



Oklahoma Planner

President's Notes

Has it been hot or what? Whew!

The chapter is taking advantage of cooler temperatures indoor and planning the student reception and the state conference for this fall. Last year's student reception at OU was a huge success. This year, the afternoon event is scheduled for **September 5th, 2003**, at the Norman campus. The annual state conference (jointly held with the Oklahoma Municipal League) will be held at the Tulsa Convention Center on **September 11th, 2003**. I encourage you to attend these events.

This year's theme for the OU reception is **ETHICS**. Former AICP Region 3 Commissioner, **Gail Easley, FAICP**, and former Texas Chapter President, **Mike McAnelly, FAICP**, will join us to discuss the ethical situations planners face. Our plan is to break into groups and discuss case studies. Students and professionals will debate the ethical position. Ethics have become a hot

topic for the AICP Commission and this topic/issue has been requested more than any other among planners. The ethical line becomes grayer for everyone with conflicting community interests, changing societal needs, transitioning corridors, and NIMBY's.

The overall OML conference will be held from September 10th to the 12th and rooms are available in Tulsa's Downtown Doubletree hotel. More information will be made available on the OKAPA website and on the OML website. This is an excellent opportunity to broaden your network and learn about best practices and emerging trends around the state.

The Chapter will be changing guard this fall. On December 1st, a new **President, Treasurer and Board Member** will take office. Anyone wishing to serve the chapter, the state and the profession by being on the board please let me know. Over the past 4

years of my OKAPA service, I have been blessed to meet so many people throughout the state and country. How else but through a national organization could a country boy from Blanchard befriend a native Hawaiian, a true Tar Heel and a guy from Jersey? I have made valuable contacts across the country and highly recommend it to anyone.

The selection committee will be soliciting nominations or volunteers over the next month with elections, if needed, taking place in October.

Hope to see you in September in Norman and in Tulsa.



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Upcoming Events:

- **OU Student Reception and Ethics Discussion: Sept. 5 in Norman**
 - **OML/OKAPA Annual Conference: Sept. 10—12, 2003 in Tulsa**
 - **Rocky Mountain Land Use Conference: October 16—17 in Denver**
- See website for more details.

Ethics 101: A Practical Approach to Planning Ethics— Part One

By Carol D. Barrett, FAICP

“It’s the trim of the sail, not the force of the gale, that determines the course of the ship.”

Why a systemic approach to planning ethics is needed.

In conversations with colleagues over the years, I have observed a fairly common pattern. We planners see ourselves as leading ethical lives because we obey the law, don’t lie, are honest in our dealing with others, have compassion, fill in the tax form with less creative imagination than some, don’t commit acts of violence, and otherwise lead civilized lives.

This analysis is incomplete. What we do is really the tip of the moral iceberg. It is what we don’t do—but ought to be doing—that should be the focus of our attention and which more meaningfully determines whether we lead ethical lives.

Planning ethics is about learning or being mindful of the things that we don’t realize we ought to do. It is about actively looking to see that the actions and decisions we make are, in fact, ethically sound.

Particularly, we should not allow the obvious (the visible tip of the iceberg) to distract us from everything we are missing, or that is hidden underneath. It is often the things we miss that cause the most damage. And if planning ethics relate most strongly to how our activities and decisions affect others, then we must be vigilant in ensuring that we understand the consequences of what we don’t do.

The rest of the iceberg—the work we should be doing.

There are four components of the AICP Code that provide benchmarks for considering the ethical character of our work. They are:

1. Give opportunities for meaningful citizen participation
2. Expand choice and opportunity
3. Protect integrity of the natural environment
4. Strive for excellence of design and conserve heritage of the built environment.

Why don’t all planners always act ethically?

Why is it hard for us to do our everyday work in a way that addresses the code’s expectations? When facing challenges or difficulties, people often lack a picture of an ideal outcome and how to achieve it. Although good intentions are necessary, we must learn how and when to apply ethical principles. To resolve ethical conflicts fairly requires considerable practical expertise.

Making consistently ethical decisions is difficult. Most decisions have to be made in the context of economic, professional and social pressures. These circumstances can sometimes challenge our ethical goals and conceal or confuse moral issues.

In addition, making ethical choices is complex. In many situations there are a multitude of competing interests and

values. Other times, crucial facts are unknown or ambiguous. Because actions are likely to benefit some people at the expense of others, the planner must prioritize competing moral claims and must be proficient at predicting the likely consequences of various choices. An ethical person often chooses to do more than the law requires and less than the law allows. The ethical person is concerned with what is right to do, not with what she has a right to do.

How do you make an ethical decision?

Ethical decision making refers to the process of evaluating and choosing among alternatives in a manner consistent with ethical principles. In making ethical decisions it is necessary to:

1. Perceive and eliminate unethical options. You have been able to recognize “wrong” and behave honorably.
2. Select the best ethical alternative. Although there may be several ethical responses to a situation, all are not equal.

Ethical decision making requires more than a belief in the importance of ethics. It also requires the sensitivity to perceive the ethical implications of decisions, the ability to evaluate complex, ambiguous and incomplete facts, and the skill to implement ethical decisions without unduly jeopardizing a career.

Carol D. Barnett, FAICP, is the director of Planning for the city of San Marcos, TX. This article was taken from the Michigan Planner, June 2003.

Knight Program in Community Building

The University of Miami, School of Architecture, Knight Program in Community Building, an extension of John S. and James L. Knight Foundation’s commitment to community service, is currently accepting nominations for the Knight Fellowships.

Each year, 12 distinguished mid career professionals are selected from diverse fields to take part in an interdisciplinary program in community building. Fellows are selected from a variety of fields including planning, economic development, housing, real estate, law, journalism, transportation, community development, and human services. Fellows participate in workshops and seminars, help organize an annual symposium and charette, and pursue individualized research and case studies on topics that bridge their disciplines and areas of New Urbanism and Smart Growth.

Charles C. Bohl, Director

Additional information: 305.284.4420 or anai@miami.edu

Planning for Agriculture: Why and How are Communities Doing It Successfully?

In Saratoga County there is a strong desire to convert the farming-based countryside into a continuous stretch of homes and shopping centers. The demand comes from enamored tourists who want to move to the county and long-time residents who want to live on a larger piece of land. They want to experience the benefits that come with living in a rural area—quiet nights, beautiful vistas and reasonably priced homes.

While the temptation to meet the demand is powerful, so is the desire to protect the agricultural heritage in this upstate New York county. With farms come jobs, fresh local food, wildlife habitat and scenic views. This has inspired the county's farmers, elected officials, land use planners and others to plan for agriculture—a process as important as planning for development. Their plan includes strategies to make farming economically viable and environmentally sustainable.

Saratoga County: Bringing its Plan

for Agriculture to Life

Adopted in 1997, the county's plan for agriculture includes land use techniques, such as purchase of development rights (PDR) programs, agricultural districts and right-to-farm laws. It also includes economic development programs coordinated by an agricultural economic development specialist, whose position was recommended in the plan. The specialist is introducing farmers to chefs to create direct sales opportunities; helping plan the county's popular Sundae on the Farm tourism event, which brings about 2,000 people to a local dairy farm every year; and providing guidance to the Saratoga Farmers Market Association as it revamps its marketing efforts.

Working under contract for the county, American Farmland Trust (AFT) led the planning process. AFT is a non-profit conservation organization that has more than 23 years experience in planning for agriculture.

Widespread support for the plan is the

result of an extensive public education campaign that dates back to the early 1970s, shortly after a new major highway through the county created a straight shot to New York and Montreal. The road project—and its accompanying development—inspired a movement to build support for protecting the county's agricultural land. Raising awareness about the multiple benefits of agricultural land is a critical step to take *before* recommending—and implementing—a plan for agriculture. With a base of support growing, the county's planners successfully adopted several preliminary land use planning measures. The education campaign peaked in the 1990s when AFT and other entities began hosting farmland protection workshops and farm tours to help people understand the value of agriculture. By the end of the decade, the county had a well-rounded plan for agriculture. And by 2001 the county supervisors, influenced by an AFT poll showing that 79 percent of the county's voters favored PDR, had earmarked \$1

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Rudayna Abdo, AICP, Named Director, AICP & Professional Development

Paul Farmer, Executive Director and CEO of

the American Planning Association and its professional institute, the American Institute of Certified Planners, announced today the appointment of Ms. Rudayna Abdo, AICP, as its Director of AICP & Professional Development.

In this position, Ms. Abdo will guide the professional development initiatives of the American Institute of Certified Planners, including its national certification program for professional planners, ethics, continuing education and partnerships with societies of profes-

sionals involved with the built environment. These activities serve a growing membership of over 14,000 certified planners in the U.S. and abroad, with a Washington-based staff team of five and additional staff support in both DC and Chicago. She will assume these duties full-time in early September, in time to participate in the Fall Leadership Meetings in Chicago.

Ms. Abdo has professional planning experience in both public and private sectors in the United States and Canada. Currently an associate in the Chicago office of Perkins and Will, a national architecture, interior design and planning firm, she previously initiated P & W's planning practice in its Minneapolis office. Prior to joining P & W, she worked for the City of Minneapolis

Planning Department.

Ms. Abdo received her Master of Urban Planning degree from McGill University and her Bachelor of Science with a concentration in Architecture from MIT. In addition to the U.S. and Canada, she has lived in Lebanon, Greece and Dubai.

"Ms. Abdo brings a truly unique blend of experiences to this position," said Farmer, adding that her background will "enable AICP to enhance its services to members while increasing the Institute's collaboration with professional partners."

Ms. Abdo enjoys running, traveling and spending time with her son and husband and, over the years, has led several fundraising charity events for disabled and orphaned children.

Planning for Agriculture...

(Continued from page 3)

million for a new PDR program.

“Now that we have a plan for Saratoga County, farmers are more optimistic that there’s a future for agriculture here and non-farmers understand that it is important to plan for agriculture,” said Isabel Prescott, a farmer and former member of the county’s Agricultural and Farmland Protection Board.

Pierce County: Creating the Framework for its Plan

Taking a cue from Saratoga County and other communities successfully planning for agriculture, Pierce County, Washington, is building consensus on two issues: why farmland should be saved and how it should be done. To start the process, AFT convened a Farm-City Forum, where rural and urban leaders talked about the challenges they face and potential solutions. The fall 2001 forum emphasized how the urbanizing area can benefit from agricultural land preserved nearby and the role city residents can play to keep farming viable.

“We were trying to get policymakers, farmers and city residents to listen to one another,” said Cheryl Ouellette, president of the Pierce County Friends of Family Farmers, who participated in the forum. “Farmland loss is a major, major issue; we need to do something if we want these farmers to be here next year.”

The forum led to the creation of four task forces charged with working on the core issues of a plan for agriculture, such as creating a PDR program, developing programs to help farmers market their products locally and amending regula-

tions that create barriers to economically viable farming. AFT is providing technical assistance to the task forces.

The work by these groups and a county-appointed commission providing advice on agricultural policy issues is bringing about change. Dick Carkner, who lives just two miles from the bustling Port of Tacoma, has converted his city-side location into an economic windfall, selling his vegetables through a community-supported agriculture operation and city farmers’ markets. Ouellette’s group established an annual fall Harvest Fest celebration, a series of farm tours in which families could meet local producers, and in 2002 close to 5,000 residents visited seven local farms. Also, the county council is considering hiring a farm planner and creating a matching fund for PDR.

Carroll County: Building Support for Planning for Agriculture

Something less structured than a Farm-City Forum—but equally as effective—is getting the ball rolling in Carroll County, Georgia, an important agricultural county located just 50 miles from Atlanta. The timing is perfect, as an update of the county’s comprehensive plan is in the works. To encourage the county’s elected officials to incorporate farmland protection measures in the plan, farmers, AFT staff, agribusiness leaders and others formed an informal partnership in 2002 to develop preliminary ideas for the plan. Among their recommendations are more forums to educate the general public about the importance of agriculture, minimum lot sizes in rural areas, a transfer of development rights program, agricultural districts and economic development programs for farmers. Also recommended is a county PDR program, with possible funding by a voter-approved 1-cent sales tax. AFT, which has helped create more than 60 PDR programs nationwide, is providing guidance on how to fund and structure the program.

The initial reaction to the recommendations has been positive. Agriculture “preserves the one thing that draws peo-

ple to Carroll County—its rural nature,” said Robert Barr, commission chairman.

Ongoing meetings continue to solidify support for farmland protection initiatives. New ideas borne from an intensive two-day farmland protection workshop in 2003, which several members of the partnership attended, are being considered as well. The workshop, coordinated by AFT, the Association County Commissioners of Georgia and the Georgia Agribusiness Council, included discussions about the nation’s most successful plans for agriculture and provided participants with a chance to share ideas about which techniques will work best in Georgia.

“The workshop helped bring the issue of farmland protection to the forefront in our county,” said Henry Hibbs, Oconee County Cooperative Extension coordinator. “When we shared with the county commissioners what we had learned, they agreed to earmark funds to protect one of our historic farms that is threatened by development. Now the commissioners are in the driver’s seat, which will really help keep the issue of farmland protection moving forward.”

For information on how AFT can help your community plan for agriculture, contact Jill Schwartz at (202) 331-7300, ext. 3011, or jschwartz@farmland.org or visit AFT’s Web site at www.farmland.org.



The Oklahoma Chapter of the American Planning Association seeks highly motivated individuals who are team players for the following 2 year term positions:

PRESIDENT

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Applications can be submitted by phone, fax, snail mail or email to Mike Southard. No resume required. Salary is not competitive.

Contact info on back.

Historical Map Collection

The David Rumsey Historical Map Collection to date contains over 8,000 maps. The collection, started nearly 20 years ago, focuses on rare 18th and 19th century North and South America maps and other cartographic materials. Historic maps of the World, Europe, Asia and Africa are also represented. Categories include antique atlases, globe, school geography, maritime chart, state, county, city, pocket, wall, children and manuscript maps.

Digitization of the project began in 1997. The project was undertaken for numerous reasons. Maps are uniquely suitable to high-resolution scanning because they contain large amounts of detailed information, which can be seen more readily when the viewer is able to zoom in and enlarge images on a computer screen. Viewed over the Internet, rare maps become available to those who previously had no access to such collections or were not aware of the maps' existence. In their original form, maps and atlases can be large, delicate, and unwieldy. Digitization increases their accessibility, and combined with an online catalog allows the viewer a variety of ways to search the collection.

Presenting individual maps in a digital

format literally breaks the boundaries of an atlas's bookbinding, allowing the viewer to view single maps independent of their original encasing. With Luna Imaging's Insight® Software, the maps are experienced in a revolutionary way. Multiple maps from different time periods can be viewed side-by-side. Or, the end user can create their own collection of maps by saving groups of images that hold particular interest. Complete cataloging data accompanies every image allowing for in-depth searches of the collection

Materials that were created in America and that illustrate the evolution of the country's history, culture and population distinguish the collection. Close inspection of the maps often reveals the rise and fall of towns, mining excavations, the unfolding of the railroads and the "discovery" of the American West by European Explorers. The collection also includes European imprints containing maps of the Americas that were influential to American cartographers, as well as maps of other parts of the world distinguished by great craftsmanship, significance and beauty. A more detailed description of the evolution of the physical collection into the online collection can be found in "State of the Art," an article

that originally appeared in Mercators World Magazine.

The collection on the Internet brings together the finest optical equipment and digital scanners, cutting edge viewing technology, the latest image processing software, powerful wavelet compression and reliable long-term storage of digital images. The digitized maps are very high resolution images scanned at least 300 pixels per inch, as measured against the original map's dimensions. The larger maps generate files frequently approaching two gigabytes in size; the average file size of images in the collection is 200 megabytes.

www.davidrumsey.com

Taken from the Utah Planner, June 2003.



Defining Context-Sensitive Design

Transportation experts differ on precisely what is meant by "context-sensitive design." One of the more careful efforts at explaining it is made by Reid Ewing and Michael King in the Voorhees Transportation Policy Institute's 2002 report for the New Jersey Department of Transportation, "Flexible Design of New Jersey's Main Streets."

Ewing and King write that context-sensitive design applies to "all highways and streets whose adjacent land uses require accommodation of pedestrians and bicyclists, serious consideration of street aesthetics, and a degree of traffic calming." They explain that context-sensitive design applies not only to

traditional shopping streets but also to "approaches to those streets, other commercial streets with small building setbacks, main roads with fronting residences, and other highways directly impacting people's living environments." It can be used to design new streets and roads and to modify existing roadways so that they "function more like main streets" than like single-minded traffic arteries.

Ewing and King's 156-page manual, containing case studies of context-sensitive design in New Jersey and other states, is being developed into a book that will be published by Planners Press, possibly late this year.

Taken from New Urban News, June 2003.

Mark your calendars for the **Second Annual OU Student Reception on September 5th** in Norman and for the **Annual Conference with the Oklahoma Municipal League on September 10—12th** in Tulsa (planning sessions on Thursday the 11th).

Additional information will be mailed to you and listed on the website at:
www.okplanning.org.



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***Making Great Communities
Happen.***

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