

# VIRGINIA

TOWN & CITY

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The magazine of the  
Virginia Municipal League



**The distinctive city**  
Community appeal  
drives economic prosperity



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## About the cover

The Urban Land Institute's Edward T. McMahon, a keynote speaker at two VML annual conferences, offers suggestions for developing and maintaining vibrant cities in two stories this month. The articles begin on page 8 and page 10.

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### The distinctive city: Community appeal drives economic prosperity

Cities seeking the recipe for economic success in a rapidly changing global marketplace should remember that while change is inevitable, the destruction of a community's unique character and identity is not. Progress does not demand degraded surroundings. Communities can grow without destroying the things that people love.

By Edward T. McMahon

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### Embracing density without high-rises is possible

When it comes to land development, Americans famously dislike two things: too much sprawl and too much density. Over the past 50 years, the pendulum swung sharply in the direction of spread-out, single use, drive everywhere for everything, low density development. Now the pendulum is swinging back.

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### 2012 VML Annual Conference: Make plans to come to Williamsburg

Make plans now to attend the 2012 VML Annual Conference to be held Sunday through Tuesday, Sept. 23-25, at the Williamsburg Lodge in the Historic Area of Colonial Williamsburg. Local government officials will find the two-and-a-half days of workshops, general sessions and roundtables invaluable as they chart the futures of their communities.



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### Outdoor murals vs. sign ordinances

One question that regularly vexes local planning staffs and governing bodies is how to regulate murals painted on a building in which a business operates. Is the mural a sign that is subject to the size and location restrictions in the sign ordinance part of the zoning rules or is it public art?

By Mark K. Flynn

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## 5 cited in Arlington for crisis work

Five members of the Arlington County Police Department have been recognized for their outstanding work in responding to calls that involve people in mental health crisis.

Capt. **Andy Penn**, Officer **Garrett Bombard**, Sgt. **Eliseo Pilco**, Officer **Ben Brown-Bieber** and Deputy **Andrew Flowers** received the National Alliance on Mental Illness – Northern Virginia Chapter 2012 Crisis Intervention Team award at a banquet on June 7.

## VMCA selects Keatts as ‘clerk of the year’



- Keatts -

**Patricia Keatts**, MMC, town clerk in Rocky Mount, was selected the 2012 Virginia Municipal Clerks Association “Clerk of the Year” at the organization’s Annual Conference on April 19 in Newport News.

Keatts was nominated for the award by the entire team of Rocky Mount officials and colleagues who work with her. “She has represented me and my office with the utmost in professionalism and service to the public,” said Mayor Steven C. Angle. Town Manager C. James Ervin said that Keatts has excelled in four core areas: leadership, mentorship, commitment to community and creativity.

During the past five years, Keatts kept things running during a time of transformation for the town government, serving as clerk of council, clerk of the Planning Commission, administrative assistant to the Planning Department and executive assistant to the town manager. Finance Director Linda Woody described Keatts as the “glue” that holds the town staff together.

In addition, Keatts played an instrumental role in helping to create a volunteer program for the town when a moratorium was placed on replacing town employees.

## City attorney retires in Newport News



- Katz -

Newport News City Attorney **Stuart Katz** retired June 1 after 17 years in the position.

Katz, who served as an assistant city attorney and city attorney in

Portsmouth before taking the job in Newport News, is a longtime member of the Local Government Attorneys of Virginia. He served in the U.S. Navy and the U.S. Navy Reserves.

## Byron Haner dies; served Roanoke

**Byron E. Haner**, a former city manager of Roanoke and Colonial Heights, died June 13. He was 91.

According to a news account published in the *Richmond Times-Dispatch*, Haner was the first American to fly the polar supply route with the Royal Canadian Air Force during World War II. He ferried bombers and personnel across the Atlantic and flew over the Himalayan Mountains to China with the Army Air Forces.

After retiring as a major in 1967, Haner served as city manager of Roanoke and twice as city manager of Colonial Heights, according to the newspaper. He used techniques learned during his time in the Air Force to instill a military management structure in Roanoke in an effort to improve local government efficiency.

*Have news about personnel in your city, town or county government? Send information to David Parsons via e-mail at [dparsons@vml.org](mailto:dparsons@vml.org).*

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## Study: Va., Fla. have best building codes

**V**IRGINIA AND FLORIDA received the highest marks in a survey that looks at building codes in hurricane-prone states.

The Insurance Institute for Business & Home Safety conducted an analysis, evaluation and comparison of building code and enforcement systems recently for residential buildings in the 18 states most vulnerable to catastrophic hurricanes. Florida and Virginia tied for the highest score, with 95 out of a possible 100 points. Institute spokesman Joseph King said that the two states scored high because of their combination of strong statewide residential building codes and comprehensive regulatory processes for building code officials, contractors and subcontractors.

Specifically, the survey said: “Virginia (95 points) has a statewide mandatory code and enforcement. The state has adopted the 2009 edition of the International Residential Code, but with the sprinkler provisions deleted. Virginia requires mandatory code adoption and mandatory code enforcement statewide. The state does not allow local amendments to the code.


“Less positively, the state has amended the code to require “engineered” plans in the 110 mph wind region instead of the 100 mph wind region. Virginia requires code official certification and training, but it is not a prerequisite to employment. Virginia, as well as many

other states, allows a code enforcement official to receive “on the job training” prior to sitting for examination for certification. Usually, the inspector is required to receive intense supervision while on the job, and has a limited amount of time to complete course work and the examination. If the required course work and examination are not completed within the stated time period, the temporary certification is lost as is employment.

“Virginia licenses general, plumbing, mechanical, electrical and roofing contractors. General contractors and roofing

contractors, however, are not required to complete continuing education,” the institute concluded.

Emory Rodgers, deputy director of building and fire regulations for the Virginia Department of Housing and Community Development, said that “... The institute’s ranking is evidence that Virginia remains at the forefront of promoting building safety.”

“Virginia is a leader in the code development process at the state and national levels,” said Vernell Woods, deputy building official in Norfolk and president of the Virginia Building and Code Officials Association. “Our ongoing involvement in code development ensures that progress will continue to be made in building safety and energy efficiency.” 



### Henrico branch library certified LEED Silver

Henrico County’s Glen Allen Branch Library has received LEED Silver certification from the U.S. Green Building Council in recognition of a variety of energy-saving measures that were incorporated into its renovation. The library is the first Henrico County general government facility to receive LEED certification under a policy backed by the Board of Supervisors about two-and-a-half years ago.

The library, which reopened

in October 2010 following an \$8.3 million renovation and expansion, features energy-efficient heating and air conditioning systems, a low-flow plumbing system and building materials made from recycled content. The building also has preferred parking for fuel-efficient vehicles and a kiosk that highlights its daily energy use.

LEED, which stands for Leadership in Energy and Environmental Design, establishes a benchmark for the design, construction and operation of “green” buildings. It balances some increased costs for design and construction against greater long-term

savings from more-efficient use of water and energy and other benefits, such as improved air quality.

### Vienna structure added to historic register

The National Park Service has added the Freeman Store and Museum in the **Town of Vienna** on the National Register of Historic Places. The structure was previously listed on the Virginia Landmarks Register and is the only structure in town to hold the highly sought-after designations.

Built in 1859 and originally known as Lydecker Store, The Free-

man Store and Museum operated as a general store until the late 1920s and then served as a residence until 1955. The building also operated as a post office and served in various capacities for both the Federal and Confederate armies during the Civil War.

It was sold to the town by Leon Freeman's daughter in 1969 and was restored by the town 1976 as a U.S. Bicentennial project. Since then, the Freeman Store and Museum has been operated by Historic Vienna Inc.

**Henrico TV wins Emmy for program**



A feature program produced for **Henrico County** Television won a 2011 Emmy from the National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences.

The 29-minute program "Airwaves

of Yesteryear: Early Television in Central Virginia," produced and directed by **Geoff Weidele**, received the award in the category of arts and entertainment program or special. The winners were announced during The 54th Emmy Awards ceremony held Saturday at the Newseum in Washington.

The Emmy was the first won by Weidele and the fourth by Henrico County Public Relations & Media Services since it launched HCTV in 2003 to produce original programming focused on Henrico.

**ELSEWHERE ...**

The Town of **Altavista** has upgraded its website with a number of new features, including links that allow residents and visitors to view Facebook posts and receive Twitter feeds. Check it out at [www.altavistava.gov](http://www.altavistava.gov).

... **Arlington County** issued \$108 million of General Obligation Public Improvement Bonds June 5. The bonds were sold through competitive

bid to J.P. Morgan Securities. The county received an average interest rate on the bonds of 2.77 percent, one of the lowest overall rates Arlington has ever seen. ... For the 12th consecutive year, global ratings agency Fitch Ratings has reaffirmed **Arlington County's** debt AAA – the highest rating. ... The **City of Manassas** Public Works and Utilities department received a silver 2011 Excellence in Water Treatment Plant Performance award from the Virginia Department of Health Office of Drinking Water recently. The awards were presented at the 43rd Annual Southeast Rural Community Assistance Project luncheon in Roanoke.

*Have news about your city, town or county government? Send information to David Parsons via e-mail at [dparsons@vml.org](mailto:dparsons@vml.org)*



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# Money Matters for Virginians

## Online courses cover the basics of personal finance

**I**F YOU'RE WONDERING how to begin your financial planning, why not begin with the basics? "Money Matters for Virginians," a series of online courses covering financial basics, is now available on the Virginia Retirement System website at [www.varetire.org/money-matters.asp](http://www.varetire.org/money-matters.asp).

Courses are free and open to the public. No registration is necessary. Each Money Matters course takes about 30 minutes to complete and covers various financial topics from banking basics to more complicated subjects such as home finance. Help get the word out to your residents about this resource by promoting it in your internal and external communications, or adding a link to the course homepage from your local government website.

Courses include:

**Banking** – finding the best account for you; the different types of electronic banking; the differences between a savings account, money market and CD.

**Credit** – how to establish good credit; what your credit score means; interest rates and what affects them; how to read your credit report; how to make sure your credit report is accurate; how to improve your credit score.

**Taxes** – understanding tax brackets; figuring your withholding amounts; how to reduce your taxable income; filing taxes; how long to keep different tax records.


**Investments** – the types of asset classes and advantages and risks of each one; stock characteristics; bonds; cash equivalents such as CDs, money market accounts, real estate holdings and their advantages and risks; the importance of asset allocation and the advantages of diversification; rates of return.

**Financial Planning** – determining your net worth; how to set short-, mid- and long-term goals; saving for college; saving for retirement; prepar-

ing for the unexpected; protecting yourself and your family through life and health insurance, disability



protection and long-term care.

**Home Finance** – planning for home ownership; prequalifying for a mortgage; avoiding overextending; types of mortgages; the buying process; equity and refinancing; tapping into your home's equity. 



## Bike to Work Day in Falls Church

**T**HE CITY OF Falls Church's first official Bike to Work Day May 18 proved to be a huge success. More than 350 bicyclists came through the morning and afternoon Pit Stop on the W&OD Trail at Grove Avenue that Friday. Attendees enjoyed a raffle, ice cream and smoothie samples, free bike tuning, live music, yoga, and bike safety demonstrations. Across the region, more than 12,700 commuters participated in Bike to Work Day.



# Staunton wins statewide 'Best in Show' CVB award

**T**HE CITY OF STAUNTON won the "Best in Show" award at the Virginia Association of Convention and Visitors Bureaus spring meeting in Hampton.

According to VACVB officials, 38 of the state's best tourism programs were nominated, and Staunton's integrated marketing, advertising, public relations campaign was selected by its peers for the 2012 "Best in Show" award.

"I think it was Staunton's strong brand – integrated in print, online and publicity – which, when combined with great results they achieved, really caught the attention of all the other CVBs," said Brian Gorg, operations manager for the VACVB.

"Come for the culture. Stay for the local vibe" is a multi-channeled campaign that helps brand Staunton as a distinctive, arts-rich community. The integrated campaign includes print and online advertising, web-site, social media

and public relations components.

"The city's thriving local culture, local food and local music scenes are all helping put Staunton on the must-see list for visitors to Virginia," said Sheryl Wagner, Staunton's director of tourism.

Despite the nation's weak economy, Staunton has performed relatively well, reported Wagner.

- In 2011, Staunton lodging taxes increased 9.5 percent over the previous year.
- American Shakespeare Center attendance was up 15 percent over the prior year.
- The RR Smith Center for History and Art recorded a 17 percent increase in visitation in 2011.
- In 2011, Sunspots Studios saw a 15 percent jump in customers from the previous year.
- Organizers say that attendance at the classical Staunton Music Festival jumped more than 25 percent in 2011.

"We're seeing an increase in online visitors as well. In 2011, we saw an increase of 8.2 percent in traffic to our website over 2010, and we have a huge and growing community of active Facebook and social media users," Wagner said.

The association's VIRGO Awards are split into 15 categories. The winners were:

- 1. Advertising & Promotions:** Broadcast: discoverLynchburg, "The Burg on TV in DC"
- 2. Advertising & Promotions / Combination:** Hampton

- 3. Advertising & Promotions / Interactive:** Orange CVB, "Experience, Remember, Celebrate Orange County Via the Web"

- 4. Advertising & Promotions / Online & eMarketing:** Visit Fairfax, "2011 Visit Fairfax Online Marketing Campaign"

- 5. Advertising & Promotions / Print:** discoverLynchburg, "Meet Lynchburg"

- 6. Destination Event of the Year:** Prince William CVB, "Reenactment of the Battle of 1st Manassas/Bull Run"

- 7. DMO "Rising Star" Leadership Award:** Hampton CVB, "Bruce Newton - Rising Star"

- 8. Eco-Tourism:** Suffolk Division of Tourism, "10th Annual Suffolk Swamp Roar Motorcycle Rally"

- 9. Heritage Tourism:** Suffolk Division of Tourism, "Legends of Main St.: A Suffolk Ghost Walk"

- 10. International Marketing & Promotions:** Visit Fairfax, "2011 Visit Fairfax International eMail Campaign"


- 11. Public Relations Initiative:** discoverLynchburg, "The Excellence Express"

- 12. Regional Marketing Initiative:** Coastal Virginia Tourism Alliance (CVTA), "Coastal Virginia Branding"

- 13. Sales Manager / Team of the Year:** Chesapeake CVB, "Sales Manager of the Year - Janet T. Wenger"

- 14. Visitor Center of the Year:** Suffolk Division of Tourism, "Suffolk Visitor Center & Pavilion"

- 15. Best in Show:** Staunton CVB, "Love the Local Vibe"

The VIRGO Travel / Tourism Awards Program is organized by the Virginia Association of Convention and Visitors Bureaus (VACVB). This awards program recognizes and celebrates the state's best destination marketing programs. 



CVB, "This Is Hampton"

# The distinctive city

## Community appeal drives economic prosperity

**A**ROUND THE WORLD, cities are seeking the recipe for economic success in a rapidly changing global marketplace. Indispensable assets in a post-industrial

By Edward T. McMahon

economy include: well-educated people, the ability to generate new ideas and to turn those ideas into commercial realities, connectivity to global markets, and multi-modal transportation infrastructure.

Another critical – but often forgotten – asset is community distinctiveness. If I have learned anything from my career in urban planning, it is this: a community's appeal drives economic prosperity. I have also learned that, while change is inevitable, the destruction of a community's unique character and identity is not. Progress does not demand degraded surroundings. Communities can grow without destroying the things that people love.

In 2010, the Knight Foundation teamed up with Gallup pollsters to survey 43,000 people in 26 cities (where Knight-Ridder had newspapers). The so-called "Soul of the Community Survey" was designed to answer questions such as: What makes residents love where they live? What attracts people to a place and keeps them there?

The study found that the most important factors that create emotional bonds between people and their community were not jobs and the economy, but rather "physical beauty, opportunities for socializing and a city's openness to all people." The Knight Foundation also found that communities with the highest levels of attachment also had the highest rates of gross domestic product growth and the strongest economies.

Place is more than just a location on a map. A sense of place is a unique collection of qualities and characteristics – visual, cultural, social, and environmental – that provide meaning to a location. Sense of place is what makes one city or town different from another, but sense of place is also what makes our physical surroundings worth caring about.

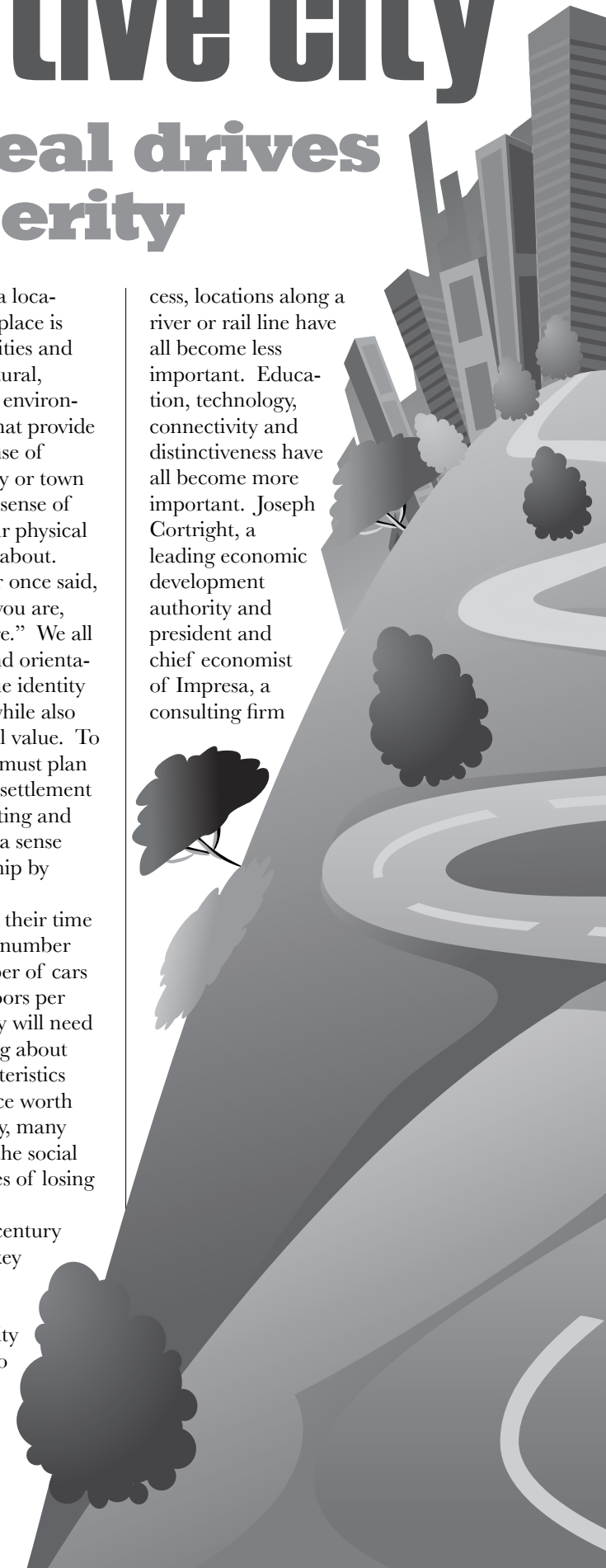
Author Wallace Stegner once said, "If you don't know where you are, you don't know who you are." We all need points of reference and orientation. A community's unique identity provides that orientation, while also adding economic and social value. To foster distinctiveness, cities must plan for built environments and settlement patterns that are both uplifting and memorable and that foster a sense of belonging and stewardship by residents.

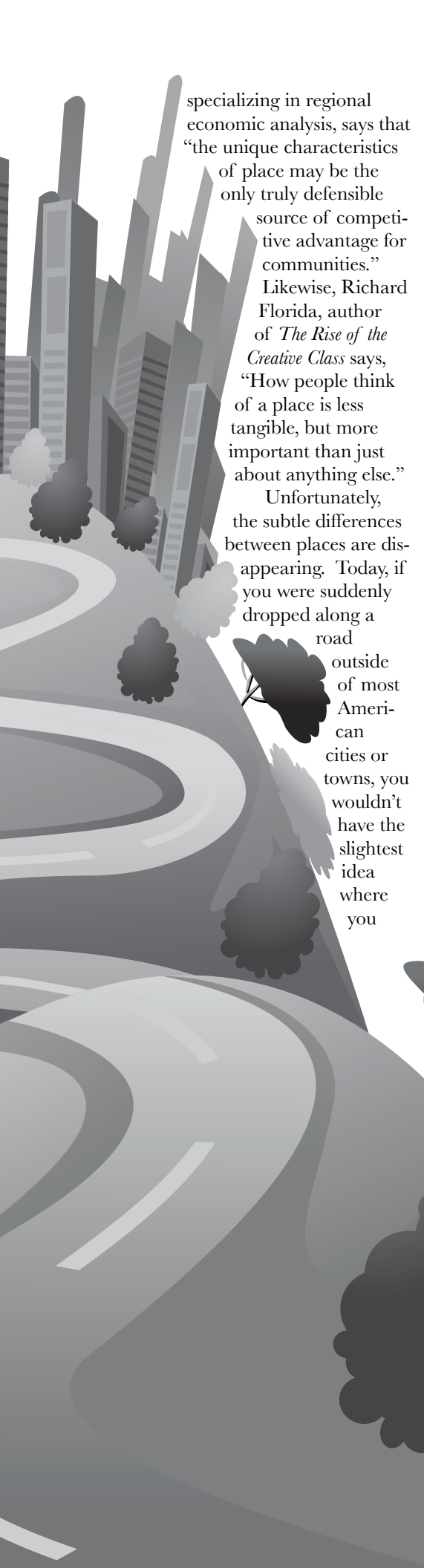
Planners spend most of their time focusing on numbers – the number of units per acre, the number of cars per hour, the number of floors per building. In the future, they will need to spend more time thinking about the values, customs, characteristics and quirks that make a place worth caring about. Unfortunately, many communities are suffering the social and economic consequences of losing their distinctiveness.

When it comes to 21st century economic development, a key concept is community differentiation. If you can't differentiate your community from any other, you have no competitive advantage.

Capital is footloose in a global economy. Natural resources, highway ac-

cess, locations along a river or rail line have all become less important. Education, technology, connectivity and distinctiveness have all become more important. Joseph Cortright, a leading economic development authority and president and chief economist of Impresa, a consulting firm





specializing in regional economic analysis, says that “the unique characteristics of place may be the only truly defensible

source of competitive advantage for communities.”

Likewise, Richard Florida, author of *The Rise of the Creative Class* says, “How people think of a place is less tangible, but more important than just about anything else.”

Unfortunately, the subtle differences between places are disappearing. Today, if you were suddenly dropped along a road outside of most American cities or towns, you wouldn’t have the slightest idea where you

were because it all looks the same, including the building materials, the architectural styles, the chain stores, and the outdoor advertising. Technology and the global economy make it easy for building plans drawn up at a corporate office in New Jersey to be applied over and over again in Portland, Phoenix, Philadelphia or a thousand other communities. Over the past 50 years many of the world’s cityscapes and townscapes have gone from the unique to the uniform, from the stylized to the standardized.

In recent months, there have been several surveys published, such as Zipcar’s *Future Metropolis Index* and Fast Company’s *Most Innovative Cities* list, ranking cities based on sustainability, innovation and efficiency. Some of the factors that were evaluated included the number of green buildings, the percentage of hybrid cars and the number of patents issued. These are all important, but sustainability is about more than new technologies. At its most basic, “sustainable” means enduring. A sustainable community is a place of enduring value. Doug Kelbaugh, the dean of the University of Michigan School of Architecture, put it this way, “If a building, a landscape or a city is not beautiful, it will not be loved; if it is not loved, it won’t be maintained and improved. In short, it won’t be sustained.”


Distinctiveness involves streetscapes, architecture and historic preservation, but as Cortright points out, it also involves cultural events and facilities, restaurants and food, parks and open space and many other factors. “Keep Austin Weird” is more than a slogan; it is a recipe for economic success. A distinctive city is a city that the young and well-educated want to live in, that boomers want to retire to, and most certainly a city that people want to visit.

According

to The World Bank and the World Travel and Tourism Council, tourism is the largest industry in the world. Tourism is about visiting places that are different, unusual and unique. The more one city comes to look and feel just like every other city, the less reason there is to visit. On the other hand, the more a city does to enhance its uniqueness, whether that is cultural, natural or architectural, the more people will want to visit. It is no accident that Paris – a city that looks and feels different – gets 27 million visitors per year, more than any city on the planet, according to Lonely Planet.

Arthur Frommer, one of the world’s leading travel experts and founder of the well-known travel guide company, says that among cities and towns with no recreational appeal, those that preserve their past continue to enjoy tourism. Those that haven’t, receive almost no tourism at all. Frommer has been quoted as saying, “Tourists simply won’t go to a city that has lost its soul.”

In the future, planners will have to help communities adapt to change while maintaining or enhancing the things that they value most. Lyman Orton, the principal of the Orton Family Foundation, a philanthropic organization that supports community development, calls this “heart and soul planning.” It is both a process and a philosophy. The process seeks to engage as many people as possible in community decision making. The philosophy recognizes that special places, characteristics and customs have value.

Given all of this, I believe that one of the big questions for cities in the future will be: Do you want the character of your city to shape the new development, or do you want the new development to shape the character of the city? 

#### **About the author**

*Edward T. McMahon is the Senior Resident Fellow and Charles Fraser Chair on Sustainable Development and Environmental Policy at the Urban Land Institute.*

# Embracing density without high-rises is possible

**W**HEN IT COMES to land development, Americans famously dislike two things: too much sprawl and too much density. Over the past 50 years, the pendulum swung sharply in the direction of spread-

By Edward T. McMahon

out, single use, drive everywhere for everything, low density development.

Now the pendulum is swinging back. High energy prices, smart growth, transit oriented development, new urbanism, infill development, sustainability concerns: are all coalescing to foster more compact, walkable, mixed use and higher density development.

The pendulum swing is both necessary and long overdue. Additionally, there is a growing demand for higher density housing because of demographic and lifestyle preference changes among boomers and young adults. The problem is that many developers and urban planners have decided that density requires high



rises: the taller, the better. To oppose a high-rise building is to run the risk of being labeled a NIMBY, a dumb growth advocate, a Luddite – or worse.

Buildings 20, 40, 60 even 100 stories tall are being proposed and built

in low and mid-rise neighborhoods all over the world. All of these projects are justified with the explanation that if density is good, even more density is better. Washington, D.C. is just the

latest low or mid-rise city to face demands for taller buildings. Yet Washington is one of the world's most singularly beautiful cities for several big reasons: first, the abundance of parks and open spaces, second, the relative lack of outdoor advertising (which has over commercialized so many other cities), and third a limit on the height of new buildings.



I will acknowledge that the “Buck Rogers”-like skylines of cities like Shanghai and Dubai can be thrilling – at a distance. But at street level they are often dreadful. The glass and steel towers may be functional, but they seldom move the soul or the traffic as well as more human scale, fine-grained neighborhoods. Yes, we do need more compact, walkable higher density communities. But no we do not need to build thousands of look-a-like glass and steel skyscrapers to accomplish the goals of smart growth or sustainable development.

In truth, many of America's

finest and most valuable neighborhoods achieve density without high rises. Georgetown in Washington, Park Slope in Brooklyn, the Fan in Richmond, and the French Quarter in New Orleans are all compact, walkable, charming – and low rise. Yet, they are also dense: the French Quarter has a net density of 38 units per acre, Georgetown 22 units per acre.

Julie Campoli and Alex MacLean's book *Visualizing Density* vividly illustrates that we can achieve tremendous density without high-rises. They point out that before elevators were

invented, two- to four- story “walk-ups” were common in cities and towns throughout America. Constructing a block of these type of buildings could achieve a density of anywhere from 20 to 80 units an acre.

Mid-rise buildings ranging from 5 to 12 stories can create even higher density neighborhoods in urban settings, where buildings cover most of the block.

Campoli and McLean point to Seattle where mid-rise buildings achieve densities ranging from 50 to 100 units per acre, extraordinarily high by U.S. standards.

Today, density is being pursued as an end in itself, rather than as one means to building better cities. According to research by the Preservation Green Lab, fine grained urban fabric – for example of a type found on Washington’s Capitol Hill, the U Street Corridor, NOMA and similar neighborhoods – is much more likely to foster local entrepreneurship and the creative economy than monolithic office blocks and apartment towers. Perhaps cities like Washington, should consider measuring density differently. Instead of looking at just the quantity of space, they should also consider the 24/7 intensity of use. By this measure, one block of an older neighborhood might include a community theatre, a coffee shop, an art gallery, two restaurants, a bicycle shop, 10 music rehearsal studios, a church, 20 apartments and a couple of bars, and all with much more 24/7 activity and intensity of use than one block of (much taller) office buildings on K Street.

In addition to Washington, St. Petersburg, Russia; Basel, Switzerland; Edinburgh, Scotland and Paris, France are just a few of the hundreds of cities around the world where giant out-of-scale skyscrapers have been recently proposed in formerly low or mid-rise historic settings. The issue of tall buildings in historic cities is not a small one. City after city has seen fights between those who want to preserve neighborhood integrity and those who want Trump towers and “starchitect” skyscrapers. Prince Charles, for example recently criticized the “high-rise free for all” in London which he said has left the city with a “pockmarked skyline and a degraded public realm.” Today, skyscrapers called the “Shard” and the “Gherkin” loom over the Tower of London, St. Paul’s Cathedral, and other famous landmarks. Whatever one thinks of Prince Charles, there’s no question that he has raised some important issues about the future of the built environment. These include:

1. Does density always require high rises?
2. Are historic neighborhoods adequately protected from incompatible new construction?
3. What is more important – the

ability of tall buildings to make an architectural statement, or the need for new buildings to fit into existing neighborhoods?

4. Should new development shape the character of our cities – or should the character of our cities shape the new development?

I love the skylines of New York, Chicago and many other high-rise cities. But I also love the skylines of Washington, Charleston, Savannah, Prague, Edinburgh, Rome and other historic mid- and low-rise cities. It would be a tragedy to turn all of these

remarkable places into tower cities. Density does not always demand high-rises. Skyscrapers are a dime a dozen in today’s world. Once a low rise city or town succumbs to high-rise mania, many more towers will follow, until the city becomes a carbon-copy of every other city in a “geography of nowhere.” **VTC**

**About the author**

*Edward T. McMahon is a Senior Resident Fellow at the Urban Land Institute in Washington, D.C. The opinions expressed are his own. Courtesy of Citizwire.net.*



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# Conference Registration Form

September 23-25, 2012

Colonial Williamsburg

VML Annual Conference

310 South England St., Williamsburg, VA 23187

Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

Title \_\_\_\_\_ Locality/Agency/Firm \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Name of Spouse (If attending) \_\_\_\_\_

(Spouse/guests must be registered to attend receptions and host locality night)

**Basic Registration Fee** (includes activities on Sunday, Monday and Tuesday, except for ticketed events listed below; partial registration fees are not available).

Please check appropriate registration fee:

<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member	<input type="checkbox"/> Spouse
<input type="checkbox"/> \$340	<input type="checkbox"/> \$450	<input type="checkbox"/> \$130

**Ticketed Events** (please check the events you wish to attend and note additional charges for each event):

- Patriot Pass (3 day admission to most Colonial Williamsburg buildings, exhibits and day time events - \$18)
- VML Golf Tournament. Sunday 9 a.m. shotgun start - Green Course at the Golden Horseshoe Golf Club. (registration form will be mailed upon receipt of \$60 tournament fee). **Must register by Sept. 15.**

**Optional Spouse Activity**

Tour and lunch at DeWitt Wallace Decorative Arts Museum. Price includes Patriot Pass. (Monday - \$35)

**Total Registration Fees Due**

Name of golfer: \_\_\_\_\_

- National Black Caucus of Local Elected Officials luncheon. (Monday - \$30)
- Virginia Local Government Managers Association Luncheon. (Monday - \$30)
- Prayer Breakfast. (Tuesday - \$25)
- Women in Local Government Luncheon. (Tuesday - \$30)

\$ \_\_\_\_\_

Check enclosed (check must be received within 30 days of registration) OR

Purchase Order No. \_\_\_\_\_

**We do not bill for registration fees.** Please return completed form and purchase order or check payable to Virginia Municipal League, P.O. Box 12164, Richmond VA 23241. If this form is faxed, please do not mail. You may register on-site at the conference. For additional information call VML at 804/649-8471, Fax: 804/343-3758.

**Deadline for registration refunds is Aug. 23, 2012.** Refunds will not be given after this date. Please give notification of cancellations by fax or letter.



# Room Reservation Form

September 23-25, 2012

Colonial Williamsburg

310 South England St., Williamsburg, VA 23187

VML Annual Conference

## General Instructions

This form must be used to secure your housing accommodations for the 2012 VML Annual Conference or the Mayor's Institute in Williamsburg, VA. All requests must be received in writing on this room reservation form. Each person requesting housing must submit a separate form. You may use a photocopy of this form if necessary. Please follow the instructions listed below to reserve your housing.

- Hotel rooms at the special VML rate are **only available to people registered** for the VML Annual Conference or the Mayors Institute (Sept. 22-23).
- A **minimum 2 night stay is required** at the Williamsburg Lodge. Hotel reservations will not be made until VML has verified that your conference registration fee has been paid.
- Use a **separate form** for each housing reservation required. Photocopy this form, if necessary, to request housing for multiple registrants. Couples need to only submit one form.
- Reservations must be guaranteed by a major credit card. No checks will be accepted to guarantee room reservations.** The credit card will not be charged unless you fail to show up for your reserved room.
- Your housing confirmation will show the exact cost amount, including tax, of your reserved room. You may bring a check in this amount to the hotel with you to pay for your room if you do not wish to pay by credit card.**
- Deadline for reservations is August 13, 2012.** Requests received after that date will be handled on a space available basis with no guarantee that the special VML rate will be available.
- Deadline for cancellations of housing reservations without penalty is 72 hours prior to your scheduled arrival.

**PLEASE PRINT CLEARLY  
AND ANSWER ALL QUESTIONS BELOW**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Title: \_\_\_\_\_ Locality or Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Email CC to: \_\_\_\_\_

Indicate your order of preference (circle 1 or 2). **Room reservations cannot be confirmed until VML Conference registration is paid.** All reservations must be made through the VML housing bureau to get the conference rate. **The hotels will not take reservations directly.**

Hotel & Address	Pref. #	No. of beds in room	No. of people in room	Daily Rates Incl. Tax
Williamsburg Lodge 310 South England St., Williamsburg, VA 23187	1 or 2	1 or 2	1 or 2	\$220.90
Woodlands Hotel & Suites 105 Visitors Center Drive, Williamsburg, VA 23187	1 or 2	1 or 2	1 or 2	\$172.50

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_  Check if attending the Mayors Institute, Sept. 22-23.

Please note any special disability accommodations needed \_\_\_\_\_

Guarantee my hotel reservation by:  Visa  Mastercard  American Express  Discover

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please return completed form to: VML Housing Bureau  
P.O. Box 241  
Washington, VA 22747

Phone: (540) 675-3118  
Fax: (540) 675-3176  
Email: VML@brmg.com

Confirmations will be emailed to the address(es) provided on your reservation form.



## VML Annual Conference

# Preliminary Agenda

September 23-25, 2012

Colonial Williamsburg

310 South England St., Williamsburg, VA 23187

All activities take place at the Williamsburg Lodge, with the exceptions of the golf tournament, Host Night reception and Monday spouses' ticketed event.

## Sunday, September 23

9 a.m.	VML Golf Tournament (details to be announced)
Noon - 6:30 p.m.	Registration
1 - 6:30 p.m.	Exhibit Hall
2 - 5 p.m.	Using Volunteers in Emergency Situations
3 - 5 p.m.	Legislative Committee Meeting
5 p.m.	Nominations Committee
5:30 - 6:30 p.m.	Opening Reception

## Monday, September 24

8 a.m. - 1 p.m.	Exhibit Hall
8 a.m. - 4 p.m.	Registration
8 - 8:45 a.m.	Coffee & Tea in the Exhibit Hall (Note: continental breakfast will not be available)
9 - 11:45 a.m.	Opening session Presentation of Colors Pledge of Allegiance Keynote Speakers Refreshment Break President's Report Report of Nominations Committee Invitation to 2013 Annual Conference
10 a.m. - 1 p.m.	Spouses Activity: Tour & Lunch at the DeWitt-Wallace Decorative Arts Museum (ticketed event)
11:45 - 1 p.m.	NBC-LEO Program and Luncheon (ticketed event)
11:45 a.m. - 1 p.m.	Virginia Local Government Management Association Luncheon (ticketed event)
11:45 - 1 p.m.	Lunch in the Exhibit Hall
12:55 p.m.	Exhibit Hall / Raffle Drawing
1:15 - 2:30 p.m.	Concurrent Sessions
2:30 - 2:45 p.m.	Refreshment Break

2:45 - 4 p.m. Concurrent Sessions

6 p.m. Host Night  
Sponsored by the City of Williamsburg  
6 p.m. Reception at the Rockefeller Building & Colonial Williamsburg Spa Garden, 7 p.m. Dinner, Virginia Room, Williamsburg Lodge

## Tuesday, September 25

7:45 - 8:45 a.m.	Annual Prayer Breakfast (ticketed event) Held each year in honor of the league's past presidents
8 - 8:45 a.m.	Coffee & Tea in the Exhibit Hall (Note: continental breakfast will not be available)
9 - 10:15 a.m.	General Session Recognition of Go Green Certificate Recipients
10:15 - 10:30 a.m.	Refreshment break
10:30 - Noon	Concurrent Section Meetings City Section Elections & Workshop Town Section Elections & Workshop Urban Section Elections & Workshop
Noon - 1:15 p.m.	Women in Local Government Luncheon (tickets required)
Noon - 1:15 p.m.	VML Insurance Programs Annual Meeting Brief update on VML Insurance Programs & elections of board members for 2013. Open to all. Lunch will be served.
1:15 - 2:45 p.m.	Concurrent Workshops & Local Government Round Tables
3 - 4:30 p.m.	Business Meeting & Election of Officers Election of Officers for 2012-2013 Executive Director's Report Adoption of 2013 Policy Statements Adoption of 2013 Legislative Program
5:30 - 6:15 p.m.	Reception
6:15 - 9 p.m.	Annual Banquet Remarks by Incoming President Presentation of Achievement Awards Entertainment



# What you need to know about the VML Annual Conference

## Sept. 23-25, Williamsburg Lodge

**Additional program details.** As conference details are confirmed, additional information will be available in *Update* and on the VML website ([www.vml.org](http://www.vml.org)).

**Attire.** Business attire is preferred for the Sunday reception and Tuesday banquet. Business or business casual attire is appropriate for conference general sessions, workshops, and ticketed events. Casual dress is appropriate for Host Night.

**Golf tournament.** The tournament will be played at the Green Course at the Golden Horseshoe Golf Course. The shotgun start time is 9 a.m.; the \$60 charge includes cart, greens fee and lunch. Registration deadline is **Sept. 15**; no tournament registrations will be accepted after that date. Please contact the league office for additional details.

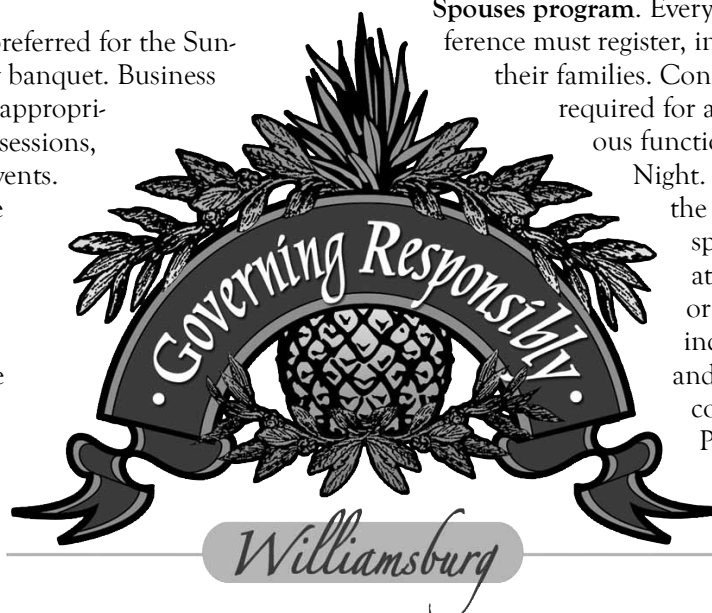
**Conference registration.** You may pick up your conference registration packet at the VML registration booth at the Lodge on Sunday, Sept. 23, from 1 - 6:30 p.m.; Monday, Sept. 24, from 8 a.m. to 4 p.m., and Tuesday, Sept. 25, from 8 a.m. to noon.

**Transportation.** Shuttle service will be available between the Woodlands and the Lodge.

**Volunteerism session.** A special session on how to use volunteers effectively in emergencies will be held on Sunday, Sept. 23. Learn how local governments can harness and direct their community resources in situations ranging from a natural disaster to finding a lost child.

**Exhibit Hall.** The Exhibit Hall will be open Sunday 1 - 6:30 p.m. and Monday 8 a.m. - 1 p.m.

**Spouses program.** Everyone attending the conference must register, including members and their families. Conference name badges are required for attendance at the various functions including Host City Night. Tickets will be collected at the ticketed events. A special spouse activity on Monday at the DeWitt Wallace Decorative Arts Museum will include a docent-guided tour and a group luncheon. The cost is \$35, which includes a Patriot's Pass and lunch.



## VML Annual Conference

**Conference Colonial Williamsburg Pass.** Participants may purchase a pass that covers admission to the Colonial Williamsburg

Foundation's exhibit sites, museums and most day-time programs. The price is \$18 and may be purchased through the conference registration form or at the conference.

**Host Night.** Host City Night on Monday will begin at 6 p.m. with an outdoor reception at the Rockefeller Building and Colonial Williamsburg Spa garden, located across the street from the Lodge. At 7 p.m., the Colonial Williamsburg Fifes and Drums will lead attendees to the Lodge for a "Flavors of the Tidewater" buffet. While you dine, listen or dance to the music of The Gurleys, who will supply an evening of lush harmonies and hot picking that will please old friends and new listeners alike.

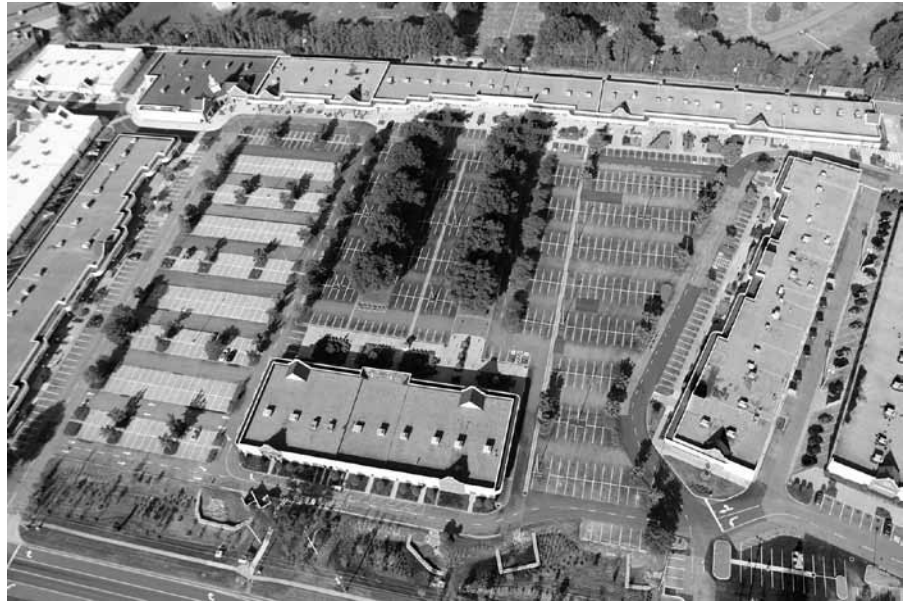
**Questions.** Call or e-mail the league at (804) 649-8471; [e-mail@vml.org](mailto:e-mail@vml.org).

## Pervious concrete paving ideal for municipal storm water management

**S**TORM WATER RUNOFF is the single largest contributing pollutant to waterways. Impervious pavements – parking lots, streets and roads – collect oil, anti-freeze and other automobile fluids that can be washed into streams, lakes and oceans after it rains. The Virginia Department of Conservation and Recreation recognized the need to address storm water runoff when it introduced regulations in the fall of 2011 requiring some municipalities to adopt new storm water regulations protecting property and aquatic resources from storm water runoff. Under the new rules, governments will be required to do more than just show proof of their storm water management program to the state; reporting requirements and inspections will be initiated.

The Virginia Ready-Mixed Concrete Association (VRMCA) is demonstrating to municipalities a more effective and compliant way to approach storm water management: pervious concrete paving. When rain hits a pervious or porous concrete surface, it travels through material that resembles stacked rice cakes, and eventually seeps into the ground; any harmful contaminants are naturally filtered in the process. The initiative is part of the VRMCA's Streets and Local Roads program, a collaboration of the National Ready Mixed Concrete Association (NRMCA), the American Concrete Paving Association (ACPA) and the Portland Cement Association (PCA).

Members of the VRMCA's Streets and Local Roads Committee helped convince Prime Outlets shopping center, one of the top 10 shopping centers in the outlet industry, to feature a pervious concrete parking lot in Williamsburg. The result is the largest pervious parking lot in the country – an environmental feat that helps sustain the surrounding landscape while offering more than 800 added parking spaces.




**The Prime Outlets shopping center in Williamsburg is the site of the largest pervious parking lot in the country.**

A mixture of coarse aggregate, Portland cement, water and little to no sand, pervious concrete has a unique void structure allowing 8-10 gallons of water to pass through each square foot per minute. After passing through the concrete layer, the water is filtered into an underlying stone reservoir, or in the Prime Outlets' case, piped to an underground field of plastic crates that collect, store and eventually release water over time. The filtered rainwater, at the Williamsburg site, is harvested to irrigate surrounding trees, shrubs and flowers.

The decision to construct a street, road or parking lot includes much more than the location and anticipated motor vehicle activity on the pavement surface. Choosing pervious concrete for these projects is a benefit to the environment by lowering the heat island effect, reducing storm water runoff and pollution.

The VRMCA, formed in 1949 of ready-mixed concrete producers and suppliers throughout the Commonwealth of Virginia, is a leading resource of information for the latest technologies and innovations in the

concrete industry. The association offers guidance and support to municipalities and local governments and their design professionals on specifications, compliance, education and certification. The VRMCA and local concrete producers can provide information and assistance on compliance regarding the Virginia Department of Conservation and Recreation storm water management regulations that will create environmental benefits that add to the quality of life of a community. 

### **Contact:**

Virginia Ready Mixed Concrete Association  
250 W. Main St.  
Charlottesville, VA 22902  
434-977-3716  
434-979-2439 FAX  
easter@easterassociates.com  
www.vrmca.com

*VRMCA has three directors of industry services: J. Keith Beazley, Eastern Virginia; Bob Nablo, Western Virginia; and Hessam Nabavi, Northern Virginia.*

# Neighborhood improvement grant program spurs Norfolk residents



**EDITOR'S NOTE:**  
*This is the fourth in a series of articles tracking the success of the City of Norfolk's new Neighbors Building Neighborhoods program.*

**T**HE BLOCK-BY-BLOCK Neighborhood Pride Improvement Grant is a matching grant and a component of the Neighbors Building Neighborhoods (NBN) initiative to help residents realize the many benefits of making visible improvements to their neighborhood.

Taylor Gould, president of Fairmount Park Civic League.

The city was hoping to see some of the neighborhoods that typically have not undertaken projects apply for a grant. Prior to accepting applications, the city provided a workshop on the program to reach out to these neighborhoods, and there were many who attended that fell into this category for a variety of reasons.

"Although there were several neighborhoods that showed interest, many just weren't quite ready due

four other recipients scrambling – not to mention grumbling since there is a cost to becoming a legal entity.

"If they had known this was to be a requirement at the beginning it probably wouldn't have been an issue, but we didn't know ourselves until informed by our legal department,"

**By Kristen Helgeson**

Johnson said. "Working through these unexpected logistics, we learned a lot that will help in improving the program both administratively and in the execution of projects for the next round of grants."

Timing became another issue. This first run of the program had applications due by March 30 and the review process going through April. Extensions were given for the four applicants to become incorporated, and with the approval process for the allocations of funds, commencement of the projects has moved into summer months. And, with summer months comes high temperatures.

The neighborhood of Ballentine is improving its dog park, the Ballentine Bark Park, with a matching grant of \$2,500. The project includes installing permeable pavers to make the entry more ADA accessible.

"Our project is very laborious," said Allyzabethe Ramsey, committee chair of the Ballentine Bark Park. "Getting folks to volunteer in the middle of summer is going to be difficult."

Three of the projects involve landscaping elements that will not be practical to do in the summer. In cases where trees or bushes are part of the project, an extension has been given for the planting to take place in the fall.

An inevitable "bump" also came with permitting and zoning. Here is something that many times just can't be changed and where creativity, persistence and partnerships will ultimately make the difference. The neighborhood of Norview is a NBN pilot neighborhood and is trying to work through a plethora of permitting

*continues on page 19*



**Residents of Elizabeth Park survey one of the areas slated for creating a gateway into their neighborhood as part of a \$2,335 matching grant.**

Besides the obvious benefit of the improvement itself, the program hopes to help neighbors build relationships, learn how to plan projects and recruit volunteers.

The Fairmount Park Civic League, which is embarking on a wetlands restoration and environmental education program with its matching grant of \$1,900, is a good example of accomplishing the grant's objectives. Over the years, the civic league has built a network of several hundred engaged residents and a variety of partnerships.

"Our dedicated residents have formed special partnerships with the Lafayette River Partnership, Keep Norfolk Beautiful and area businesses that have made a real impact on the vitality of our community," said

to things like resident recruiting and application deadline," said Michelle Johnson, public outreach coordinator for the Bureau of Community Enrichment. "However, many said they will be for the next round."

Ironically, some of the recipients of the matching grant would say the same of the city. All-in-all, the program has proved to be successful, but there were a few unexpected "bumps" along the way. The first was how to allocate the funds. All applications had to be endorsed through the neighborhood's civic league or established neighborhood organization. Out of the five recipients only one had created a legal entity for their organization. Without one, the city could not write a check. This left the

**Longer version of job ads posted at [www.vml.org](http://www.vml.org)**

Because of the number of requests it receives to publish job advertisements, VML reduces the length of the position descriptions in Update. A full version of the entire job listings published here for the past two months appears on VML's Web site at [www.vml.org](http://www.vml.org). Visit the VML site and click on "Marketplace" to read the complete descriptions.

**Town Manager, Clarksville**

**SALARY:** DOQ/DOE (+) benefits. Responsible for the general management of the administrative affairs and work of the town; implementing service programs, including water and sewer utility and solid waste collection systems; planning and zoning, economic development and others; and preparation of budgets, reports and proposals for the Town Council. Reqs. bachelor's degree in business, public administration or related field; broad managerial exper. in planning and directing major programs of local public services; or any equiv. comb. of educ. and exper.; ability to devise cost effective approaches to satisfy community needs and aspirations; ability to utilize technology effectively. Direct requests for additional information to the interim town manager at 434-374-8177 or [clarksvillemanager@verizon.net](mailto:clarksvillemanager@verizon.net). Forward resume with min. 3 references to: Screening Committee / Town Manager Position, P.O. Box 1147, Clarksville, VA 23927 or to e-mail address above. A background check will be conducted on finalists. Deadline: July 31. EOE.

**Director of Parks and Recreation, Arlington County**

**SALARY:** Negotiable to the \$160,000's (DOQ/DOE (+) benefits. Lead nationally-recognized Department of Parks & Recreation. County has 149 public parks, 86 miles of biking/jogging trails and 13 community centers, all of which are highly utilized. The county has 1,296 acres of public spaces, including 377 acres owned by Arlington Public Schools. The department has 413 FTEs (243 permanent and 950-plus temporary), and more than 9,000 volunteers. FY13 bdtg. includes \$34 million for operating expenditures, \$7 million for revenue, with a proposed 10-year, \$257.5 million CIP bdtg. Online application req'd. Full job announcement and link to application at [www.arlingtonva.us/pers](http://www.arlingtonva.us/pers). Open until filled. EOE.

**Sustainability Coordinator (part-time), City of Fairfax**

**SALARY:** \$32.06-\$49.74 per hour DOQ/DOE. Twenty hours per week. Oversees

coordination of city's sustainability program and policy development. Reqs. thorough knowledge of the principles and practices of sustainability and environmental stewardship related to public policy development; knowledge of measurements, tools of analysis, and industry standards related to sustainability and the environment. Prefer familiarity with municipal govt. operations and the applicability of sustainable and environmentally-sound practices and policies, including life cycle costing and cost/benefit analysis. Prefer bachelor's degree in urban planning, environmental science/studies, engineering, geography, architecture, landscape architecture or public administration. For more info or to apply, go to [www.fairfaxva.gov/personnel/Jobs.asp](http://www.fairfaxva.gov/personnel/Jobs.asp). Open until filled. EOE.

**Safety & Wellness Coordinator, Albemarle County**

**SALARY:** \$47,356-\$56,827 DOQ/DOE (+) benefits. Plans, develops, implements and manages the Albemarle County Safety and Wellness Programs. Must have current knowledge of laws and regs governing worker and worksite safety and health (i.e. OSHA, workers' compensation, Americans with Disability Act, Family Medical Leave Act, etc.); current knowledge of laws and regulations governing medical care, such as HIPAA, etc. Reqs. any comb. of educ. and exper. equiv. to a bachelor's degree and min. 3 yrs. relevant exper. On-line application and complete job description at [www.albemarle.org/jobs](http://www.albemarle.org/jobs). Deadline: July 11. EOE.

**Deputy Chief - Operations (Fire Rescue), Albemarle County**

**SALARY:** \$72,236-\$95,073 DOQ/DOE (+) benefits. Assists the director of fire rescue in planning and directing the activities of the Fire Rescue Department; exercise direct supervision over an assigned division (Administration or Operations). Reqs. any comb. of educ. and exper. equiv. to a relevant bachelor's degree; prefer National Fire Academy Executive Fire Officer graduate. Reqs. 3 yrs. exper. in fire rescue at captain level or above. Prefer exper. as chief officer. Must have valid Va. driver's license, Va. State Fire Officer I & II or equiv. certification, Hazardous Materials Operations, Emergency Medical Technician B, State Fire Programs Instructor Level I. Complete job description and on-line application at: [www.albemarle.org/jobs](http://www.albemarle.org/jobs). Contact: 434-296-5827. Open until filled. EOE.

**Director of Information Technology, Franklin County**

**SALARY:** DOQ/DOE (+) benefits. Performs mngmnt. responsibilities for Dept. of Information Technology. Prefer

knowledge of needs assessment, business case justification, cost/benefit analysis, business process management and computer/telecommunications operations, as well as project management knowledge, including familiarity with systems methodologies.

Reqs. any comb. of educ. and exper. equiv. to a relevant bachelor's degree and min. 5 yrs. exper. in info. technology field, including supervisory exper. Prefer exper. with all facets of IT / systems, including hardware, software, virtualization and networking. Application and complete job description available at the Franklin County Government Center, 1255 Franklin St., Suite #111, Rocky Mount, VA 24151 or apply at [www.franklincountyva.org](http://www.franklincountyva.org). Application review begins July 9. Open until filled. EOE.

**Wastewater Trainee (2 positions), Louisa County Water Authority**

**SALARY:** DOQ/DOE. Assist in operation of the Louisa Regional Wastewater Treatment Plant and Zion Crossroads Wastewater Treatment Plant. Job descriptions and applications available by calling 540-967-1122. To be considered, must submit an application. Faxed or e-mailed applications will be accepted only if followed up with an original signature on a hard copy. Open until filled. EOE.

**Community Relations / Crime Prevention Specialist, Winchester**

**SALARY:** \$37,419-\$59,883 DOQ/DOE (+) benefits. Performs responsible community outreach and educ. work in Police Department. Develop and implement crime prevention programs; develop and disseminate public educ. programs; work with school officials to develop and present crime prevention programs; follow-up with crime victims to assist recovery and prevention efforts; coordinate community events; prepare and release public service and information notices; work with business and education community to develop resources for the dept.; present crime prevention/community education programs in front of large groups; apply for grants. To learn more or apply, visit [www.winchesterva.gov](http://www.winchesterva.gov). Open until filled. EOE.

**Director of Planning, James City County**

**SALARY:** \$76,499 or higher DOQ/DOE (+) benefits. (pop. 68,295) Plans, manages and oversees planning functions. Develops, manages, administers and represents the county planning program; manages Planning Division operations, including development review and comprehensive planning functions. Acts as planning adviser to the county

administrator and the Board of Supervisors. Reqs. master's degree in planning, public admin., or related field; extensive exper. in planning and mngmnt, preferably in local govt.; extensive supervisory and managerial exper. in the regulation of land use; or any equiv. comb. of acceptable educ. and exper. providing the knowledge, abilities and skills. Download req'd application at [www.james-citycountyva.gov](http://www.james-citycountyva.gov). Full job description at: <http://bit.ly/LwSBAo>. Job # 707. Deadline: July 31. EOE.

**Director of Finance, Lexington**

SALARY: Up to \$68,000 to start DOQ/DOE (+) benefits. (\$23 million annual bdtg.) Responsible for city's financial system, including cash and debt management, payroll, accounts payable and fixed assets; insurance program; oversight of purchasing policies. Assists city manager in development of bdtg; supervises 2 staff members. Knowledge of New World financial system is a plus. Reqs. bachelor's degree with major course work in accounting or finance and exper. in municipal financial administration. Application forms available in the Human Resource Office at City Hall, 300 E. Washington St., Lexington, VA 24450, or at [www.lexingtonva.gov](http://www.lexingtonva.gov). Deadline: July 13. EOE.

**Communications Specialist I, Winchester**

SALARY: \$29,328-\$46,904 DOQ/DOE (+) benefits. Receives emergency and non-emergency calls for police, fire and rescue assistance; dispatches appropriate personnel and equipment. Provides pre-arrival instructions for fire and rescue medical calls. Operates Computer Aided Dispatch and other computer systems that entail handling confidential information. Dispatches other city personnel and equipment as requested. Monitor, send and maintain teletype messages. Perform data entry. Reqs. some knowledge of radio terminology system and teletype procedures; ability to obtain certification in CPR and Priority Dispatch Emergency Medical Dispatch; valid driver's license; educ. and exper. equiv. to a H.S. diploma. To learn more or to apply, visit [www.winchesterva.gov](http://www.winchesterva.gov). Open until filled. EOE.

**Director of Human Resources, Suffolk**

SALARY: DOQ/DOE (+) benefits. Leads human resources team, building strategic direction and customer focus for all functions; collaborates with Executive Leadership Team to guide city's policies; oversees and directs all risk management programs. Reqs. master's degree and min. 10 yrs. demonstrated mngmnt. exper. as a leader engaged in strategic HR administration,

preferably in a govt. setting, demonstrating a comprehensive knowledge of the principles and practices of workforce management, compensation, risk management, and benefits. Designation as a senior human resources professional highly desirable. Submit application online at [www.suffolkva.us](http://www.suffolkva.us). Open until filled. EOE

**Grants Coordinator and Project Specialist, Winchester**

SALARY: \$37,419-\$59,883 DOQ/DOE (+) benefits. Coordinates city's grants program and assists economic development director with administrative responsibilities. Researches availability of state and federal grants. Writes or assists in preparation of grant proposals/applications. Assists city depts. on special projects such as demographics and data analysis. Assists in the development of office procedures (Finance and Economic Development). Implements grant projects and programs. Attends, take minutes and prepares agenda packages for Economic Development Authority meetings; maintains Economic Development Authority website in addition to managing Economic Development Authority property tracking system. More info and apply at [www.winchesterva.gov](http://www.winchesterva.gov). Open until filled. EOE.

**Systems Analyst I (GIS Center), Virginia Beach**

SALARY: \$54,376-\$81,564 DOQ/DOE (+) benefits. Support municipal govt. functions: design, implement, use new GIS layers; produce GIS maps, statements of work, project plans, and related documentation; make professional presentations; and staff/support emergency operations center. Visit

[www.vbgov.com/careers](http://www.vbgov.com/careers) for more detailed job info and to apply on-line. Job # 4635. Deadline: July 8. EOE.

**Main Street Executive Director, Farmville**


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**Neighborhood improvement continued ...**

issues to stage a carnival. Since the carnival was centered on city property as a street fair, permits and insurance were making the event just about unattainable for this first year. Instead, the Norview neighborhood approached a local church to use its grounds and is soliciting businesses to sponsor the event and provide the needed insurance.

The Estabrook neighborhood is receiving a matching grant of \$1,750 to improve curb appeal at the building its civic league owns. It also wanted to establish a summer community market at that site. Unfortunately, because of the zoning, the market wasn't feasible at the building. The city, however, had a suggestion.

"There is a gas station in the neighborhood that has a large parking lot where it could accommodate a market," said Jim Herbst, neighborhood development specialist for the area. "The goal now is to help Estabrook in creating that relationship in hopes that next year they will have their market." 

**About the author**

*Kristen Helgeson is a public information specialist for the City of Norfolk.*

# Outdoor murals vs. sign ordinances

**O**NE QUESTION that regularly vexes local planning staffs and governing bodies is how to regulate murals painted on a building in which a business operates. Is the mural a sign that is subject to the size and location restrictions in the sign ordinance portion of the zoning rules or is it public art?

The U.S. 4<sup>th</sup> Circuit Court of Appeals has issued in important opinion (<http://1.usa.gov/LzB5ve>) dealing with the authority of a city, town or county in Virginia to regulate outdoor murals, especially those that advertise a business. The case is *Wag More Dogs, LLC v. Cozart*, decided by a panel of the appeals court on May 22. Wag More Dogs opened a doggy daycare adjacent to a dog park in Arlington County. The owner painted a colorful mural on the outside wall of the business facing the dog park. A door to the business is in the edge of the mural. The mural had no lettering to specifically identify the business.

The Arlington County zoning officials notified the owner that the sign violated the size restriction for business signs (signs that identify the product available at the business or advertising the business). The ordinance allowed a sign up to 60 square feet. The mural is 960 square feet.

Wag More argued that the sign ordinance violated the 1<sup>st</sup> Amendment of the U.S. Constitution on the grounds that the ordinance was not content neutral. If a regulation is not content neutral, in almost every case, the court will invalidate the regulation. The court rejected this argument, finding the ordinance content neutral, based on a three-part test: (1) the ordinance doesn't regulate speech, but rather regulates where

the speech may occur (the business could only have a 60 square foot sign, with location restrictions); (2) the ordinance was not written because of the county's disagreement with the message in the sign

**By Mark K. Flynn**

(the same issue would have arisen if a boat shop painted a mural with sailboats); and (3) the government's interest in the ordinance was unrelated to the content of the sign (traffic safety and the aesthetics of

puppies looked like the ones used in the business' logo; and (3) the company had an economic motivation to have the mural painted. This analysis was a critical part of the decision, since a business owner often tries to argue that his mural or poster or other artwork is art, not commercial speech.

So what would happen if the doggy daycare painted a mural of sailboats? It seems that the court would have allowed that public art.




**The federal appeals court panel ruled that the Wag More Dogs mural was meant to attract customers.**

the community).

The court went on to find that the sign ordinance satisfied constitutional scrutiny as applied to the business. Wag More argued that the sign was noncommercial speech, thus making it not subject to the sign ordinance. Wag More's argument was based on the fact that the mural did not use any words about the business, but just showed puppies playing and dog bones. The court disagreed, finding that the mural: (1) was meant to attract customers to its business; (2) the

This issues wasn't before the court, so other regulations may have had an impact in that hypothetical.

This opinion provides Virginia's localities a solid piece of guidance on what they may do when a business attempts to end-run a size or location restriction in its sign ordinance by calling a mural or sculpture or other art work public art. 

## About the author


Mark K. Flynn is the director of legal services for VML.

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