

# MoAPA State Conference

## October 16-18, 2013

### Branson, Missouri



## American Planning Association Missouri Chapter

### 2013 STATE PLANNING CONFERENCE SCHEDULE

#### Branson Convention Center and Hilton Hotel, Branson, MO

**E)** "Earth" – Sustainability & Conservation      **W)** "Wind" – Disasters & Recovery      **F)** "Fire in the Hole" – Tourism & Economic Development

#### Wednesday, Oct 16 Mobile Workshops

- 12:30 – 4:00      **E)** Lakeside Forest Trail and Stockstill Park - \$ (extra charge)
- 1:00 – 4:00      **W)** Dam-Short-Fish - \$
- F)** Behind the Scenes – Silver Dollar City - \$

#### 6:00 – 8:00 Opening Reception – Titanic Museum

#### Thursday, Oct 17

- 7:30 – 8:00      Breakfast
- 8:00 – 9:15      **E)** Before the Master Plan: The Benefit of a Framework Plan
- W)** Planning Realities of Jeff City Politics: A Review of the 2013 Legislative Session
- F)** Reclaiming the Suburban Corridor
- 9:30 – 10:45      **E)** Sustainability At Three Scales: The Region, The City, The Neighborhood & Drafting Sustainable Zoning Regulations
- W)** Coordinating Post-Disaster Economic Recovery
- F)** Transforming Tourism Economies with Strategic Infrastructure Investments
- 11:00 – 12:00      **E)** Planning New Life for a Corridor in the Birthplace of Route 66
- W)** Urban Stormwater Management – Comparing Projects, Practices, Successes
- F)** Springfield-Greene County Bicycle Destination Plan & Springfield's STAR Team: Advancing Sustainable Transportation in Southwest Missouri

#### 12:15 – 1:30 Keynote Speaker & Awards Lunch

- 1:45 – 3:15      **E)** Form-Based Codes: What a Long Strange Trip It's Been & The Central West End Form-Based District
- W)** Ethics in Planning (**Ethics Session**)
- F)** Tourism and Entertainment Design: Regulating for Maximum Fun!
- 3:30 – 5:00      **E)** Regulatory Code Analysis: A Tool for Community Sustainability Planning and Implementation
- W)** Earth, Wind and FIRA, the Flood Insurance Reform Act of 2012 (**Law Session**)
- F)** The Revitalization of Historic Downtown Branson

#### 5:30-? Networking/Social Events

- Copper Run Distillery - \$
- Dixie Stampede Dinner & Show - \$
- Hilton Hotel Mingle

Friday, Oct 18

8:00 – 9:00

**Breakfast & MoAPA Business Meeting**

9:15 – 10:30

**E)** Land Use Scenarios supportive of Streetcar, BRT, or Enhanced Transit service in the North Oak Corridor (Kansas City, North Kansas City, and Gladstone MO)

**W)** Public Engagement Using Interactive Technology: The Community Issues Management System

**F)** Redevelopment is Really Hard Work!

10:45 – 12:00

**E)** Planners as Overseers and Drivers of the Full Development Process

**W)** Flood Plain Management

**F)** Can Planners Create Jobs?



The **2013 Opening Reception** will be held at the Titanic Museum on Wednesday Evening. Guests will be treated to free entry to the Museum, hors d'oeuvres, one free drink, and multiple cash bars. Transportation to and from the hotel will also be provided free of charge.

The Titanic Museum Attraction in Branson is a celebration of the ship, passengers and crew! It is said that the best way to respect and honor those who lost their lives is to simply tell their stories.

Guests will follow a self-guided tour of more than \$4.5 million worth of artifacts directly from the ship and experience a \$1 million exact replica of Titanic's Grand Staircase.

Spend time on the Deck of Titanic in the chilly north Atlantic air and visit with fellow conference attendees before departing for dinner on-your-own at one of Branson's fine restaurants or taking a night-time stroll along the lake at the Branson Landing.

Conference attendees may purchase additional tickets to the Opening Reception for spouses and friends. Students may also purchase tickets to the reception and network with Planning Professionals.

**CONFERENCE  
HIGHLIGHTS**

- Opening Reception at the Titanic Museum
- Awards Luncheon
- Annual Business Meeting
- 20+ competitively-selected professional development sessions
- 3 mobile workshops
- Networking Events for Professionals & Students



# 2013 STATE PLANNING CONFERENCE SCHEDULE

## Session Descriptions

Wednesday, Oct 16

Mobile Workshops

12:30 – 4:00

Mobile tour participants **must** use the provided transportation to and from the destination(s). Snacks, soda, and water will be provided during or after the tours. \*Additional mobile workshop tickets are available for spouses, friends, etc.

### **E) Lakeside Forest Trail and Stockstill Park - \$20**

Since the mid 1990's Branson has grown thanks to an entertainment boom. However, at the same time the City has been slowly increasing their parks and recreational offerings. Specifically, the City acquired almost 150 acres nestled between 76 Country Blvd and Lake Taneycomo from a long time resident in the mid 2000's. Participants of this workshop will have the chance to not only explore this beautifully wooded property, but also hear how the city plans to respect the property's history, which includes a homestead from the early 1900's as well as a hideout cave from the civil war. Then, at Stockstill, participants will learn about Branson's other current recreation projects including a new dog park as well as the results of a recent sports marketing study which specifically looked at the future of the Red Roof Mall property. Finally, participants will hear about the City's goals and planning efforts on how they plan to tie all of these exciting projects together through an ever-growing trail system originating from the scenic Roark Creek valley.

1:00 – 4:00

### **W) Dam-Short-Fish: Table Rock Dam, Dewey Short Visitor Center, & Shepherd of the Hills Fish Hatchery - \$30**

Participants MUST be United States citizens and MUST show a driver's license or other form of state or federally-issued photo identification. This workshop includes walking, climbing stairs, and confined spaces.

Take a guided tour of Table Rock Dam and learn about the history of flooding along the White River and the need for the dam for hazard mitigation, the production of electricity using water, methods used by the Corps of Engineers to control flooding at Table Rock, and a brief history of the communities and structures affected as the lake filled in after the dam was completed.

Then enjoy a guided tour of Missouri's largest trout hatchery and see the 3,500 gallon aquarium and new fish ladder. Learn the history of trout distribution in MO, the utilization of water resources for the hatchery, morality and health issues related to raising trout, funding for the hatchery, and how the public is an integral part of conservation.

### **F) Behind the Scenes – Silver Dollar City - \$30**

Visit Silver Dollar City and listen to representatives from Herschend Family Entertainment discuss planning for the tourism economy. Hear them discuss the do's and don'ts of tourism planning and how it varies with the numerous properties they own in the United States. See the new \$10 million attraction, *Outlaw Run*, and learn how new attractions are vital to new and repeat customers. Additionally, learn about the principles and practices Herschend Family Entertainment utilize that may be useful for your community.

6:00 – 8:00

Opening Reception – Titanic Museum

Transportation is provided to and from the Museum. Enjoy full access to the self-guided museum, hors d'oeuvres, one free drink, and multiple cash bars. Students will need to purchase a ticket to this event and additional tickets are available for spouses, friends, etc.

**E) Before the Master Plan: The Benefit of a Framework Plan**

Master plans have often been considered as the first step in developing plans for future growth and development. However, some projects may be better suited to first develop guidelines and recommendations – a *framework plan*. This session will discuss the benefits of creating a framework plan prior to developing a master plan, and take a closer look at the planning process and working tool. The focus will be on the *process*, the *function*, and *purpose* of a framework plan, and those lessons learned by the leadership and planners at the St. Louis Zoo.

**W) Planning Realities of Jeff City Politics: A Review of the 2013 Legislative Session**

Need an update on the 2013 MO Legislative Session? Wonder what the impacts will be on your local jurisdiction/planning agency? Join us for a discussion about this year's legislative activity, the impacts on planning principles and strategies for addressing the challenges and opportunities presented by recent/proposed legislative activity.

**F) Reclaiming the Suburban Corridor**

Our communities are literally littered with suburban corridors with varying levels of economic performance and almost no viability as sustainable places. This session will identify the various reasons and challenges for their present state and explore tools to affect long-term change for these important corridors and reclaim these public investments as thriving, walkable urban corridors.

**E) Sustainability At Three Scales: The Region, The City, The Neighborhood & Drafting Sustainable Zoning Regulations**

Panelists will present the challenges, complexities, goals, and outcomes of sustainability planning at the scale of the region, the city, and the neighborhood. Leaders in sustainability in St. Louis will discuss their work on sustainable design and planning in the St. Louis region.

Get overviews of a range of sustainable zoning practices available to local communities, including alternative energy and energy conservation, reduction of greenhouse gas emissions, opportunities for local food production, and long-term regulation for climate adaptation. Identify the key provisions of each category of regulation, potential barriers to incorporating sustainable standards in the current regulations, and get substantive drafting tips. Explore potential public and political reaction to sustainable regulations and discuss how to educate and include the entire community in the process to ensure a positive outcome.

**W) Coordinating Post-Disaster Economic Recovery**

In 2011, Joplin's economy was severely impacted by the tornado, and Northwest Missouri suffered economic losses from major flooding. Learn about EDA's Disaster Recovery Coordinator program and how the grants provided valuable tools and resources to help restore the local and regional economies after these disasters. Hear lessons learned and measurable results of each program.

**F) Transforming Tourism Economies with Strategic Infrastructure Investments**

Discover how Branson, Missouri is using multimodal infrastructure and urban design to transform the visitor experience and reinvigorate its tourism economy on the famous 76 Country Boulevard. Learn how strategic infrastructure investments, supported by smart planning and innovative funding can function as economic catalysts and enhance quality of life in every community that is striving to create active, healthy, vital places.

11:00 – 12:00

**E) Planning New Life for a Corridor in the Birthplace of Route 66**

Learn how Springfield engaged the public in developing a corridor plan for a section of Route 66 passing through the West Central Neighborhood. Actions to implement the adopted plan and the methods for coordination of the various actions will be presented. The use of crowd funding for a Route 66 roadside park will also be presented.

**W) Urban Stormwater Management – Comparing Projects, Practices, Successes**

Implementing stormwater management strategies in urban/suburban communities holds promise of improving water quality, reducing erosion and flood problems, and improving neighborhood aesthetics. Facilitated discussion using images of implemented projects to explore how plans have been implemented; what works, what challenges were presented and overcome. Examples will include public on-street rain gardens and porous pavements, and private rain gardens, bioswales, in yards and parking lots.

**F) Springfield-Greene County Bicycle Destination Plan & Springfield's STAR Team: Advancing Sustainable Transportation in Southwest Missouri**

The presentation will provide an overview of the existing attractions and opportunities for bicycle tourism in Greene County, development of bicycle routes for tours, and a program for implementation of the infrastructure and tourism advertising program.

The 2<sup>nd</sup> part of this session will provide a history and description of Ozark Greenways, Inc., and the STAR Team, their current projects, and their impact on the culture regarding walking, bicycling, and public transit as modal choices in the Springfield area including live connections to the website.

12:15 – 1:30

**Keynote Speaker & Awards Lunch**

1:45 – 3:15

**E) Form-Based Codes: What a Long Strange Trip It's Been & The Central West End Form-Based District**

Form based codes have been around for decades but are only now beginning to hit the mainstream. This session will explore what a long, strange trip it's been to arrive at this point, share some very important lessons learned along the way, and discuss current best practices in land development regulation for Missouri communities.

The City of St. Louis recently approved and adopted the Central West End Form-Based District, which is the first Form-Based Code within City limits. This planning and coding process spanned across four years from discussions with developers and residents, through the establishment of enabling legislation, and finishing with the adoption of the final code. This session will provide an overview of Form-Based Codes, an introduction to how Form-Based Codes work in the City of St. Louis, a detailed explanation of the Code, and a summary of the public engagement, planning & adoption process for the Central West End Form-Based District.

**W) Ethics in Planning (Ethics Session)**

This session will explore ethics in planning and ask participants to answer the question "What would I do?" First, the session will discuss why planners need to discuss ethics and how one can recognize an ethical planner. Second, the nature of the AICP Code of Ethics will be discussed. Lastly, a number of scenarios will be presented with which to discuss "What would I do?"

### **F) Tourism and Entertainment Design: Regulating for Maximum Fun!**

Communities that provide tourism activities are very often unique and highly creative in both their physical design and their approach to “good zoning.” The things that make for a lively entertainment area, however, tend to pose unusual problems for planners who are tasked with defining and regulating the fun. This session will explore how communities can create flexible approaches to planning and zoning for entertainment that will allow the 40-foot chicken to co-exist with the bed and breakfast in relative harmony.

3:30 – 5:00

### **E) Regulatory Code Analysis: A Tool for Community Sustainability Planning and Implementation (Law Session)**

While communities and local governments may embrace a vision of a sustainable future and adopt particular sustainability policies and programs, most local regulatory codes do not allow for mixed-use development, zero lot line front setbacks, green infrastructure, small-lot residential development, alternative energy access, and other best practices in developing sustainable communities. Conducting a Regulatory Code Analysis can allow cities to first identify and prioritize issues of sustainability they wish to address, and then examine their zoning codes, subdivision codes, building codes and others to fill gaps and remove barriers to address these issues. In the broader context sustainability planning, properly amending regulatory codes is an important implementation tool, as it is necessary to allow sustainability policies, programs, and best practices to be addressed by right and not by variance or special permit.

### **W) Earth, Wind and FIRA, the Biggert-Waters Flood Insurance Reform Act of 2012**

BW-12, re-authorizes the National Flood Insurance Program through 2017, and includes many reforms such as the removal of subsidized flood insurance rates for various classes of structures. The Act also allows flood insurance rates to increase by 25% per year until actuarial rates are achieved on structures within the Special Flood Hazard Area (SFHA). In this session, attendees will discover how BW-12 will impact local residential and non-residential development located within the SFHA, and what opportunities exist to offset these insurance increases.

### **F) The Revitalization of Historic Downtown Branson**

The session will provide a unique tour of the public information design studio for the historic downtown revitalization project. The team will provide an overview of the entire concept plan and highlight the distinctive community outreach effort and the numerous challenges that made the revitalization of downtown Branson a truly eclectic and authentic revitalization of America's downtown.

5:30-?

### **Networking/Social Events**

#### **Copper Run Distillery - \$20**

Tour the first legal distillery in the Ozarks since prohibition ended in 1933 and sample Ozark moonshine, whiskey, or rum along with a full-service bar and light fare menu. \*Transportation provided. \*Limited availability!

#### **Dixie Stampede Dinner & Show - \$50**

Enjoy “the most fun place to eat in Branson!” with a four-course meal and dessert along with an entertaining show filled with friendly North and South competition, thrilling horse riding stunts, spectacular special effects, and phenomenal musical productions. \*Hotel shuttle service provided, or drive yourself.

#### **Hilton Hotel Mingle**

Enjoy networking with other conference attendees at the hotel bar. Enjoy a full-service bar and panoramic views of Table Rock Lake and the Branson Landing before venturing out for a night on your own in downtown Branson.

8:00 – 9:00

**Breakfast & MoAPA Business Meeting**

Hear an update from the MoAPA Board and about the Chapter's Strategic Plan. There will be a prize drawing for attendance!

9:15 – 10:30

**E) Land Use Scenarios supportive of Streetcar, BRT, or Enhanced Transit service in the North Oak Corridor (Kansas City, North Kansas City, and Gladstone MO)**

The study for the North Oak Corridor was funded as part of a sustainability grant awarded to the Mid-America Regional Council. This study examined the costs and characteristics of a range of transit options. But the study took the work one step further to examine the development characteristics of the corridor and to identify what changes in the corridor would make transit most successful.

**W) Public Engagement Using Interactive Technology: The Community Issues Management System**

Community Issues Management (CIM) is a web-based system designed for organizations to frame, manage, collaborate and take action on complex issues. CIM can be used as a tool for community engagement to foster participation in transparent, data-informed collaborative decision making. Two case studies will feature how CIM was used for a community health project and to engage state legislators.

**F) Redevelopment is Really Hard Work!**

This session will present participants with the challenges of redevelopment and explore various tools to help planners advocate for projects that reinvest in our neighborhoods, reinvigorate our downtowns, and repair our suburban grayfields and urban brownfields.

10:45 – 12:00

**E) Planners as Overseers and Drivers of the Full Development Process**

With our broad knowledge base and potential involvement throughout the entire development process, planners are uniquely suited to help shape the built environment. Planners can combine the appropriate mix of community engagement, economic development, regulatory oversight, sustainable practices and data analysis to ensure successful projects. Learn the tools you need to round out your own comprehensive repertoire.

**W) Flood Plain Management**

A panel discussion of the floodplain buys out Hazard Mitigation Grant Program. There will be an overview of the grant program from the State Hazard Mitigation Officer and recent experiences by the Planning Directors of Branson and Taney County.

**F) Can Planners Create Jobs?**

Job creation and the economy are national concerns. Join your colleagues in a lively discussion on how jobs are created and how planning and planners impact this process. Participants are encouraged to discuss their experiences in working with economic developers or being economic developers to answer the question, What IS the appropriate role for planning and planners in economic development?

Adjourn  
Lunch on your own

**The host committee invites you to explore Branson after the conference! We invite you and your family to enjoy some of Branson's entertainment, ride go carts, visit Silver Dollar City, golf, and experience the great local dining options! Conference hotel rates are good for the entire weekend!**