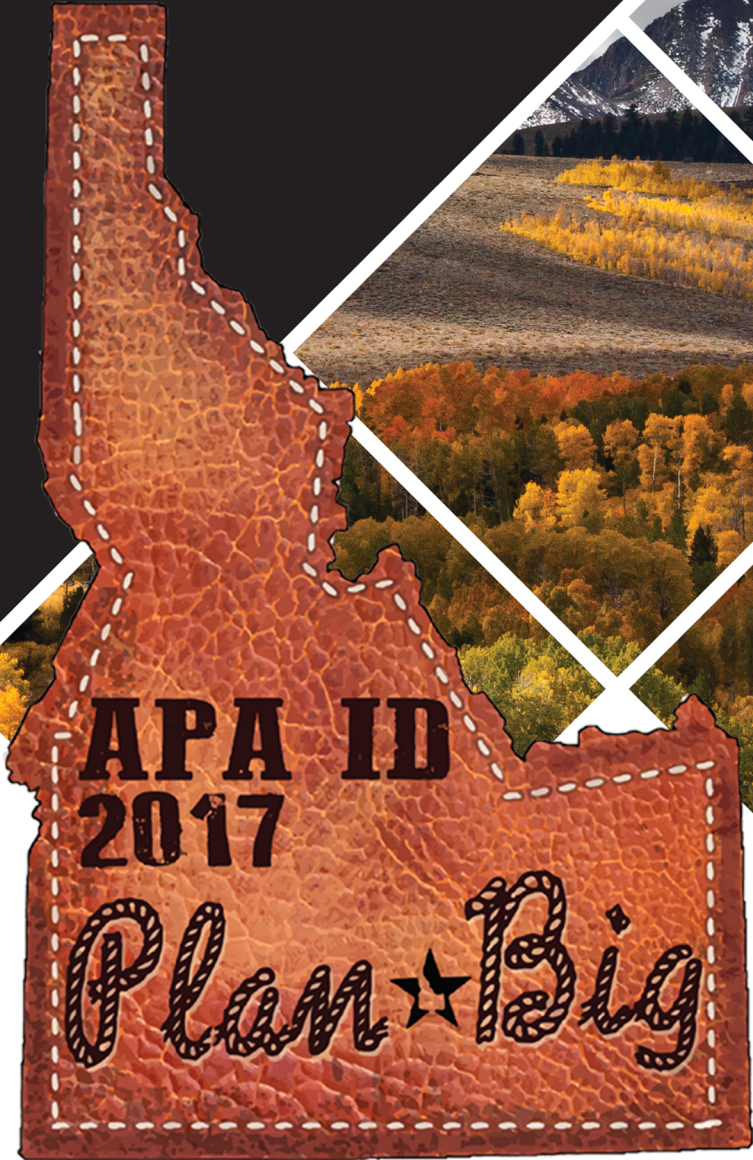


APA IDAHO
10TH ANNUAL CONFERENCE

2017



OCTOBER 11TH - 13TH | KETCHUM, ID

INFORMATION YOU MIGHT WANT TO KNOW



WiFi at the Limelight Hotel is complimentary. There is no password. Just select "Limelight" on your device.

Please remember to complete your review forms after each session. The presenters greatly appreciate the feedback.



Paid parking is available on-site. Parking is also available on River Street, adjacent to the Limelight Hotel.

If you are participating in the mobile sessions, please meet at the registration desk. Be sure to wear weather-appropriate attire!



Let's have fun with twitter! Planners can be hilarious, let's see your most creative tweets using, #APAID2017.

AICP members can earn Certification Maintenance (CM) credits for many sessions at this conference. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program is found at www.planning.org/cm.



For questions during the conference contact:
Leon Letson: (509) 859-3723 or Micah Austin: (208) 721-0884



The 10th Annual APA Idaho Chapter Conference, Plan Big, will cover a diverse collection of topics ranging from housing and economic development, to open space planning and community engagement. Keynote speakers, case studies, and off-site mobile sessions will provide in-depth discussions on planning in Idaho and the surrounding region, while also offering an insider's look into the Ketchum and Sun Valley area.

ABOUT APA IDAHO

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Some of the duties of the Executive Officers are to manage the affairs of the chapter, adopt and revise the chapter strategic plan, prepare and adopt a balanced annual budget, set the annual chapter dues, attend and participate in chapter board meetings, and take a leadership role in the activities of the chapter.

Chapter Mission

The chapter's mission shall be to carry out the objectives of the American Planning Association (APA) and to:

- A. Promote the art and science of planning in Idaho.
- B. Help planning professionals in their profession.
- C. Advance the practice of planning and opportunities for planners.
- D. Emphasize the importance of achieving the final vision/goal over mere procedure.
- E. Protect the legacy of our state's natural environment.
- F. Nurture the improvement of our built environment.
- G. Foster social and environmental equity.
- H. Advocate for every citizen's opportunity to participate.
- I. Support planning and zoning commission members and citizen planners.



KEY NOTE SESSIONS



ADAM HUGHES obtained a Bachelor's of Science in Accountancy from Brigham Young University (BYU) in 2003 and joined KPMG in their Washington D.C. practice group where he served private, public, and non-profit audit clients. After four years in Audit, Mr. Hughes was selected to join the Transaction Services group where he worked on Mergers and Acquisition (M&A) due diligence, Initial Public Offerings (IPO's), and carve-out engagements.

Mr. Hughes returned to BYU in 2010 to obtain an MBA degree and upon graduation he joined the former Mayor of Ogden, Matthew Godfrey, at the economic development consulting firm, Better City. Better City specializes in assisting communities with economic development strategic planning, feasibility studies, incentives, and project implementation. The firm also provides real estate brokerage, development, and government affairs services to private sector clients. In 2016, Mr. Godfrey accepted a call to serve an LDS mission in Lima, Peru and advanced Mr. Hughes as CEO.

Mr. Hughes has utilized his accounting and finance background to assist private and public sector clients in the capital structuring of economic development projects. Mr. Hughes has orchestrated various economic development initiatives, including one of the most complex economic development projects in the country, which has been nominated as a semi-finalist for Innovative Project Financing by the National Development Council.

Communities value Mr. Hughes' market-based approach to strategy development and he has been involved with the development of numerous economic development strategic plans (EDSP). These engagements have involved orchestrating stakeholder discussions, market and industry analysis, public meetings, and deep collaborations with the private sector. Mr. Hughes is frequently engaged by communities to assist with project implementation including industry cluster and private sector recruitment, catalytic project formation, site specific assistance, capacity enhancement, and creation of community profiling material to support economic development initiatives.

As the CEO of a dynamic and innovative organization, he is an experienced entrepreneur and business leader having expanded the Firm's service offerings to provide a more seamless level of service to urban, suburban, and rural clients as well as the geographic locations and service areas of the Firm.

Mr. Hughes grew up in Alexandria, Virginia and currently lives in Layton, Utah with his wife and three children. An avid music enthusiast, he enjoys playing the guitar and piano.



About Better City

Better City was founded in 2012 by the former mayor of Ogden, Utah, Matthew Godfrey. During his time as mayor, Mr. Godfrey developed Ogden's "outdoor recreation" industry cluster, recruiting in over \$1.2 billion of new investment, 6,000 jobs including major brands such as Salomon, Rossignol, Atomic, Descente, and redeveloped over 130 acres of blighted downtown. In 2011, Ogden led the country in job growth and was ranked by Forbes magazine as one of the top 10 cities to raise a family. Shortly after leaving office, Mr. Godfrey founded Better City with the intent of helping other communities around the country achieve similar results.

Better City works in communities across the nation developing actionable plans and implementing them to drive job creation. This unique skillset allows Better City professionals to provide clients with economic development best practices and access to market tested strategies that are tailored to specific local economies.

Better City's rapidly growing client list includes communities in Colorado, Idaho, Massachusetts, Nevada, Ohio, Pennsylvania, Utah, Wisconsin, and Wyoming.

2017 APA IDAHO CONFERENCE SESSIONS

Session 1 (2:15 PM – 3:30 PM, Wednesday October 11th)

1A Lessons Learned from a 100-Year Flood

A 100-year flood event occurred in Blaine County, ID in the late spring/early summer of 2017, impacting the unincorporated county and the cities. The last major flood had occurred 11 years prior, in 2006. Planning staff from the cities and county share their lessons learned / best practices for administering a local floodplain ordinance and for working with property owners and outside agencies before, during, and post-flood event. **Speakers:** *Brittany Skelton, CFM, Senior Planner, Ketchum, Idaho; Kristine Hilt, CFM, Code Compliant Specialist, Blaine County; Micah Austin, AICP, Planning and Building Director, Ketchum, Idaho* | **CM Credit 1.25**

1B The Power of Parks, Public Spaces, and People

Interactive session, using visual notetaking techniques, where participants will help inform and build a model of the benefits, costs and choices of creating parks and public spaces, and the role of public engagement in such enterprises. Participants will then apply the model to potential real-world scenarios, designing a park or public space to fit particular contexts, sharing their recommendations with the group, and explaining the reasons behind their planning decisions. **Speakers:** *Amanda Johnson Ashley, PhD., Urban Studies and Community Development Program Director, School of Public Service, Boise State University; Ellen Campfield Nelson, AICP, Principal/Owner, Agnew::Beck* | **CM Credit 1.25**

1C Public Policies Affecting Present-Day Uses of Century Old Patented Lode Mines in Idaho

Why are historic fee simple privately-owned hard rock mines in Idaho frequently abandoned, every now and then gentrified, and only on the odd occasion actively mined? This plenary presents case study and statistical data gathered on 1,908 patented lode mines in Idaho's 44 counties, from the deep industrially-mined Lucky Friday in Shoshone County, to ghost towns such as Silver City in Owyhee, to the recently denied multi-million-dollar residential subdivision attempt of the Triumph, Independence, and North Star Mines overlooking Sun Valley. Relevant public policies to the findings discovered in this dissertation work are county-level entitlement timeframes, the 1872 Mining Act's lack of a mineral disclosure requirement, and Idaho's Mineral Taxation Act (I.C. §63-2801) that dates to 1903 and is in discord with other encouraged extractive industries in the state. **Speakers:** *John Gaeddert, AICP, President of Corporation for Land Planning and Engineering* | **CM Credit 1.25**

Session 2 (3:45 PM – 5:00 PM, Wednesday October 11th)

2A Taking on the Juggernaut! Rewriting a Land Use Ordinance After Four Decades of Planning

In 2014, the City of Ketchum adopted a new Comprehensive Plan. In 2015, the City of Ketchum launched an ambitious goal of rewriting the land use ordinance in two years to align with the new Comprehensive Plan. The effort involved three phases in which the land use ordinance, subdivision ordinance, and the municipal code would be revised. In no small way, the objective of this rewrite process was to PLAN BIG! Two years later, Phase I is complete but Phase II has encountered considerable obstacles and delayed significantly. Micah Austin will discuss the lessons learned from the project, best practices to pass along, and generally share the frustrations and celebrations of Planning Big! **Speakers:** *Micah Austin, AICP, Planning and Building Director, Ketchum, Idaho* | **CM Credit 1.25**

2B Planning of Agricultural Lands

This session will examine the methods and data sources used in the planning of agricultural lands and land uses. **Speakers:** *Patricia Nilsson, AICP, Development Services Director, Canyon County; Megan Basham, Community and Regional Planner, Ada County; Roger Batt, Executive Director, Canyon County Farm Bureau* | **CM Credit 1.25**



2C Moneyball for MPOs/ Transforming Big Ideas into Amazing Projects

Moneyball for MPOs—In the movie *Moneyball*, the Oakland A's start using a data-assisted approach to make better recruitment and resource decisions, leading them to win the pennant. COMPASS has developed a similar approach in creating a performance-based planning model to prioritize investment decisions using quantifiable, multi-disciplinary information. COMPASS will share successes and challenges in developing this model and key steps in working with stakeholders, identifying measures to address performance, and providing visualization tools to convey the results on the societal returns of transportation investments. **Transforming Big Ideas into Amazing Projects**—In 2015 COMPASS created the Project Development Program as a way to assist member agencies in securing transportation funding. With the goal to transform member agency needs into well-defined projects including cost estimates, purpose and need statements, environmental scans, and public involvement plans, this program promotes readiness for funding applications. In this session, COMPASS will describe why the program was developed, how it is structured, successes and challenges, and how attendees could develop a similar program within their jurisdictions. **Speakers:** *Lisa Itkonen, AICP, Principal Planner* | **CM Credit 1.25**

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3A County Planning Roundtable

The session will help Planners to learn about new or upcoming issues by receiving updates from both the IAC and from the County Planning Directors. There will be information shared about planning issues that are going to be upcoming for Counties in the next legislative session and about what happened during the last. There will also be an update on any new case law pertaining to Counties. **Speakers:** Kelly Brassfield, Government Affairs Associate & Policy Analyst, Idaho Association of Counties; Michelle Fuson, Director, Latah County Planning and Building | **CM Credit 1.25**

3B Ordinances and the Process of Becoming a Dark Sky Community

The City of Ketchum adopted its first iteration of the Dark Skies Ordinance in 1999, and was among the first in the State of Idaho to do so. In May of 2017, the City of Ketchum adopted an updated Dark Skies Ordinance designed to meet the demand of evolving knowledge and technology, and to align with the city of Ketchum 2014 Comprehensive Plan. Planning staff from the Cities of Ketchum and Sun Valley, and local community partners, will discuss their efforts towards becoming a Dark Skies Community and share their experiences in designing ordinance to limit light pollution and preserve our Night Sky. **Speakers:** Micah Austin, AICP, Planning and Building Director, City of Ketchum; Betsy Mizell, Central Idaho Community Engagement Associate, Idaho Conservation League; Abby Rivin, Associate Planner, City of Sun Valley | **CM Credit 1.25**

3C Historic Tax Credits: Opportunities for an Idaho Program

A panel discussion/PowerPoints followed by ample time for question and answer. Sheri Freemuth, AICP, Senior Field Officer for the National Trust for Historic Preservation, will lead off with an overview of the Federal Historic Tax Credit and what it has done to spark community investment across the country over the past few decades. Kerry Davis, preservation consultant, will present a summary of Federal HTC projects in communities across Idaho as well as the proposal for an Idaho HTC. Jerry Myers, Pocatello architect, will share his experience working on HTC projects in both Pocatello and Idaho Falls. Discussion with all participants will be encouraged to respond to questions about both the existing Federal and proposed State program. **Speakers:** Sheri Freemuth, Senior Field Officer, AICP, National Trust for Historic Preservation; Kerry Davis, Architectural Historian, Preservation Solutions | **CM Credit 1.25**

4A City Planning Roundtable

A discussion on policies, concerns, and legislative issues unique to city planning in Idaho. Take this time to collaborate with advocacy organizations and provide leadership for problems we all face. **Speakers:** Brian Billingsley, AICP, Director, Caldwell Planning and Zoning Department; Seth Grigg, Executive Director, Association of Idaho Counties | **CM Credit 1.25**



4B Ghost Cities: Preserving Local Housing Markets in the Age of Speculation

As communities struggle to meeting the housing needs of residents, two forces have converged to push housing out of reach for a majority of Americans. As of 2016, global real estate investment totaled \$162T; a growing number of foreign investors view housing markets in coastal North American cities as a means to offshore wealth. This session will start with a 'big picture overview of housing's role in community health and resilience, then each presenter will analyze the local impact of—and response to—the short-term rental movement and outside speculative investment, which reflect the rapid commoditization or financialization of housing. We will explore current strategies and best practices to preserve healthy and attainable residential markets that serve the long-term needs of community residents in light of these external pressures. Together with participants, this session explores the implications of these two factors on housing and economic stability and the ability to recruit and retain workers. We will discuss the efforts of communities in Idaho and elsewhere to anticipate and adapt to these emerging realities in order to preserve social capital and economic vitality. **Speakers:** Erik Kingston, Housing Resources Coordinator, Idaho Housing and Finance Association | **CM Credit 1.25**

4C Active Mobility Data | Session: Pathways, Trails and Roads

Creating user friendly trails, roads and pathways and managing the plethora of user interests requires a fine tuned understanding of the needs and desires of users and the community. One way to ensure that trails, roads and pathway are fun, useful and connect the community is through the collection, and analysis of data and user information. This session goes dives into the different ways communities have been collecting, analyzing and implementing this data to make meaningful improvements and additions to local trails and multi-use pathways and community roadways. **Speakers:** Aaron Mondada, Associate Planner, Agnew::Beck Consulting; Don Kostelec, AICP, Vitruvian Planning; Sara Arkle, City of Boise Foothills/Open Space Manager; Tom Laws, Associate Planner, City of Boise; Delta James, Economic Development Planner, City of McCall | **CM Credit 1.25**

Session 5 (2:45 PM – 4:00 PM, Thursday October 12th)

5A Open Invitation Roundtable: Plan Big for Idaho Housing (minimum 15 participants, maximum 30, operating with an “Open Space” meeting format)

Nearly every community in Idaho and the country continues to struggle with providing a range of housing choices that are comfortable, attractive and affordable for community members. In this open invitation roundtable, participants will discuss the current and likely future housing situations in, and potential solutions and collaborations for our communities. In particular, the roundtable will built to generating ideas about what planners can do to help address housing needs, and to collaborate with developers and housing agencies. **Speakers:** Facilitated by Ellen Campfield Nelson, AICP, Principal/Owner, Agnew::Beck and Aaron Mondada, Associate Planner, Agnew::Beck | **CM Credit 1.25**

5B Wildfire Planning and Recovery: Lessons for Local Planners and Decision Makers

In this session we will present current information and findings from an IDL funded research project that focuses on wildfires and perceptions of wildfires in Wildland Urban Interface. After an overview of these results we will focus on how to translate the results into a statewide outreach strategy and concrete community specific actions at the local level. **Speakers:** Eric Lindquist, Associate Professor, Boise State University; Deanna Smith, Idaho Smart Growth; Jaap Vos, Program Head, Bioregional Planning and Community Design, University of Idaho; Tyre Holfelz, Community Fire Program Manager, Idaho Department of Lands | **CM Credit 1.25**

5C Sandpoint’s Downtown Streets Revitalization – from Concept to Implementation

The culmination of almost two decades of community planning, two-way traffic has returned to Downtown Sandpoint and big plans are underway for many improvements within the Downtown Core. **Speakers:** Aaron Qualls, Planning and Economic Development Director, City of Sandpoint | **CM Credit 1.25**

Session 6 (8:15 PM – 9:30 PM, Friday October 13th)

6A Plan Big: Harris Ranch

Brief history of 1700 acre planned community in Boise since 2005 through charrette re-design in 2007 to the present...trials, tribulations, and jubilations. Includes development of the first project under Boise’s Specific Plan Ordinance, working with stakeholders then and now, plan and market evolution over time, challenges of foothills, floodplains, roadways and wildlife. **Speakers:** Sherry McKibben, Architect and Urban Designer, McKibben+Cooper Architects; Doug Fowler, LeNir Ltd, Development Manager for Harris Ranch | **CM Credit 1.25**

6B How Parking Can Influence Development and Density: A Look at One Idaho Mountain Town

Love Schack Architecture was hired by the City of Ketchum to visually explore, in 3-D model, how parking regulations might impact possible density. We found that their new, proposed parking regulatons dramatically improve the develop-ability of city lots. The city hired us also to present our findings to their city council. Using the visual graphics helped further the conversation beyond usual sticking points. When architects and planners work together, we can leverage each others’ tools and skills for healthy community development, in line with Comprehensive Plans. **Speakers:** Lindsay Schack, CEO/Principal, Love Schack Architecture | **CM Credit 1.25**

6C Turning Rural Planning Inside-Out

Despite the many challenges they face, many small communities and rural areas continue to fight to maintain their way of life and forge a place in the future. However, it is often difficult to come up with viable planning solutions that work in these areas. What modern planning literature is missing is that these small towns and rural regions do not mimic the same complex decision-making structures as urban areas. They, instead, rely on informal networks and social capital in the same ways that they have for decades. As globalization continues to impact these communities, planners need to seek new approaches to understanding and planning for rural communities. **Speakers:** Ali Marienau, Transportation Planner, Kootenai Metropolitan Planning Organization; Brock Z. Cherry, Outreach and Research Associate, University of Idaho; Jaap Vos, Program Head, Bioregional Planning & Community Design, University of Idaho | **CM Credit 1.25**

7A Hear My Voice, Too! Methods to Maximize Public Participation in the Planning Process

As planners and community engagers, what effective methods can we use to bring the voice of the public to the planning process? Communities seem increasingly disengaged due to busy lives and a reluctance to interface with jurisdictions from personal agitations, false perceptions, or simply intimidation spawning from a lack of experience in collaboration with government. This session draws from three different scenarios of public participation in the planning process, with each occurring in a different Western state. A PowerPoint presentation examines each scenario, the approaches used by planners to engage the public, and a discussion of results from each effort. An interactive exercise follows as the room breaks into groups to draw from its collective experience and brainstorms public engagement action plan elements for their own purposes. Using ideas generated from the scenarios in the presentation, participants will begin devising methods that help to resolve their respective challenges to maximize community input into the planning process. The session ends with a discussion and sharing of methods for public engagement and participation. **Speakers:** Paul R. Sweum, Principal, Top Hat Word & Index | **CM Credit 1.25**

7C Cultural Planning as a Community and Economic Development Tool

Cultural planning—strategic inventories, goal setting, and partnership development—is often overlooked, especially in small, rural communities. But planning with an eye on culture may be your best tool to strengthen community relationships and build local economies. Cultural tourism, community identity, and public/private partnerships stand to benefit. Learn the ropes through this informative session. **Speakers:** Karen Bubb, Cultural Planner, City of Boise | **CM Credit 1.25**

8A Increasing Planning Capacity in Small Towns through the Virtual Classroom and Community Visits

In this session we will discuss a partnership by the University of Idaho's Bioregional Planning Program, the University of Idaho's Extension Offices, the Idaho Rural Partnership, the Northwest Community Development Institute and Idaho Smart Growth intended to provide education, training and practical assistance to students, practitioners, citizens and small communities throughout Idaho. **Speakers:** Jaap Vos, Program Head, Bioregional Planning and Community Design, University of Idaho; Deanna Smith, Idaho Smart Growth; Erik Kingston, Idaho Housing and Financing Association; John Barret, Executive Director Idaho Rural Partnership | **CM Credit 1.25**

7B From Restoration to Recreation: Moving Forward After Fires

Participants will walk areas affected by the Beaver Creek and related fires and learn how a collaborative, regional group initially coordinating on fire restoration has evolved into a partnership advancing recreation and trail development.

Speakers: Chris Beck, AICP, Principal/Owner Agnew::Beck; Jim Keating, Executive Director, Blaine County Recreation District; Curt Nelson, District Ranger Ketchum Ranger District | **CM Credit 1.25**





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Bioregional Planning
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COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho



OTHER J-U-B COMPANIES



SCHEDULE

Wednesday, October 11th

10:00 AM – 2:00 PM

Registration

2:15 PM – 3:30 PM

Session 1

1A – Lessons Learned from a 100-Year Flood (SILVER CREEK A)

1B – The Power of Parks, Public Spaces, and People (SILVER CREEK B)

1C – Public Policies Affecting Present-Day Uses of Century Old Patented Lode Mines in Idaho (GUYER SPRINGS ROOM)

3:45 PM – 5:00 PM

Session 2

2A – Taking on the Juggernaut! Rewriting a Land Use Ordinance After Four Decades of Planning (SILVER CREEK A)

2B – Planning of Agricultural Lands (SILVER CREEK B)

2C – Moneyball for MPOs *(3:45 PM – 4:30 PM) / Transforming Big Ideas into Amazing Projects *(4:30 PM – 5:00 PM) (GUYER SPRINGS ROOM)

6:30 PM – 9:00PM

Opening Reception/Awards Ceremony (LIMELIGHT HOTEL LOUNGE)

Thursday, October 12th

7:30 AM – 8:45 AM

Breakfast

9:00 AM – 10:15 AM

Keynote Address from Adam Hughes (LIMELIGHT HOTEL LOUNGE)

10:30 AM – 11:45 AM

Session 3

3A – County Planning Roundtable (SILVER CREEK A)

3B – Ordinances and the Process of Becoming a Dark Sky Community (SILVER CREEK B)

3C – Historic Tax Credits: Opportunities for an Idaho Program (GUYER SPRINGS ROOM)

12:00 PM – 1:00 PM

Lunch | Welcome from Mayor Nina Jonas (LIMELIGHT HOTEL LOUNGE)

1:15 PM – 2:30 PM

Mobile Session #1: Ernest Hemingway's Ketchum Home

1:15 PM – 2:30 PM

Session 4

4A – City Planning Roundtable (SILVER CREEK A)

4B – Ghost Cities: Preserving Local Housing Markets in the Age of Speculation (SILVER CREEK B)

4C – Active Mobility Data | Session: Pathways, Trails, and Roads (GUYER SPRINGS ROOM)

2:45 PM – 4:00 PM

Session 5

5A – Open Invitation Roundtable: Plan Big for Idaho Housing *(minimum attendance of 15) (SILVER CREEK A)

5B – Wildfire Planning and Recovery: Lessons for Local Planners and Decision Makers (SILVER CREEK B)

5C – Sandpoint's Downtown Streets Revitalization – from Concept to Implementation (GUYER SPRINGS ROOM)

3:15 PM – 4:45 PM

Mobile Sessions #2: Hailey Greenway with the Wood River Land Trust

Friday, October 13th

7:30 AM – 8:00 AM

Breakfast

8:15 PM – 9:30 PM

Session 6

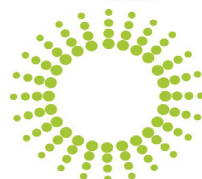
6A – Plan Big: Harris Ranch (SILVER CREEK A)

6B – How Parking Can Influence Development and Density: A Look at One Idaho Mountain Town (SILVER CREEK B)

- 9:45 AM – 11:00 AM **6C** – Turning Rural Planning Inside-Out (GUYER SPRINGS ROOM)
- 9:45 AM – 11:00 AM **Mobile Session #3:** Tour of Historic Sites in Ketchum and Sun Valley
- 9:45 AM – 11:00 AM **Session 7**
 - 7A – Hear My Voice, Too! Methods to Maximize Public Participation in the Planning Process (SILVER CREEK A)
 - 7B – From Restoration to Recreation: Moving Forward After Fires (SILVER CREEK B)
 - 7C – Cultural Planning as a Community and Economic Development Tool (GUYER SPRINGS ROOM)
- 11:15 AM – 12:30 PM **Session 8**
 - 8A – Increasing Planning Capacity in Small Towns through the Virtual Classroom and Community Visits (SILVER CREEK A)
- 11:15 AM – 1:15 PM **Mobile Session #4:** Galena Trails and the Products of Partnership
- 12:00 PM – 12:45 PM Lunch – Closing – (LIMELIGHT HOTEL LOUNGE)



Event & Meeting Facilities



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