



LINKING LAND USE AND THE ECONOMY

Our land, our water, our quality of life

A CONFERENCE EXPLORING TOOLS AND TRENDS

For local government officials, planning and economic development professionals, and the development community

Friday, January 11, 2013

Nationwide and Ohio Farm Bureau 4-H Center
OSU Campus, Columbus, Ohio



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8:30-9:00 REGISTRATION AND COFFEE

9:00-9:15 WELCOME AND INTRODUCTION

- **Greg Davis**, Assistant Director, Ohio State University Extension - Community Development
- **Gail Hesse**, Executive Director, Ohio Lake Erie Commission, Co-Sponsor of the Ohio Balanced Growth Program

9:15-10:30 KEYNOTE SPEAKER: **Scott Bernstein**, President, Center for Neighborhood Technology
Mr. Bernstein will address changing market trends in commercial and residential development in Ohio, and the implications for sustainable local government land use policy.

10:30-11:45 PLENARY SPEAKER: **Carson Bise**, Principal, Tischler-Bise
Mr. Bise will address the range of fiscal impact analysis ideas and models that are available to local governments for effective fiscal and tax base planning related to land use. He will be joined by Justin Goodwin, AICP, Planner with the City of Dublin, to discuss the project they are working on in the City of Dublin.

11:45-12:15 BREAK AND LUNCH

12:15-1:15 DEVELOPERS' PANEL (during lunch)

- **Eric Waggenbrenner**, Wagenbrenner Development, Urban Residential Development
- **Franz Geiger**, NP Limited, Retail/Commercial/Office Development
- **Moderator: Scott Bernstein**, President, Center for Neighborhood Technology

Developers will discuss development trends in Central Ohio, and ideas for local land use and policy change to respond to market conditions.

1:15-1:30 BREAK

1:30-2:45 BREAKOUT SESSIONS: Tools to Enhance Economic Benefit through Development Practices

SESSION A: State Programs and Incentives for Brownfields Redevelopment, Historic Preservation, and Balanced Growth

- **Erin Hazelton**, Brownfield and Sustainability Specialist, Ohio Development Services Agency
- **Nathaniel Kaelin**, Ohio Historic Preservation Tax Credit Program Manager, Ohio Development Services Agency
- **Sandra Kosek-Sills**, PhD, Environmental Specialist, Ohio Lake Erie Commission, Ohio Balanced Growth Program
- **Moderator: Diane Alecusan**, Urban Revitalization Specialist, Ohio Development Services Agency

Panel members will discuss current program activities, local government and developer incentives, and showcase projects of state programs.

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SESSION B: Leveraging storm water programs for revitalization and brownfield redevelopment

- **Kyle Dreyfuss-Wells**, Manager of Watershed Programs, Northeast Ohio Regional Sewer District
- **MaryLynn Lodor**, Environmental Programs Manager, Metropolitan Sewer District of Greater Cincinnati
- **Moderator: Kirby Date**, AICP, Center for Community Planning and Development, Cleveland State University

Panel members will discuss the economic and community revitalization benefits that have come from storm water programs in their regions.

SESSION C: Local government policy for land use and economic development

- **Bethany Dentler**, Medina County Economic Development
- **Rod Crider**, Wayne County Economic Development
- **Moderator: Mark Barbash**, Economic Development Consultant

The panel will address collaborative efforts between local government, land use planners, and economic development organizations to strengthen local economies.

SESSION D: Planning for Agriculture as an Economic Force in Ohio's Communities

- **Jonathan Ferbrache**, LA, CPESC, Landscape Architect and Resource Specialist, Fairfield County Soil and Water Conservation District
- **Denise King**, Executive Director, Office of Farmland Preservation, Ohio Department of Agriculture
- **Jill Clark**, PhD, Assistant Professor, John Glenn School of Public Affairs, The Ohio State University
- **Moderator: Nancy Bowen**, Assistant Professor and Field Specialist, Community Economics, Ohio State University Extension

The panel will address planning to strengthen the role of producers, processors, and sellers of local agricultural products in the food and restaurant industries.

2:45-3:00

BREAK

3:00-4:15

MANAGING ECONOMIC CHANGE: Planning for Oil and Gas Scenarios in Your Community

- **Todd Peetz**, Planning Director, Portage County Regional Planning Commission
- **Tom Stuart**, Ohio Oil and Gas Association
- **Shawn Bennett**, Energy In Depth Ohio
- **Moderator: Kirby Date**, AICP, Center for Community Planning and Development, Cleveland State University

The panel will address proactive county and community planning to address coming changes in housing, commercial development, schools, local government services, and infrastructure.

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4:15-4:30

CLOSING REMARKS AND DISCUSSION

- **Brian Hall**, Administrator, Ohio Water Resources Council, Co-Sponsor of the Ohio Balanced Growth Program
- **Keynote and Plenary Speakers:**
 - **Scott Bernstein**, President and Co-Founder, the Center for Neighborhood Technology, Chicago, Illinois. Scott leads CNT's work to understand and better disclose the economic value of resource use in urban communities, and helps craft strategies to capture the value of this efficiency productively and locally.

Mr. Bernstein studied at Northwestern University, served on the research staff of its Center for Urban Affairs, taught at UCLA and was a founding Board member at the Brookings Institution Metropolitan Center. He served on the President Clinton's Council for Sustainable Development, where he co-chaired its task forces on Metropolitan Sustainable Communities and on Cross-Cutting Climate Strategies, and on other Federal advisory panels on global warming, development strategy, and science policy. Scott is a Fellow of the Center for State Innovation, a Board Member of the American Council for an Energy-Efficient Economy and the Congress for the New Urbanism, and works with governors, mayors and metropolitan organizations across the U.S.

Carson Bise, Principal of Tischler-Bise of Bethesda, Maryland, has twenty years of fiscal, economic and planning experience and has conducted fiscal and infrastructure finance evaluations in twenty-seven states. Mr. Bise has developed models and applications used for evaluating multiple land use scenarios, specific development projects, annexations, urban service provision, tax-increment financing, and concurrency/adequate public facilities monitoring. Mr. Bise is a leading national figure in the calculation of impact fees, and has completed over 200 impact fee studies for local governments nationwide. In his six years as a planner at the local government level, he coordinated capital improvement plans, conducted market analyses and business development strategies, and developed comprehensive plans. Mr. Bise is the author of Fiscal Impact Analysis: Methodologies for Planners, a chapter on fiscal impact analysis in the book Planning and Urban Design Standards, and the ICMA IQ Report, Fiscal Impact Analysis: How Today's Decisions Affect Tomorrow's Budgets. Mr. Bise is currently on the Board of Directors of the Growth and Infrastructure Finance Consortium and recently Chaired the American Planning Association's Paying for Growth Task Force.

A photograph of a sunset or sunrise over a line of trees. The sun is low on the horizon, creating a bright orange and yellow glow that filters through the branches of the trees. The sky is a mix of orange, yellow, and a hint of blue.

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REGISTRATION INFORMATION:

For directions, registration, and more information, go to <http://balancedgrowth.ohio.gov/BestLocalLandUsePractices/2013Conference.aspx>

PLEASE REGISTER ONLINE. IF YOU REQUIRE A PURCHASE ORDER, YOU MAY FOLLOW UP WITH YOUR PAYMENT AFTER REGISTERING ONLINE.

REGISTRATION DEADLINE: DECEMBER 31, 2012

COST PER PERSON BEFORE DECEMBER 15: \$55.00

COST PER PERSON AFTER DECEMBER 15: \$65.00

A LIMITED NUMBER OF STUDENT SEATS ARE AVAILABLE AT \$40.

VALID STUDENT ID REQUIRED UPON CHECK-IN THE DAY OF THE CONFERENCE.