting up next year's Spring Conference. If you have ideas for topics next year please contact a committee member and share your thoughts.

Spring Conference 2005 By: Nicole L. Cline, AICP

We now have the tentative dates for the 2005 Spring Conference in Torrey, Utah! Wonderland Inn has reserved their conference room for us on May 5 and 6, 2005. They have also blocked off 45 rooms for May 4 and 5 and will hold them until April 13, 2005. The Conference Rate is \$54 single, and \$62 double; just tell them you're with Utah-APA. We will have more information forth coming in the future. Mark your calendars! Here is a bit of history about Torrey. In 1898 the citizens of Torrey constructed a one room log structure to be used both as a school and a church. Even when a new church was built, it was still being used for religious and civic needs into the 1970s. It was moved twice, in 1991 and again in 1994 by the local citizens of Torrey. A grant from the State Historical Society helped with the second move. The Torrey Log Church and School is a unique structure since few unaltered examples of early log construction remain in the state, especially one built for multiple religious, civic, and educational functions.

For a picture of the building and more information, visit <http://www.torreyutah.com/history.phtml>.

REPORT SHOWS THAT SAVING FARMLAND MAKES "CENTS" Culmination of 80 Studies Helps Make the Case for Conservation

Few local leaders typically think of their communities' working lands as a fiscal boon. But a new report by American Farmland Trust features a body of work demonstrating that privately owned farm, ranch and forest lands boost community coffers by contributing more in tax revenues than they require back in public services.

Cost of Community Services Studies: Making the Case for Conservation is an evaluation of 83 studies conducted in 19 states that compare the net fiscal contribution of different land uses. The studies have found that on average, residential development generates significant tax revenue, but requires costly public services that surpass its tax contributions. In contrast, farm, ranch and forest lands consistently generate tax surpluses.

"Cost of community services studies show that farm, ranch and forest lands are important commercial land uses that help balance community budgets," said Julia Freedgood, director of American Farmland Trust's Technical Assistance Services division. "They challenge the assumption that working lands are just vacant lands waiting around for development."

"While these studies are useful at the community level, taken as a whole, they're important nationally because they consistently show the fiscal benefit of sustaining the working landscape," said Doug Lawrence, team leader of farmland protection and community planning staff for the U.S. Department of Agriculture's Natural Resources Conservation Service.

Making the Case for Conservation describes what COCS studies are and how they are performed. It shares lessons from AFT's experience conducting COCS studies and evaluates the methodology in terms of other types of fiscal analyses. The report also provides examples of how communities have used the results of COCS studies and helps readers assess whether a COCS study would be useful in their community.

The report demonstrates how findings of COCS studies have helped communities improve dialogue about land protection strategies, build support for farmland protection strategies, defend use assessment tax policies, and improve local planning and zoning for agriculture.

"Results of the COCS study helped inform members of our community of the economic value of farmland conservation," said Margaret Graves, executive director of The Bluegrass Conservancy, a land trust based in Lexington, Kentucky. "The COCS study done by AFT ultimately helped convince our local officials to adopt a purchase of development rights program in order to protect our regional economy and rural character."

Bridging the Box By Max Johnson

How do we bridge the advantages of "big-box" development, while preserving and insuring compatibility with residential America?

"Big-box" development is more prevalent than ever today. The opportunity for economic enhancement coupled with convenient shopping and employment opportunities provide the perfect recipe for economic enrichment of the typical U.S. city; save for issues concerning nimbysism. Public concern is high with regard to superstore development, and seems ever on the rise as illustrated by a shortlist of recent examples shown in Table 1. Property owners do relish these shopping conveniences, yet desire the amenities just beyond walking distance, which in turn, exacerbates unsustainable development.

- Eliminating some of the hoops
- Know the economic carrying capacity
- Looking at multiple alternatives
- Employ tools to insure compatible design
- Simplify process for downtown relocation

City	Example
Chicago, Illinois	Residents urge denial of Wal-Mart's variance requests
Winston-Salem, North Carolina	Moratoriums on "big-box" stores
Greensboro, North Carolina	New 223,000 square foot Wal-Mart is welcomed

Table 1. "Big-box" in the news. Recent development news reflecting contrasting viewpoints.

The interplay between these two opposite viewpoints was the subject of **"Big-Box and Main Street"**, a session of the national planning conference held in Washington, D.C. in April. Panelists representing Main Street Center – National Trust for Historic Preservation, The Conservative Fund and Target Corporation, described methods and innovations to bridge the gap between the "big-boxes" and the residential community, and described situations, opportunities and challenges of integrating "big-boxes" in downtown and suburban locations through three different perspectives.

The Conservative Fund supports design guidelines to help integrate "big-box" development on a community by community basis. The Main Street Center stresses a simplification of the process for relocation, in that, they strive for a more streamlined and uniform process from communities. Target Corporation sees design guidelines as cumbersome, stressing that staff members should not dictate design, but assist in the attainment of mutually desired goals. They fear that planning departments oppose the evolution of retail development and should be more accommodating to the "big-box" movement. A short summary of each presentation is listed below:

Main Street Center – National Trust for Historic Preservation

- Described the current problems we have today with urban sprawl as having originated with the onset and infatuation of the automobile, and as a result began to affect our main streets as business moved outward.
- Addressed the issue of the explosion of retail space as supply currently has a stranglehold on demand, but that downtowns are becoming more attractive for site location of "big-boxes". To encourage development downtown, it was suggested that we as planners simplify the process for relocation. The move toward main streets vs. strip malls on the edges offers these advantages:
 - Revenue from parking meters
 - Less overall parking is developed
 - Signs are softer in scale, thereby promoting the "Good Neighbor Initiative".
- The desires of various communities create problems for retailers concerning the loss of time, money, and inconsistency. Communities can help by:

The Conservative Fund

- "Big-box" firms Eckert, Walgreens, and CVS have relocated in downtown America by preserving historic buildings and developing with minimal parking.
- Two-stories have become more feasible, economical and popular.
- If you accept cookie cutter design, you will get cookie cutter design. Ask for buildings that fit your community.
- One key in obtaining functional, attractive and integrative design in "big-box" development is to ask. Major retailers have several design packages available, but will offer the easiest and lowest cost alternative as a baseline. Planners must strive to integrate and assimilate "big-boxes" within the context of the community.

Target Corporation

Target stresses that they are employing Smart Growth Principles in their developments by focusing on the following areas:

- 1-Using compact building and site design (parking structures and multiple stories, for example)
- 2-Utilizing and incorporating transit
- 3-Mixing uses
- 4-Varying architectural standards
- 5-Creating a more pedestrian friendly frontage
- 6-Providing free parking

Urban areas are becoming invigorated with mixed-use development, though as detailed in the January, 2004, issue of Planning Magazine, the challenge remains to design and integrate quality retail space. Using design solutions such as urban infill, verticality, pedestrian orientation and sustainability to name a few, urbanity and economic development success both improve. In any case, "big-boxes" have a full head of steam. They are revitalizing downtowns while continuing to infiltrate the suburbs as well. Communities are continuously learning and adapting zoning codes to accommodate nearby residential desires while infusing the economy of cities throughout the country. They are building the bridge to a path of co-existence.

Sources

- 1- Ascribe Inc. Newswire. *Community, Labor Fight Wal-Mart's Inner City Expansion*. May 24, 2004. American Planning Association. www.planning.org.
- 2- News and Record (Greensboro, NC). *A Big-Box Backlash?; In a Move that Surprises Some, Winston-Salem Planners just say No to a new Wal-Mart Supercenter; Should Leaders in Greensboro Follow Suit?* May 23, 2004. American Planning Association. www.planning.org.

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