

NEVADA PLANNER



American Planning Association
Nevada Chapter

Making Great Communities Happen

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FALL 2011

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**INNOVATE
CREATE
GROW**

LETTER FROM THE PRESIDENT

GREG TOTH, AICP
NEVADA CHAPTER PRESIDENT

Are We Growing Yet?

Driving around the valley you've probably started seeing some familiar sights: bulldozers, water trucks, and even cranes. Yes – we're building again! Slowly, of course, but houses are under construction, retail and office buildings are opening up, and we even have a fantastic new casino opened within the past 6 months. Does it mean we're saved? I'm not an economist, so I won't answer, but it's certainly an important question.

Driving around the valley you'll also still see other familiar sights: vacant retail centers, boarded-up homes, half-completed buildings left abandoned, at least for the moment. Las Vegas is hardly the only city that had become dependent upon growth for its survival. Places like Miami and Phoenix are in similar – if not identical – situations as ours. And I'm simplifying because there's dozens of cities around the US, and probably hundreds around the world, that I could have listed. In this economic era, Las Vegas is no longer unique.

I'm not trying to prove any points with this letter, nor am I trying to take any position; I'm trying to spur conversation, because I'm not sure it's happening. For example, at the recent National Planning Conference in Boston, it seemed like a good three-fourths of the sessions were on topics related to climate. The environment is an important issue, for sure. But I suggest that's far too narrow a focus. I think we're missing an opportunity, and maybe even an obligation. We need to be talking about growth.

The fact is we're building houses, and rumor is the number of vacant homes in the valley could be approaching *one hundred thousand*. We're approving and building retail space with vacant retail square footage in the *millions*. If I'm off on my figures, I apologize, but the point is valid either way. Exactly what do we do about this? Ask anyone who knows me; I'm a staunch supporter of the market economy, so perhaps the answer is "nothing." Eventually the bank-owned houses will sell and the vacant strip centers will fill up again. Or they'll all be bulldozed and redeveloped. But what happens in the meantime? The second dip of a double-dip recession? What are our obligations as planners? Are we arrogant to think we can have any effect on any of it?

We need jobs, no question. That's definitely one thing growth provided us in droves. So you can't fault developers for building as soon as they can – they're keeping people employed. And if the market couldn't support new houses and new retail they wouldn't sell or lease. But for any actions we take there are side effects and ramifications, and shouldn't we be trying to figure out what those are?



PHOTO BY ROAMING REFLECTIONS PHOTOGRAPHY

These are the discussions we should be having at seminars. These are the sessions we should be going to at conferences. These are the articles we should be reading in professional publications. I suggest that this is the most important issue facing our profession and should be what everyone is talking about. So why isn't it? I'll give credit to the Las Vegas press because there have been a few stories on this recently. But we can't let it stop there. And there may be a handful of other areas that have addressed or are addressing this issue, but if so it certainly doesn't seem to generate the sense of urgency it deserves.

Right now I'm praying that my boss, my boss's boss, or my boss's boss's boss don't fire me because I'm questioning growth. And I hope that my more conservative colleagues don't roast me for being too "governmental" (maybe this is why everyone seems so hush-hush). So I'll restate for the record that I'm not suggesting any position on this issue. Instead, I want to challenge all of us to start these discussions.

We're working on setting up some round-table discussions on the topic as I write this. Perhaps some of the sessions at the upcoming State Planning Conference in Sparks will tackle this, as well. And of course feel free to email me or call me if you have any ideas or comments, or better yet post them on our Facebook page so we can get an open discussion going.

This is simply too important an issue for us to tip-toe around. In the end we may not change or solve anything, but we're definitely doing our profession a disservice – at least here in the valley – if we don't make this our focus... soon.



Greg Toth

FACT **PLANNING**
Back to school spending: In August 2010 Americans spent \$7.4 billion in clothing stores, only November and December had significantly higher figures. Book sales were \$2.2 billion, with January the only month that approached the August figure.

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ON THE COVER: GREAT BASIN NATIONAL PARK HAS THE DARKEST NIGHT SKY IN THE COUNTRY.

PHOTO BY THE NATIONAL PARK SERVICE (NPS) NIGHT SKY TEAM, USED WITH PERMISSION FROM NPS.



This publication was designed for the web in an effort to remain environmentally friendly.

NORTHERN SECTION NEWS

ANDY DURLING, AICP, LEED® AP
DIRECTOR, NORTHERN SECTION

Sparks Sustainability Services Initiative (SSSI)

As a result of the recession, the City of Sparks formulated the Sparks Sustainability Services Initiative (SSSI) which reconstructed departments to accommodate the current employee complement. Since the economy caused the City to reduce the staffing levels, the city has adjusted building allocations and restructured departments. The Community Development Department consolidated with Public Works to form a new department, Community Services. Due to reductions in staffing, the lease on the City Work's building was not renewed and staff has spent the months of May and June moving into City Hall. The Planning Division is now part of the Community Service Department and is housed in City Hall at 431 Prater Way.

Andy Durling, AICP, LEED AP has over 11 years of professional planning and urban design experience and is an Associate with Wood Rodgers Planning and Urban Design practice, as well as Program Manager for the company's Renewable Energy Services Group. He is currently serving his second term as Director of the Chapter's Northern Section, and previously held the Assistant Director position.



SOUTHERN SECTION NEWS

COURTNEY MOONEY, AICP
DIRECTOR, SOUTHERN SECTION

Once again it is time to nominate officers for the Southern Section leadership. Polly Carolin, Ned Thomas and Robert Eastman have been appointed as the nominating committee (committee members cannot be nominated for office). The committee will accept all nominations via email and will prepare a list of candidates for the election.

Please read the duties of the various offices (Page 15) and submit nominations to Polly Carolin at carolinp@cox.net by October 21, 2011. If you currently hold an office and wish to be re-elected, please submit a nomination for yourself. Election ballots will be distributed via email to the membership no later than December 31, 2011, and election results will be announced by January 31, 2012.

Courtney Mooney, AICP has been an Urban Design Coordinator and the Historic Preservation Officer for the city of Las Vegas since 2003 and is the principal of 20th Century Preservation, a cultural resource management firm. She is currently the Nevada Chapter's Southern Section Director, and serves as a board member of Preserve Nevada, a statewide non-profit historic preservation group.



WESTERN PLANNER-APA FOUR CORNERS CONFERENCE A GREAT SUCCESS!

ADRIAN P. FREUND, FAICP, PAST PRESIDENT

Western Planner and the APA Chapters across a thirteen state region outdid themselves with their September Conference in beautiful and magical Santa Fe, New Mexico. Conference Chair Dan Pava and the Local Host Committee pulled out all the stops to host over 400 planners in an engaging program with nationally prominent speakers and experts in "Western Ways" (as one of the program tracks was named). I attended the conference on behalf of the Nevada Chapter and my price of attendance was participating in the Western Planner Board meeting for 6 hours on a Sunday morning (and early afternoon). Part of my mission was to attract the Western Planner Conference to Nevada in 2013 (more about that in a moment).



Program tracks included "Basics, Nuts and Bolts", "Sustainable vs. Sustainability", "Western Ways and Means" and "Infrastructure (Wheels and Deals)". Entertaining speakers like Don Elliot, FAICP of Clarion Associates debunked the popular jargon of sustainability (that's the "sustainability" part) and honed in on the key policies that are now considered vital and central to local government sustainability policies. One of the key points of interest Don is seeing in many communities are local food policies (visit Santa Fe's 100% local farmer's market in the Railyard District). Don enumerated the many aspects of zoning ordinances that place undue restrictions on local agricultural production and sales. He also noted the many restrictions that discourage mixed use developments and suggested that for small developments, mixed uses be allowed by right and not through conditional use permits. Another great tip was getting rid of nonconforming use provisions for existing structures, unless they are truly egregious or constitute eyesores.

Mitchell Silver, APA President and Planning Director of Raleigh, North Carolina delivered a motivational keynote address to the 400+ attendees. Mitch's cutting edge work has been featured in the New York Times and Time.com, as well as on NPR.

Needless to say, dozens of prominent speakers made for a great educational experience for those lucky enough to visit Santa Fe. Lots of good food and entertainment was also on tap! Now about that six hour Board meeting...after long deliberation, the WPR Board accepted our invitation to hold its 2013 Conference in Stateline (South Lake Tahoe). Much work will have to be done to meet the standard of the Santa Fe Conference and the energy of the Western Planner organization. With your help, I know we will make it happen! 

APA ADVANCED SPECIALTY CERTIFICATIONS PROMOTE CAREER GROWTH

Credentials recognize expertise in transportation and environmental planning

LANCE SCHULTE, AICP

You have specialized knowledge. You have focused experience. But how do you prove your qualifications and stand out as a leader in your field?

Transportation and environmental planning specialists can validate their expertise with two new credentials from the American Planning Association. AICP members who pass the AICP Certified Transportation Planner or AICP Certified Environmental Planner examination add a career-enhancing credential to their resume, according to Monica Groh, Director of Certification and AICP Member Programs.

"The AICP CEP credential can definitely make your resume pop out. It tells employers you are a well-qualified environmental planner and leader," said *Nancy J. McKeever, an air pollution specialist in the Office of Climate Change of the California Air Resources Board who helped create the AICP Certified Environmental Planner exam.*

"The AICP CTP credential is a way for experienced transportation planners to distinguish themselves. Those who qualify show they are dedicated and among the leaders of their profession," added *Mike McAnelly, FAICP, a Texas-based, senior-level planner who helped develop the AICP Certified Transportation Planner examination.* "I can't think of a better way to advance their transportation planning careers."



The first exam window was scheduled for May 9 to 23, 2011, with the next one to follow in May 2012. APA members can register to receive alerts about next year's CTP and CEP exams.

Those who earn an ASC credential will have a valuable endorsement of their expertise to show their employers, potential employers, and on consulting jobs. The [ASC webpage](#) gives details on eligibility criteria, application instructions, the exam outline, suggested reading, prep materials, and the value of the credential. The added credential does not increase membership dues. AICP members who earn an ASC designation will be required to meet Certification Maintenance requirements. At least 10 of the 32 CM credits required each reporting period must be on the credentialed specialty — transportation or environmental planning.

To qualify for the ASC exams, planners must be AICP members in good standing with at least eight years' experience in their specialty. Professionals who are not yet members of the

American Institute of Certified Planners can take the AICP exam in November 2011.

Exam Prep Encouraged

Groh suggests AICP CEP and AICP CTP candidates start by reviewing the exam outlines posted online. APA also has a wealth of educational resources to bolster skills in advance of the exams. A recommended reading list highlights relevant books and articles as well as government resources and other reports.

Other resources for exam preparation include:

- APA's annual [National Planning Conference](#), featuring advanced workshops on transportation and environmental planning issues, all affording CM credits
- [Virtual conference sessions](#) available for purchase
- [Planners Training Service workshops](#), held around the country two or three times a year, often covering transportation and environmental planning
- CD-ROMs of 2010 training workshops tailored to the [transportation](#) and [environmental](#) certification exams
- Catalogs of educational CD-ROMs, books, and Planners Advisory Service materials targeting the [transportation](#) and [environmental](#) planning exams
- [Audio/web conferences](#) on advanced topics such as "Performance Measures in Transportation Planning," "Designing for Water Conversation," and "Renewable Local Energy"
- [Podcasts](#) on "Complete Streets," "Planning for a New Climate Future," and other topics of interest
- An abundance of relevant Planners Press and other titles, complemented by APA Planning Advisory Service reports, offered at [APAPanningBooks.com](#)

For step-by-step guidance through the certification process, download the [ASC Exam Candidate Bulletin](#). And to connect with others who share your interests, get involved in APA's [Transportation Planning](#) or [Environment, Natural Resources, and Energy](#) division. Both offer opportunities to keep current, network with colleagues, and continue on a path of professional growth. 

Contact APA at asc@planning.org with any additional questions.

Lance Schulte, AICP, is the AICP Commissioner for Region VI. If you would like to get more involved in AICP as a committee volunteer, or have policy ideas or issues to share he would like to hear from you. He can be reached at meyers-schulte@sbcglobal.net or via his cell at 760-805-3525.

FACT PLANNING

With Halloween right around the corner... The U.S. produced 1.1 billion pounds of pumpkins in 2010, with almost 40% of that production coming from Illinois. The average American consumed 24.7 pounds of candy in 2010.

EMISSIONS INVENTORY

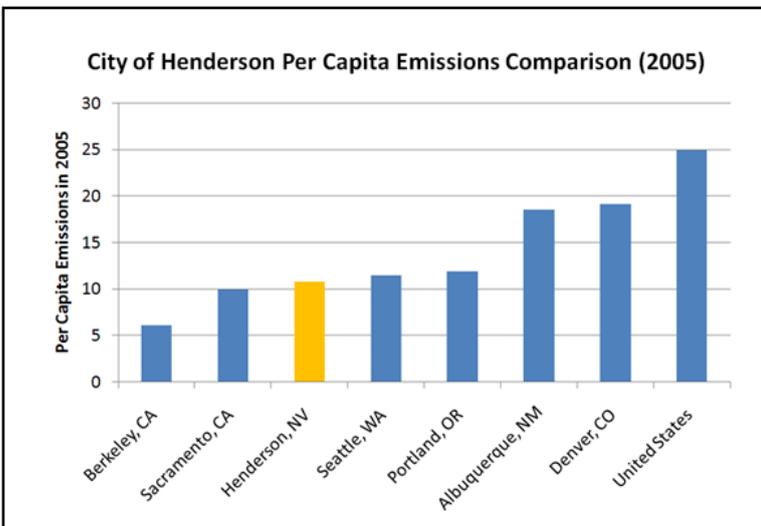
in HENDERSON

RICHARD ROJAS, AICP

The path towards sustainability continues over at the City of Henderson, where the City Council recently approved the 2005 Baseline Greenhouse Gas Emissions Inventory Report. Local governments across the country have conducted similar inventories to measure the emissions from the community as well as municipal facilities and operations.

In 2008, the City Council adopted a Sustainability Action Plan which included the goal of reducing greenhouse gas emissions in City operations and throughout our community. In 2009, the City of Henderson joined ICLEI-Local Governments for Sustainability (ICLEI) and in 2010 initiated an effort to prepare a greenhouse emissions (GHG) inventory. The GHG emissions inventory was initiated with three goals in mind:

- Establish a baseline against which to measure future emission levels.
- Calculate emissions trends and identify sources for the highest percentages of emissions.
- Use the completed GHG emissions inventory as the basis to fulfill a separate effort to identify and implement measures to reduce GHG emissions in City operations and throughout the community.



Since the City produced this report with in-house resources, completing this report required the collaboration of multiple internal and external partners. Internally, the City relied upon staff from Community Development, Public Works, and Utility Services, whose expertise was especially critical because of their prior experience conducting a similar inventory specifically for their facilities. Externally, the City relied upon assistance from the City of Las Vegas, whose leadership with the Southern Nevada Regional Planning Coalition was instrumental for collecting data and training staff on how to use the software used to compile and analyze the data.

Results from the inventory indicate that on a per capita basis,

Henderson residents generated approximately 10.8 metric tons of CO₂e, which compares favorably with other cities (see figure). However, it is important to note that due to differences in emission inventory methods, it can be difficult to calculate a directly comparable per capita emissions number, and this margin of error must be considered when comparing figures.

Looking forward, the City will use this as a tool in decision-making and in measuring the performance of various sustainability initiatives. To learn more about the inventory and review a full copy of the report, visit:

<http://www.cityofhenderson.com/sustainability>. In addition, you can contact Richard Rojas, AICP at richard.rojas@cityofhenderson.com with any questions.

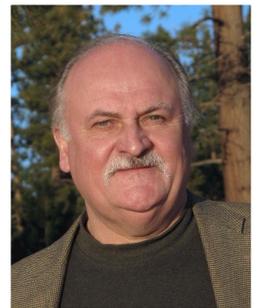
Richard Rojas, AICP, is a Planner for the City of Henderson, where he has worked for the past three years. He received his Bachelor of Arts degree in Environmental Studies from UC-Santa Barbara and his Masters degree in City and Regional Planning from Cal Poly San Luis Obispo.

PLANNER PROFILE

ADRIAN FREUND

background

- A graduate of the University of Illinois at Urbana – Champaign, with a Bachelors degree in Urban Planning with the highest honors – 1972.
- A pioneer in the professional planning field spanning 4 decades – born into the field of planning!
- The son of Eric C. Freund, AICP, Associate Editor of the “Green Book” (1968 edition) a professional planner in the Unites States and the United Kingdom, and professor at the University of Illinois at Urbana – Champagne.



Adrian, who is now retired from Washoe County, where he was Community Development Director for the last 8 years, is a planner to the bones! Planning runs in his veins as is evident when one sits down with him to discuss his illustrious career. He brims with a smile and a sparkle in his eyes as he discusses both his accomplishments and his challenges during his long career.

He is a proud member of the Fellows of the American Institute of Certified Planners, 1 of only 400 in the nation. He is still active in planning and has currently embarked into consulting with his own company (Adrian P. Freund, FAICP, Principal, Adrian P. Freund Associates) because he says he cannot stay

BUILDING A CULTURE of INNOVATION, CREATIVITY, and ECONOMIC GROWTH:

The Important Role of Universities and Higher Education

DR. FREDERICK STEINMANN
and DR. GREGORY MOSIER

INTRODUCTION

Twenty-first Century approaches to economic development require communities to think both beyond their borders and in terms of building a highly skilled workforce. Whether it comes from local start-ups or existing businesses in other communities looking to relocate, the private sector has increasingly chosen communities with an excess supply of generally youthful, highly motivated, highly skilled people as a basis for their growth strategy. In so doing they are not bound by the limitations of one particular industry but instead focused on pushing on the upward limits of innovation and technology. In short, 21st Century approaches to economic development require investment in what has been described as the *creative class*.

In building a creative class, universities and other institutions of higher education play an ever more important role. Universities in general are magnets for the world's brightest, most highly motivated, and highly skilled people. From major private research universities to public campuses, communities and regions across the United States have increasingly relied on their local universities to produce the highly skilled workforce the community and the region needs to remain economically competitive on a national and global stage.

Beyond the provision of high skilled workers, universities also serve as community and regional centers for creativity and innovation. This natural characteristic of universities and other institutions of higher education tend to have a profound impact on both the physical and intangible aspects of a community and a region. Physically, universities can play an important role in the revitalization of central business districts and urban cores. The high concentration of people pursuing intellectual endeavors in a relatively confined geographic space helps enhance the local area demand for both service-oriented and specialty boutique retail and entertainment. Extending a community's urban core to the doorstep of a local university has been an important urban revitalization strategy of many communities across the United States.

Beyond the physical advantages of supporting the development of a creative class through a university or other institution of higher education, a creative class is central to the larger economic development efforts of a community and a region. A robust creative class tends to be attractive to new and existing businesses in high growth industries such as health care services, information services, professional and business services, financial services, computer sciences, and engineering. Individuals who are considered part of the creative class also tend

to embrace risk taking and tend to engage in entrepreneurship more than others. They are willing to risk failure to chase the possibility of building the next Facebook or the next Google or the next Microsoft. This concentration of innovative and entrepreneurial people also tends to attract high levels of investment capital which can help support new business start-up and existing business expansion.

This article is the first of three articles that will explore the role universities and institutions of higher education play in building a creative class and how communities and regions take advantage of the many economic development opportunities a local university can provide. This article will explore the importance of this creative class to community and regional economic development efforts and the role universities have played in other communities and regions in helping build a creative class. The next article in this series will examine the efforts of the University of Nevada, Reno and the University's College of Business Administration in helping build a creative class in northern Nevada. The final article presents a possible vision for the University of Nevada, Reno's future and the future of Nevada. As the development of a youthful, innovative, and creative workforce will be critical to Nevada's future economic prosperity, the University of Nevada, Reno and Nevada's other institutions of higher education will be at the center of building Nevada's own creative class.

DEFINING AND UNDERSTANDING THE IMPORTANCE OF THE CREATIVE CLASS

Richard Florida, who largely coined the phrase *creative class* in a May 2002 article published by the Washington Monthly, defines the creative class as, "...a fast-growing, highly educated, and well-paid segment of the workforce on whose efforts corporate profits and economic growth increasingly depend." According to Florida (2002), members of the creative class are also not bound by any one particular industry but instead do a wide variety of work across a variety of different industries. Because members of the creative class do not consciously view themselves as part of an actual class, such as blue-collar or white-collar workers, Florida (2002) argues that the creative class can be found in different industries from technology to entertainment, from journalism to finance, and from high-end manufacturing to the arts. Instead of sharing a similar resume and job history, members of the creative class tend to share a common ethos, including the values of creativity, individuality, difference, and merit.

The values of creativity, individuality, difference, and merit are increasingly valued by the business community. However, Florida (2002) found that while much of the private sector is already making the adaptations needed to attract and retain creative class employees, much of the public sector, including independent economic development organizations, has not. While the private sector is embracing relaxed dress codes, flexible schedules, and new work rules that attract creative class employees, much of the public sector, including many economic development professionals and organizations, have failed to understand what is now true for most corporations: "Places that succeed in attracting and retaining creative class people prosper; those that fail don't."

Many state governments, counties, cities, and independent economic development organizations, according to Florida (2002), "...pay lip service to the need to 'attract talent', but continue to pour resources into recruiting call centers, underwriting big-box retailers, subsidizing downtown malls, and squandering precious taxpayer dollars on extravagant stadium complexes." In examining the past economic development failures of cities and communities like Pittsburg, Detroit, and Cleveland, Florida (2002) found that most of the experts in these communities had failed to think in terms of building a creative community. They either relied on the failed approach of trying to market existing assets to new potential businesses, new potential residents, or new potential tourists, or tried to copy the physical characteristics of successful regions like Silicon Valley, Austin, Texas, or Boston, Massachusetts, without recreating the creative elements that gave rise to the economic growth of these successful places.

Failure to think in terms of building a creative community detaches one's community and region from the predominate economic trend in the United States. According to Florida (2002), the creative class in the United States includes nearly 38.3 million individuals, or roughly 30 percent of the entire U.S. workforce. Not only is this class growing, but its economic impact is also growing. In 1999 alone, the average annual salary for a member of the creative class was nearly \$50,000 compared to approximately \$28,000 for a member of the working class and \$22,000 for a service class worker. Beyond the contribution members of the creative class make in terms of their education, training, and relatively large skill sets, members of the creative class add, what Florida (2002) terms, "creative value." New and existing firms and organizations have increasingly come to value creativity and the results that it can produce for individuals, firms, organizations, and entire industries.

A defining characteristic of the creative class is that its members typically engage in work whose primary function, according to Florida (2002), is to, "...create meaningful new forms." As a whole, the creative class in the United States has historically been responsible for pushing on the upward limits of innovation and technology while helping to reinvent entire communities and entire industries. At the "super-creative core" of the creative class are scientists and engineers, university professors, poets and novelists, entertainers, actors, designers, and architects. The super-creative core of the creative class also includes what Florida (2002) defines as the "thought leadership" of modern society, including nonfiction writers, editors, cultural figures, think-tank researchers, analysts, and other opinion-makers.

The importance of the creative class to a particular community or region is practically self-evident. Members of both the creative class and of Florida's "super-creative core" tend to produce new forms or designs that are, according to Florida (2002), "...readily transferable and broadly useful – such as designing a product that can be widely made, sold and used; coming up with a theorem or strategy that can be applied in many cases; or composing music that can be performed again and again." In short, the creative class is increasingly becoming the heart of the economic engine that drives most growing and economically robust communities and regions across the United States and in most of the developed world.

THE EMERGING IMPORTANCE OF UNIVERSITIES IN DEVELOPING A CREATIVE CLASS

Florida (2002) argues that, "...the creative class also includes 'creative professionals' who work in a wide range of knowledge-intensive industries such as high-tech sectors, financial services, the legal and health care professions, and business management." Because members of the creative class tend to engage in high-level creative problem solving and tend to draw on complex bodies of knowledge, universities and institutions of higher education are now front and center in the race between communities and regions to develop and build a robust creative class.

Yet despite the obvious need to invest in building an adequate supply of human capital through proper long-term investment in universities and other institutions of higher education, many communities, regions, and economic development organizations still hold onto the outdated smoke-stack chasing policies of the last century that emphasized low tax environments and low cost inputs into production such as cheap raw materials and a relatively low-skilled, low-paid workforce. Steven Koven and Thomas Lyons, in their 2010 book titled *Economic Development: Strategies for State and Local Practice*, demonstrate that the relationship between taxes and state and local economic growth is much more complicated than previously understood.

Based upon the work done by Robert Bland in a 2005 study conducted for the International City-County Manager's Association titled *A Revenue Guide for Local Government*, Koven and Lyons (2010) found that during a company's initial search for potential new sites, local taxes have virtually no bearing on location decisions. Initially, businesses tend to look toward other non-tax *quality of life* indicators when making their business location decisions. Non-tax factors such as labor supplies, labor costs, energy costs, transportation networks, space availability, and the skills and education level of the workforce are more central than tax-related factors to location decisions.

Koven and Lyons (2010) also found that members of a highly-skilled workforce also tend to cluster in relatively compact geographic areas. These members of the creative class, who are already highly skilled and highly motivated but are eager to improve their skill set and experiences, tend to cluster in areas that offer a desirable mix of both man-made and natural amenities and better opportunities for personal and professional development. Universities and other institutions of higher education have been and will likely continue to be magnets for the highly skilled members of the creative class who desire a hip, cool place to live but also desire to improve their existing skill set and personal and professional experiences.

Despite evidence that universities and centers of higher education are critical in developing and attracting a creative class essential to the economic competitiveness of a community or region, many cities, regions, and states are still dependent on and use antiquated paradigms of economic development. Florida (2002) argues that, "...cities like Buffalo, New Orleans, and Louisville struggled in the 1980s and 1990s to become the next 'Silicon Somewhere' by building generic high-tech office parks or subsidizing professional sports teams. Yet they lost mem-

bers of the creative class and their economic dynamism to places like Austin, Boston, Washington D.C., and Seattle – places more tolerant, diverse, and open to creativity.”

Both Porter (1998) and Steinmann (2010) separately examined the importance of regional industry clustering and the role universities have played in fostering the development of a creative class in different communities and regions. Porter (1998) argues that, “Although location remains fundamental to competition, its role today differs vastly from a generation ago. In an era when competition was driven heavily by input costs, locations with some important endowment – a natural harbor for example, or a supply of cheap labor – often enjoyed a comparative advantage that was both competitively decisive and persistent over time.” Steinmann (2010) argues that in order to remain competitive today, “...firms must continually innovate in order to make ongoing productive use of scarce physical and human capital resources.”

Faced with increased global competition, and the increased pressures on businesses and industry to reduce costs and maximize production efficiency, the private-sector has widely embraced the use of regional industry clustering as way to reduce costs while taking advantage of certain economies of scale. Locating in communities and regions that have invested heavily in their universities and other institutions of higher education is becoming increasingly common across many different industry sectors. Businesses can shed their training costs to public sector institutions of higher education while taking advantage of the natural attraction a well developed and highly reputable university has to members of the creative class, a class of worker that is quickly becoming the most prized class of worker by businesses across many different industry sectors.

Porter (1998) examined several existing regional industry clusters, including the wine industry in California, the Italian leather fashion industry, and the pharmaceutical cluster that straddles New Jersey and Pennsylvania near Philadelphia. In each regional industry cluster, Porter (1998) documented the importance of area universities and other institutions of higher education in four key ways. First, Porter (1998) concluded that, “A cluster’s boundaries are defined by linkages and complementarities across industries and institutions that are most important to competition.” Universities and other institutions of higher education form a critical link in the regional industry cluster because they can operate across industry lines. In the California wine industry, there are numerous linkages between the industry and several local and regional institutions including the viticulture and enology program at UC Davis.

Second, Porter (1998) argues that, “Clusters rarely conform to standard industrial classification systems, which fail to capture many important actors and relationship in competition.” Again, one common element to most robust regional industry clusters is a university or group of universities capable of operating across industrial classifications, involved in developing the regional cluster’s creative class workforce while also providing valuable research and development to businesses within the regional industry cluster. For a regional industry cluster and a creative class to emerge, there must be a reasonable degree of collaboration between different businesses, suppliers, and public institutions of education, research, and development in order

to ensure long-term growth of the entire regional industry cluster.

Third, Porter (1998) points out that, “Clusters promote both competition and cooperation. Rivals compete intensely to win and retain customers. Without vigorous competition, a cluster will fail. Yet there is also cooperation, much of it vertical, involving companies in related industries and local institutions.” Turning again to the California wine industry, both Porter (1998) and Steinmann (2010) found that several competing wineries had partnered to help develop and maintain the UC Davis viticulture and enology program. UC Davis benefits from the financial support provided by competing wineries while the competing wineries benefit from the continued development and training of a creative class workforce and the research and development efforts of UC Davis that continues to provide the industry with improved methods for manufacturing, storage, and transportation, which contributes to the overall lower costs of production and distribution for the entire cluster.

Fourth, Porter (1998) concludes that, “Clusters represent a kind of new spatial organizational form in between arm’s-length markets on the one hand and hierarchies, or vertical integration, on the other.” As previously alluded to, members of the creative class have a very different approach to work. A generation ago, the workforce adapted itself to serve vertically integrated or hierarchical organizations. The growing members of the creative class, however, tend to reject these types of organizational structures in favor of networked, regional structures that encourage innovation, risk taking, and mobility within the regional industry cluster, all of which are characteristics valued by the creative class.

As businesses increasingly come to understand this new, highly productive and highly skilled workforce, the regional industry cluster model will inevitably become more and more common. Universities and other institutions of higher education will increasingly grow in their importance to economic development as well. As members of the creative class tend to move from one firm to another within a regional cluster, universities will be needed to provide cross-sectoral workforce and job development to members of the creative class. Likewise, universities are already natural magnets for members of the creative class and a growing university with a robust reputation can serve as an important catalyst for an emerging regional industry cluster by providing a highly skilled, highly motivated, and highly creative workforce to the cluster itself.

CONCLUSION

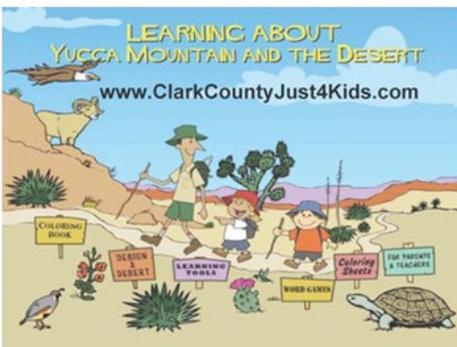
Across the United States, the creative class identified by Richard Florida is becoming an increasingly important aspect of the workforce. The natural tendency of members of the creative class to value creativity, individuality, difference, and merit makes the creative class the ideal workforce to support growing regional industry clusters. Universities and other institutions of higher education, through their natural tendency to be a magnet for large concentrations of creative class individuals, are now vital economic development assets. Instead of relying on out-dated 19th and 20th Century approaches to economic development, which largely depended upon smoke-stack models of production and retail development, communities and regions should look to their local and regional universities and

ELEMENTARY SCHOOL STUDENTS LEARN ABOUT the MOJAVE DESERT and RADIATION

ERICK MULLER

Staff from the Nuclear Waste Division of Clark County were busy this past spring, traveling across the Las Vegas Valley and managing to provide over 40 schools and hundreds of students a fun and interactive presentation on the Yucca Mountain nuclear waste repository and related issues. The classroom presentations offered 3rd, 4th, and 5th grade students an explanation about the proposed repository, geology, endangered species, and radiation. The definition and usages of radiation were discussed, citing examples of natural and manmade sources that emit radiation.

Principal Planner Gene Pasinski, AICP discusses the definition of Geology and explains the importance of "Dirt" and how "Everything is Dirt." This comment usually elicits laughter and smiles from students, who are then awed when they learn that all our land masses and mountains originate from dirt. Mr. Pasinski talks about the formation of mountains and uses a sheet of paper to illustrate how continents were formed.



Public Information Officer Erik Muller follows by talking about the Mojave Desert and shows students some of the insects, reptiles, birds, mammals, and other animals that inhabit Southern Nevada. The mention of the Big Horn Sheep typically draws several

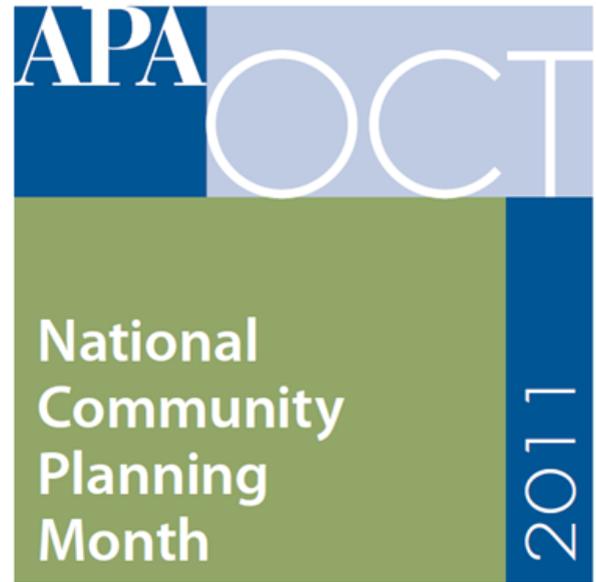
hands from students at all schools, as everyone wants to be the first to point out the knowledge that this is Nevada's state animal.

To end the presentation students are quizzed on the recently learned data with the promise of a pencil and a secret prize. The secret prize consists of an instructional coloring book that contains games and puzzles and information on all the presented materials. Students enthusiastically rush to pick up a copy of the coloring books and begin to work on them immediately.

Clark County's Yucca Mountain presentation learning materials and a variety of games including electronic coloring sheets can

all be found at the award winning website: www.ClarkCountyJust4Kids.com which is designed specifically as a resource for students and teachers to learn more about the Yucca Mountain Project. 

Erik F. Muller is the Public Information Officer for the Nuclear Waste Division of the Clark County Department of Comprehensive Planning.



[NEW IDEAS FOR AMERICA'S FUTURE]

FACT

PLANNING

There were an estimated 41 million trick-or-treaters between ages 5 and 14 in 2010.

Aging and Livable Communities: an APA Division Initiative

APA Divisions are helping to guide the critical conversation on creating communities that are livable for all, especially, for a rapidly aging America. *Please* join us in this transformation by sharing best practices, success stories, tools and other resources available from your communities that can enrich the discussion and be highlighted on the Division Initiative web pages: www.planning.org/leadership/divisions/initiatives/aging/index.htm

Email your contributions to: ramonamullahay@hawaiiantel.net



CITY OF SPARKS RECEIVES NATIONAL RECOGNITION from WALK FRIENDLY COMMUNITIES

KAREN L. MELBY, AICP

In April 2011, the City of Sparks received national recognition as being one of the nation's most walkable communities from the Walk Friendly Communities (WFC) Program. The City was awarded Honorable Mention and is showcased on the Walk Friendly Communities website as a model city. The City is listed as one of the inaugural Walk Friendly Communities. In its comments to the City, the WFC stated:



"Sparks has exhibited a desire to become a community that supports active transportation. Unlike many communities, Sparks is stepping outside the status quo and making an effort to improve walkability and health in the community. You have made some excellent progress, completing an in-depth bike and pedestrian planning process and countering significant growth with model planning policies and an inspired push to become more pedestrian friendly."

WFC was impressed with the Sparks draft Comprehensive Plan demonstrating a strong commitment to the concept of walkability and alternative modes of transportation. The public involvement in the planning process also impressed WFC. They commented that the City has a remarkable sidewalk network and an excellent traffic calming program.

The draft Comprehensive Plan is organized into five themes, or guiding principles, derived from the community workshops. Each theme represents a chapter in the Comprehensive Plan. The underlining theme of the Comprehensive Plan is connectivity and focuses on moving people and not just vehicles. The Plan's goals include integrating land uses, ensuring that facilities are designed to meet the needs of all users and maintaining a livable, human-scale city.

The Walk Friendly Communities program was officially launched in October 2010 and funded by FedEx and the Federal Highway Administration through the Pedestrian and Bicycle Information Center (PBIC). The WFC program recognizes communities that help set the bar in fostering and accommodating walking. Since the inception of PBIC, its mission has been to improve the quality of life in communities by promoting safe walking and bicycling as a viable means of transportation and physical activity. 

Karen L. Melby, AICP is a senior planner at the City of Sparks, where she's been for the last 10 years. She has 30 years of planning experience in Nevada. Prior to working for the City of Sparks, she worked as a planning consultant for 15 years.

SOUTHERN SECTION LUNCHEON PLANNING

NATHAN GOLDBERG

Approximately 10 times each year the Southern Section offers luncheons to the membership. Luncheons are opportunities - not just for us to get together and talk about what is happening in Southern Nevada, but also to listen and learn from a guest speaker talking about a planning-related topic. I would like to describe to you how this process works so you can better understand how your board is working to serve you, as there is much more to the process than meets the eye. I know it was certainly a learning experience for me when I accepted the Section Secretary job.

Getting started involves setting the schedule for the year and negotiating a contract with a restaurant/location. In our case we have found a great business partner in Gordon Biersch. The next phase is to brainstorm a list of topics that the membership might want to hear about and determine who in the respective field should be contacted. The board tries to choose current hot button topics or topics that members have indicated that they might like to hear more about. This process ends up becoming a sales position. A lot of cold calling is involved, explaining who we are, our mission, why we are asking them to speak to our group and what exactly we are looking for in terms of topic and time commitment. Success is not always a slam dunk, as I'm sure you can imagine, so it is necessary to have more topics to choose from than spots available. It is always exciting when we find a speaker willing to commit the time and energy required to talk to our group.

The creation of the AICP CM program also throws another hat into the ring for planning luncheons. The board aims to provide our AICP members with as many continuing education credit opportunities as possible, but we do not want to alienate non AICP members from the group either, so it is a delicate balance. CM credits are also more difficult to provide as an approval process through APA National is required and takes several weeks to complete. This process includes gathering information from the speaker and compiling that information into an application form provided by APA and filled out by the Section Director. CM credit sessions also increase the burden on the speaker as the time required to present doubles or more depending on the credits offered. Please put yourselves in the shoes of these speakers giving up several hours not only on speaking day but also in presentation preparation that we do not see. It is a serious commitment on their part and we are very thankful.

Finally, we create and send out the flyers and emails regarding the luncheons, track attendance, and follow up with surveys as required by APA National. The board members are here to serve the membership. This is something we enjoy doing and commit a great deal of time to. It is my hope that this article provides just a little insight into the behind-the-scenes work that goes on for the Southern Section members so you can better understand how we serve you. 

other institutions of higher education as key economic development catalysts. 

Population Change of Individuals 20 to 29 Years of Age United States, Nevada, and Comparable States 2000 and 2010

Category	United States	Nevada	California	Colorado	Utah	Massachusetts	Texas
Total Population							
2005	281,421,906	1,998,257	33,871,648	4,301,261	2,233,169	6,349,097	20,851,820
2010	308,745,538	2,700,552	37,253,956	5,029,196	2,763,885	6,547,629	25,145,561
Percentage Change	9.71%	35.15%	9.99%	16.92%	23.77%	3.13%	20.59%
Population 20 to 29 Years Old							
2005	38,345,337	278,732	4,924,829	638,033	403,626	838,303	3,130,926
2010	42,687,848	374,153	5,510,358	721,074	456,073	917,193	3,670,118
Percentage Change	11.32%	34.23%	11.89%	13.02%	12.99%	9.41%	17.22%
Population 20 to 29 as a % of Total Population							
2005	13.63%	13.95%	14.54%	14.83%	18.07%	13.20%	15.02%
2010	13.83%	13.85%	14.79%	14.34%	16.50%	14.01%	14.60%
Actual Change	0.20%	-0.09%	0.25%	-0.50%	-1.57%	0.80%	-0.42%

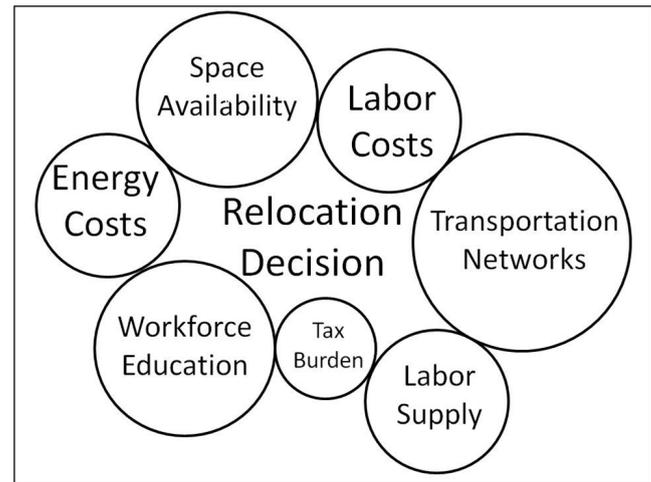
Source: United States Census Bureau; Mr. Jeffrey Hardcastle, Nevada State Demographer.

Although the State of Nevada experienced significant population growth between 2000 and 2010, growing by an estimated 702,294 individuals or 35.15%, the percentage of the state's total population between the ages of 20 to 29 years old declined by 0.09% between 2000 (13.95%) and 2010 (13.85%). This trend suggests an overall "graying" of the Nevada population. And although the *creative class* is not necessarily defined as a particular age group, this subtle aging trend in Nevada suggests that it may be becoming increasingly difficult for Nevada to recruit and retain a *creative class* workforce relative to other states that have made recruitment and retention of a *creative class* workforce a top economic development priority. In Nevada, the University of Nevada, Reno, and the other institutions of higher education throughout the Nevada System of Higher Education will serve an important role in building a new *creative class* workforce in Nevada, a workforce needed in order to make Nevada competitive on a national and global economic stage.

Dr. Greg Mosier is Dean of the College of Business Administration at the University of Nevada, Reno. Greg's responsibilities include leadership and administrative responsibilities for 55 tenured and tenure track faculty, a total of approximately 130 instructors and staff and approximately 2300 students at the undergraduate and graduate levels. He has also led College strategic planning with initiatives in student success, sustainability (including economic development and entrepreneurship) and global and international studies. Mosier previously served as interim dean of the Spears School of Business and associate dean at Oklahoma State University.



Business Relocation Decision Making Criteria



Source: Robert Bland, "A Revenue Guide for Local Government", 2005; Steven G. Koven and Thomas S. Lyons, "Economic Development: Strategies for State and Local Practice", 2010.

Businesses today are routinely using other quality of life community characteristics, such as the educational attainment level of a local workforce or the overall availability of an adequate supply of skilled labor, over a community's overall tax structure when it comes to making their business relocation and expansion decisions. Because different businesses in similar industry clusters draw from the same local or regional labor pool, businesses have found it cost effective to collaborate within regional industry clusters to support the educational missions of local and regional universities. Universities such as the University of Texas at Austin in Texas, Stanford University and UC Davis in California, and Boston University and the Massachusetts Institute of Technology in Massachusetts are now front-and-center in the efforts of different communities and regions to successfully build, recruit, and retain a *creative class* workforce. The efforts of these universities have helped individual businesses reduce their labor costs and grow the overall competitiveness of their own regional industry cluster.

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Dr. Frederick Steinmann is currently the Managing Principal of his own firm, EDSolutions, LLC. Dr. Steinmann began his professional economic development career with the Reno Redevelopment Agency in the City of Reno, Nevada. Since then, Dr. Steinmann has worked for the Nevada Small Business Development Center, Bureau of Business and Economic Research (NSBDC-BBER), and for the Carson Economic Development Department in the City of Carson, California. Frederick has also worked as an independent contractor for David Rosen Associates, one of the elite consulting firms in California specializing in redevelopment and affordable housing development.



Northern Nevada

November 9 1pm – 2:30pm

APA Audio Conference: Social Media and Ethics

- Washoe County Community Development, Large Conference Room - 1001 E. Ninth Street, Building A, Reno

January 18, 2012 1pm – 2:30pm

APA Audio Conference: Resilient Planning Agencies

- Washoe County Community Development, Large Conference Room

February 15, 2012 1pm – 2:30pm

APA Audio Conference: Informed Decisions, A Guide to Gathering Facts and Evidence

- Washoe County Community Development, Large Conference Room

Southern Nevada

November 9 1pm – 2:30pm

APA Audio Conference: Social Media and Ethics

- City of Henderson Community Development, 240 S. Water Street
- City of Las Vegas Development Services, Department of Planning, 333 N. Rancho Drive, 3rd Floor

December 7 1pm – 2:30pm

APA Audio Conference: Introduction to the Zoning Board of Adjustment

- City of Henderson Community Development, 240 S. Water Street

January 18, 2012 1pm – 2:30pm

APA Audio Conference: Resilient Planning Agencies

- City of Henderson Community Development, 240 S. Water Street
- City of Las Vegas Development Services, Department of Planning

February 15, 2012 1pm – 2:30pm

APA Audio Conference: Informed Decisions, A Guide to Gathering Facts and Evidence

- City of Henderson Community Development, 240 S. Water Street

Note: All APA Audio Conferences are FREE to attend.

away from planning and community development.

Adrian has been employed in the Midwest, northeast, southern and western regions of the United States, where he has managed large environmental and planning programs at the state, city and county levels specializing in the impacts of land use planning on the environment. Before serving as Community Development Director for Washoe County, Nevada, he was Director in Louisville, Kentucky, where he developed the first form and character based plan for a major urban area.

long term experiences

- Frequent testimony before Congress on national planning and environmental statutes, including reauthorization of the Clean Water Act and Coastal Zone Management Act.
- Streamlining development codes and developing new local government organizations to integrate management of land use and the environment.
- Development of land use codes based on environmental carrying capacity.
- Over his 40 years in planning he has served the American Planning Association as a two-term national APA Board member, Chair of the Divisions Council, and President of both the Wisconsin and Nevada Chapters.
- He was the Chief of the Bureau of Water Management for the Connecticut Department of Environmental Protection.
- He has focused on innovation in planning practices.
- He is an expert in Regional Planning and Regional Collaboration to include shared services and consolidation.

where he sees himself in 5 years

His response: "Doing what I love – planning!"

where he sees himself in 15 years

His response: "Doing what I love – eating oysters along the coast of California, Oregon and Washington and planning!"

Adrian lives in Reno where he spends his time with his son Justin, working on his motorcycles and truck; playing golf, and, yes, "planning!" 

nevadaNOTES

Theresa Avance, AICP, Lake Tahoe, Nevada

Northern Section

Ed Wynes from Elko Nevada retired from his position as Elko Planning Director in July.

Mike Harper, FAICP, was appointed to the Washoe County Design Review Committee in June.

Southern Section

Flinn Fagg, AICP, named as Director of the City of Las Vegas Department of Planning. On June 15, 2011, the City Council ratified the appointment of Flinn Fagg as Director of Planning. In 2003, he joined the Planning department as an Urban Design Coordinator, later serving as Planning Manager in 2005, then as Acting Deputy Director in 2009.

FACT PLANNING
There are an estimated 117 million occupied housing units in the United States for them to choose from.

AGRICULTURE in URBAN LAS VEGAS

A visit to the Tonopah Community Gardens

RICHARD ROJAS, AICP

More than 20 Southern Section members gathered at the Tonopah Community Garden on April 13th. The garden, located in the heart of Las Vegas, is surrounded by apartment complexes and busy streets and sits maybe a quarter-mile from downtown Las Vegas as the crow flies. APA members gathered on the blustery yet sunny spring day to listen to Rosalind Brooks, the founder of the gardens. They learned how Rosalind, who started with little more than an offer to use the vacant land and some good intentions, transformed this dusty land into a fertile playground for all curious members of the community to enjoy.



"I didn't know a thing about gardening, let alone gardening in the desert," was her reply when one member asked how she started. But Rosalind learned to grow, convinced the land owner to provide water free of charge for one

year, and recruited an army of volunteers to help see her vision through. She utilizes Facebook and a webpage to get the word out and keep a steady stream of internet savvy newcomers coming in. Those that return again and again have the opportunity to volunteer with everything from responding to email inquiries, setting up planting beds, propagating plants, composting green waste, and organizing fundraising events.

Rosalind was full of pride when showing off her growing produce of mixed greens and other salad staples. She even encouraged members to reach in, pick and sample a freshly growing carrot or two to get the full effect of the garden, which brought smiles to more than a few. She also pointed out the new 170 ft beds that would help grow bell peppers and other summer produce, a chicken coop that supplies fresh eggs, and the baby pygmy goats that still need to be bottle fed before they can fend for themselves.

When asked what planners could do to help support other community gardens, Rosalind's mood became more somber. In a nutshell, she encouraged planners to become more engaged. As she put it, "I could really use the help." Recently, National APA has documented the growing interest in urban agriculture as a way to promote health, support community development, and improve the urban environment.

Urban agriculture can include temporary uses or more permanent responses to local food deserts, consumer demand,

economic inequality, and mobility-constrained populations. When properly sited, urban agriculture projects provide neighborhood amenities and can contribute to a positive community image. Because of the diversity of its forms and benefits, urban agriculture can be seen as a powerful tool in a planner's repertoire.



When asked for specifics on how to help, Rosalind explained that the costs for running her garden were considerable. Her water bill alone is \$8,000 per year. Considering the native soil of Las Vegas has few of the nutrients needed to support a garden, fertile soil must be purchased and brought in. Rosalind estimates her soil cost is about \$3,000. Factor in the cost of materials, gardening equipment, and other expenses, and you start to get a sense of her considerable burden, especially given that Rosalind still has to support herself with a full-time job. Because her garden is a new non-profit with underdeveloped fund-raising capacity she has decided to cover many of the expenses herself.

Another challenge with running the garden involves permitting. The parcel where the garden sits is zoned residential. Just beyond the garden plots is a mix of older multifamily homes. Strategically, it would make most sense to subdivide the land and change the zoning for the area used as agricultural land from residential. However, Rosalind estimates the permit fees to process this type of application to cost \$3,000, let alone the cost of surveying the land and time investment needed to shepherd the application through the planning process. For the time being, that idea is out of her reach.

Rosalind was also quick to point out communities and cities that have really embraced gardens for their full value. For example, the City of Seattle created the P-Patch program designed to help interested residents utilize vacant space in their community. According to the City's website, "P-Patch Program staff can help evaluate and secure access to your proposed site." This can include working with government agencies, community groups, and private landowners to lease land, test soil, and acquire funding for use at the proposed garden. "If there is one thing the local governments in Southern Nevada could do to help community gardens it would be to help interested groups like the Tonopah volunteers the way these other cities have," said Rosalind.

In the meantime, the Tonopah Community Gardens continue on. Rosalind and her group will continue to accommodate the steady stream of visitors and openly share their enthusiasm, expertise and experiences. Rosalind isn't sure how long the garden can continue given the challenges she faces but she is proud of what she has helped accomplish. "When people ask what more I would like to accomplish I share that I have already exceeded my biggest expectations." Hopefully, the garden does live on and community members continue to be engaged in this garden and others like it around the state.

For more information of the garden, visit:
<http://tonopahgarden.wordpress.com/> and
<http://www.facebook.com/tonopahcommunitygarden>

Photos from the APA member luncheon are available here:
https://picasaweb.google.com/rrojasjr/41311TonopahCommunityGarden?authkey=Gv1sRgCOH-gYj5yb_AVQ&feat=directlink 



Richard Rojas, AICP, is a Planner for the City of Henderson, where he has worked for the past three years. He received his Bachelor of Arts degree in Environmental Studies from UC-Santa Barbara and his Masters degree in City and Regional Planning from Cal Poly San Luis Obispo.

SOUTHERN SECTION OFFICERS (from Pg. 4)

Elections and Terms. The officers of the Southern Section shall be a Director, Assistant Director, Planning Official Representative, Secretary, and Treasurer. The terms of office shall be two years and shall coincide with the calendar year.

Director. The Director shall preside at meetings of the Southern Section, shall represent the Southern Section on the Executive Committee of the Nevada Chapter of APA, and shall provide leadership on Section activities and programs.

Assistant Director. The Assistant Director shall assist the Director in developing activities and programs for the Southern Section. The Assistant Director will preside in the absence of the Director. In the event of incapacity of the Section Director, the Assistant Director shall assume the office of the Director.

Planning Official Representative. The Planning Official Representative of the Southern Section shall provide leadership on Section programs for members of planning commissions, boards of zoning adjustment (BZA), city councils, boards of county commissioners (BCC), etc. The Planning Official Representative must be a member of APA and a member of a planning commission, BZA, city council, or BCC within the section, and shall be elected by the membership at large.

Secretary. The Secretary of the Southern Section shall be responsible for taking minutes at Southern Section meetings, preparing mailings and tabulations for elections and/or bylaw changes. The Secretary shall transmit to the Executive Committee of the Nevada APA Chapter the results of all special Section elections. The Secretary is responsible for updating the Southern Section membership list and preparing a quarterly list of new members.

Treasurer. The Treasurer shall be responsible for maintaining accounts, paying bills, and providing quarterly reports on receipts and expenses for the Southern Section.

MAMMOTH HO!

BRUCE TURNER, AICP

Bright and early on Saturday, September 17th the Las Vegas Ice Age Park Foundation's and Protectors of Tule Springs' Helen Mortenson, Sandy Croteau and Jill DeStefano led a group of about 20 APA members and some family into the proposed 20,000-acre Ice Age National Monument area, near the eastern half of the Upper Las Vegas Wash.

The site is near the Tule Springs National Register Site, designated for its important assemblage of Ice Age animal remains in North America, dating from 10,000 to 200,000 years ago. The Upper Las Vegas Wash is mostly BLM land, with 315 acres owned by the state of Nevada. "Downstream" is the Eglington Preserve. Although the site is threatened by encroaching development and a proposed power transmission corridor, the City of Las Vegas, City of North Las Vegas, Clark County, the State, the Las Vegas Paiute Tribe, NV Energy, and the Bureau of Land Management are among the agencies that have worked with the Ice Age Park Foundation on securing the land for the park and monument.



Helen Mortenson, wearing a pith helmet worthy of the days of the Raj, pointed out the line of mammoths looming on the southern horizon.

The mammoths were actually mammoth-sized houses that represented the mammoths that roamed through the lush marsh 20,000 years ago at the foot of Gass Peak and the Sheep Mountain Range. Animals stuck in the springs left their bones in what is now the world's largest concentration of Ice Age fossils.

After walking about one mile into the mini-Grand Canyon of the Las Vegas Wash, we came upon an historic spring mound containing a mammoth kit — some assembly required. The small brownish objects on the top of the mound were the bones of the mammoth; the white shards in a line to one side were mammoth tusks. After a quick briefing by Sandy, Harrison Thomas (son of City of Henderson Principal Planner Ned Thomas) gave an informative mini tour of the mound. Helen told us of other secret sites where full mammoth skeletons were being excavated. Visitors were instructed to restrict photographs to the ground, keeping all visual reference points such as mountains out of the frame so that people would not be able to identify the location of the site later.

While the Congressional delegation is interested in the Ice Age National Monument proposal, no action has been taken to date. Helen remains optimistic. In the meantime, the half street on which the group parked awaits its northern half, to be constructed when the adjacent land is developed over the mammoth site. The mammoths are holding their own for now — but just barely. For more information, please visit the Las Vegas Ice Age Park Foundation at www.iceagepark.org, or the Protectors of Tule Springs at www.tulespringslv.com. 

FACT PLANNING
92% of Americans consider their neighborhoods safe, and 78% say there is no place within a mile of their house where they would be afraid to walk alone at night.

NOTEWORTHY INFORMATION

Nevada Chapter
American Planning Association
PO Box 95050 MSC 115
Henderson NV 89009-5050
www.nvapa.org

NEVADA PLANNER

The Nevada Planner is a publication of the Nevada Chapter of the American Planning Association, with a circulation of approximately 300 Chapter members, APA leadership, and Chapter Presidents. It is published quarterly.

ARTICLES

To submit articles, ideas for articles, letters, announcements, events, photos, or advertisements, please contact Robert Summerfield, Chapter Vice President, at rsummerfield@lasvegasnevada.gov. The next issue will be published in or around January, 2012.

CHANGES OF ADDRESS

The Nevada Chapter receives all member mailing and email addresses from the National database. To change your mailing address or email address, please log in to www.planning.org and update your information there.

Or, mail your changes to:

Member Records Department
American Planning Association
205 N. Michigan Ave., Suite 1200
Chicago IL 60601
Fax: 312-786-6700

ADVERTISING

Have a service or product that could benefit from exposure to our members? Advertise in the Nevada Planner.

The *Nevada Planner* is a quarterly publication of the Nevada Chapter of the American Planning Association with over 300 members. The newsletter provides information on current planning topics, chapter conferences and activities and job opportunities. Advertisement space in the *Nevada Planner* is now available. Our advertising rate sheet is available on our website (www.nvapa.org) or contact Robert Summerfield for more information.

WANTED WANTED

Newsletter Editor

Would you like to be Editor in Chief of this fine publication? We're looking for someone with the desire, experience, and time to take *The Nevada Planner* under their wing. Our research from other Chapters indicates about 10-15 hours of work are required per issue, and we'll be publishing *The Nevada Planner* quarterly. Job duties include but are not limited to:

- Collect and compile articles, letters, ideas, suggestions, blurbs, pictures, and ads for inclusion in the newsletter.
- Select co-editor(s) and assistants as necessary.
- Work closely with the graphic designer on layout and content.
- Arrange proofreading of all articles.
- Arrange distribution to Chapter members and APA leadership, and posting on Chapter website.
- Report to the Executive Committee at monthly meetings/conference calls.

For more details and if you are interested in volunteering for Editor in Chief, please contact Greg Toth or Robert Summerfield and include a brief explanation of your interest and experience. And thank you in advance!

STAYING CONNECTED

APA Nevada is has gone social! Please connect with us on our revamped Chapter website or our Facebook page to network, share information, and stay up to date on current planning issues and APA Nevada news.

