

MEETING NOTES • URBAN DESIGN COMMITTEE • APA NY METRO CHAPTER

MEETING DATE: January 13, 2015

ATTENDEES: Katie Theis (Co-Chair), Chris Riale (Co-Chair), Victoria Hallas, Michele McInnes, Chris Rhie (on phone), Renee Schoonbeek

AGENDA:

1. Updates
 - a. January 8th APA-NYM Committee chairs meeting
2. Fine Arts Federation Overview
3. Urban Design Committee mission statement
 - a. Vet and finalize
4. Discussion
 - a. CM-eligible event ideas for 2015
 - Joint ASLA event
 - b. Social media & communications strategy
 - Urban Design Network
5. Current events of interest
 - a. Potential position papers
6. Next Steps / Action Items

1. Updates

The chairs of APA-NYM committees met last week to discuss protocols on reporting, activities and APA-NYM website.

APA-NYM Executive Committee member Max Sokol is the liaison between the EC and committees. Committee chairs report to him, and he reports to the EC. In general committees need to be active and help promote the planning profession. All committees have to update Max Sokol on committee activities at least once a month. The committee co-chairs are responsible for sending updates to Max Sokol. Updates will be shared with committee members.

All committees have to meet at least 4 times a year and organize at least 2 CM events a year.

The APA-NYM website is being redesigned, including the committee pages. The new website will be completed late spring 2015. There will be one webmaster. The committee will explore how to deploy the new website and committee page as a communication tool. For now, the committee will post a mission statement and the names of the committee members on the committee page.

2. Fine Arts Federation Overview

The Fine Arts Federation of New York is an advocate for design excellence. FAF is comprised of member organizations with expertise in public art, architecture, landscape architecture, planning, urban design,

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and open space, such as APA, AIA, ASLA, Architecture League, Van Alen Institute and MAS. Katie Theis represents the APA-NYM on the FAF Board of Directors.

FAF is organizing a series of events to celebrate the 50th anniversary of the NYC Landmarks Law. The member organizations are asked to suggest events. The committee will further discuss ideas for a possible event that centers on the relationship between urban planning/design and preservation/landmarks.

3. Urban Design Committee Mission Statement

The draft mission statement prepared by the vice chairs with input from committee members *“The APA-NYM Urban Design Committee seeks to educate communities and public officials on the nature and purpose of urban design in defining the physical form of the urban landscape and re-establish the urban planner as a design practitioner instrumental in shaping the urban form. A holistic and multidisciplinary approach is central to successful urban design practice and the Committee believes that urban planners, through their formal training and professional experience, offer critical design perspective that considers both the complex physical planning of urban environments and relevant social, economic, and environmental context.”* is adopted and will be posted on the committee page on the website.

Shorter version of statement (‘elevator pitch’) will be developed for posting on LinkedIn, Facebook and other social media platforms.

The proposed goals and internal targets will be used to guide further discussion of the committee’s activities and communication strategy, and to define measurable goals to foster accountability.

4. Discussion Event Ideas and Communication Strategy

Ideally a first CM-event will be held prior to Memorial Day. There are no specific requirements with respect to credit eligibility. Events can be anything from walking tours, book talks to panel discussions. Based on past experiences, design charrettes have been less successful. The following ideas were discussed:

- Transit driven development > spurs community investments > presents opportunity for good urban design. Discussion of interesting case studies: Boston, New Haven/Hartford, NYC (Penn Station).
- Public art > educate planners about the role art can play in urban design> opportunity to link to 50th anniversary landmarks Law
- Urban design controversy> urban design versus community perspective: Brooklyn Heights/Pierhouse Brooklyn Bridge Park, maybe joint event with APA-NYM Waterfront Committee
- Walking tour: High Line (updated version of earlier tour), Hudson Square (recently rezoned, formerly industrial neighborhood)

The communication strategy (objective, audience, medium, frequency etc.), including how to inform/engage Urban Design network, will be further discussed at an extra committee meeting February 3rd.

Events, including joint event with ASLA and Hudson Square walking tour, will be further discussed at the next regular committee meeting February 10th.

5. Current events of interest/Position papers

To be discussed at the next meeting.

6. Next steps/Action Items

Moving forward, the meeting notes will be first on the agenda. After the notes have been approved, the notes will become publicly available.

ACTION ITEMS:

#	Action:	Who:	When:
1	Post mission statement + name committee members on APA-NYM website	Katie	asap
2	Send out outlook calendar invite for monthly committee meetings	Renee	asap
3	Prepare agenda & framework for discussion communication strategy	Michele	2/3/15
4	Contact Bob Balder/Waterfront Committee re: joint event Pierhouse	Katie	2/10/15
5	Prepare outline for discussion of Hudson Square walking tour	Renee	2/10/15

EXTRA MEETING re communication strategy: February 3, 2015, 6 PM at HTBN, 5 Penn Plaza

NEXT MEETING: February 10, 2015, 6 PM at Parsons Brinkerhoff, One Penn Plaza