

33rd Annual Planning Symposium

March 10, 2022 • Marriott Syracuse Downtown
PRESENTERS

KEYNOTE PRESENTER



J. Ryan McMahon, II

County Executive J. Ryan McMahon, II is the 4th Onondaga County Executive. He assumed office on November 2nd, 2018 and was elected to a full 4 year term the following November.

Ryan is a graduate of Bishop Ludden High School and LeMoyne College. He grew up in the Strathmore neighborhood in Syracuse and currently resides in the Winkworth neighborhood with his wife and three children.

Ryan started his career in public service as a Syracuse City Councilor in 2005 after being elected at the age of 25. He was reelected in 2007 for a second term and quickly earned a reputation as a bi-partisan problem solver.

In 2011, County Executive McMahon was elected to the 15th District of the Onondaga County Legislature which includes portions of the City of Syracuse, the town of Geddes and the town of Onondaga. Ryan was subsequently elected Chairman of the County Legislature in 2012 by his

fellow legislators, becoming the youngest Chairman in County history. As Chairman, his primary focus was job creation and ensuring good fiscal discipline in the county. Under his leadership, property taxes were brought down to historic lows.

Upon taking office as County Executive, Ryan McMahon has placed a focus on three main initiatives: poverty, infrastructure and economic development. Under his leadership, Onondaga County has made tremendous progress in these areas using a collaborative and competent approach to move the community forward.

BREAKOUT SESSION PRESENTERS

Patricia Burke

Sessions: *Planning and Zoning: An Introduction and Comprehensive Planning*

Patricia Burke is a local government specialist with the New York State Department of State. Prior to her service at the Department of State, she worked at the New York State Office of Real Property Services. Ms. Burke holds a master's degree in Regional Planning from the State University of New York at Albany, with an environmental concentration that studied wind turbine planning considerations, and a Bachelor of Arts in Political Science from St. John Fisher College in Rochester. Prior to her public service, she was an editor for a national legal publishing firm.

Diane Carlton

Session: *SEQRA Topics: Using the SEQRA Short Form and Segmentation*

Diane Carlton is the former Regional Director for Public Affairs and Education for the New York State Department of Environmental Conservation in Syracuse. She is a certified planner who served as the Otsego County Planning Director (Cooperstown, NY) for over 15 years, where she assisted many local planning and town boards with SEQRA.

Diane also is an adjunct professor at SUNY Oneonta where she teaches courses on environmental planning and environmental impact assessment, which includes NEPA and SEQRA. Diane has a Master's of Public Administration in Environmental Planning from the University of Delaware and a Bachelor's degree in History and Environmental Studies from SUNY Geneseo.

Megan Costa

Session: *Plan On: Agriculture*

Megan Costa, a native of the Sedgwick neighborhood in Syracuse, NY, is the Assistant Director for County Planning Services at the Syracuse-Onondaga County Planning Agency (SOCPA). In this position, Megan manages countywide planning studies and works with the Onondaga County Planning Board, staff, government agencies, municipalities, and community organizations to advance a variety of planning based initiatives. Prior to joining SOCPA, Megan has held local positions with the Syracuse Lakefront Development Corporation and the Syracuse Metropolitan Transportation Council. Megan received a Masters in City & Regional Planning (MCRP) from Clemson University, a Bachelor of Arts in American Studies from the University of Dayton, and is a graduate of Leadership Greater Syracuse.

Peter Fairweather

Session: *Plan On: Strong Centers*

Peter Fairweather has a practice specializing in strategic change processes for communities and organizations. His work draws upon more than twenty years of experience in strategic planning, economic development, education, and community planning. Recent projects include completion of revitalization strategies for communities in northern Vermont, economic development strategies for Schoharie and Seneca counties and creation of Community Development Strategic Plan for Herkimer County. He recently led the fourth update of an economic development strategy he developed for Ontario County.

Prior to entering the private sector in his own practice, Mr. Fairweather held faculty and administrative positions at the State University of New York at New Paltz, and also held posts with the Office of the Governor of Vermont, Harvard's Kennedy School of Government, and the New York State Legislature.

Timothy A. Frateschi

Session: *Case Law Update for Planning and Zoning*

Mr. Frateschi is a Member of the Baldwin, Sutphen & Frateschi, PLLC law firm.

Mr. Frateschi was trained as a corporate attorney at Bond, Schoeneck & King, PLLC. He was a long-time Member in the law firm of Harris Beach PLLC where he practiced in the Public Finance & Economic Development Practice Group. He represents governmental, quasi-governmental agencies and Industrial Development Agencies in all aspects of municipal and economic development law.

Mr. Frateschi is also the Attorney for the Town of Manlius where he represents the Town in all areas of general municipal law, which has included State Environmental Quality Review Act review, municipal bonding, labor and employment, collective bargaining agreements, creating special districts, and negotiating tax certiorari cases. Mr. Frateschi knows all sides of the municipal table, being the Chairman of the Planning Board in the Town of Salina for nearly a decade and representing developers in front of Boards. Other municipal clients include the Town of Lysander, Town of Salina, Town of Elbridge, Town of Fabius, and the Village of Fabius.

Before resuming his private practice in 2015, Mr. Frateschi served as an Assistant District Attorney in the Onondaga County District Attorney's Office. This experience has provided significant and effective trial experience that he can use in all areas of his legal practice.

From 1997-1999, Mr. Frateschi served Governor George E. Pataki as the Regional Director for the Empire State Development Corporation, where he oversaw all state related economic development activities within Cayuga, Cortland, Madison, Onondaga, and Oswego Counties. From 1992-1997, Mr. Frateschi was chief of staff for State Senator John A. DeFrancisco.

Paula Gilbert

Sessions: *Planning and Zoning: An Introduction and Comprehensive Planning*

Paula Gilbert is a Local Government Specialist with the New York State Department of State, Division of Local Government Services. Prior to joining the team at the Department of State in 2017, she worked for three years as the Executive Director and two years as an Urban Policy Associate at the Neighborhood Preservation Coalition of NYS, Inc., a technical assistance and advocacy not-for-profit organization working with a group of more than 140 affordable housing and community development organizations within the urban and suburban neighborhoods of New York State. Paula received a Bachelor of Arts in Urban Studies and Planning and a Master's in Regional Planning from the University at Albany, where she interned with the New York Planning Federation. A lifelong urban enthusiast, Paula is a proud resident of the city of Albany with her partner Michael and has a passion for international travel and riding public transit.

Sam Gordon

Sessions: *Plan On: Strong Centers, Plan On: Housing + Neighborhoods, and Plan On: Community Mobility*

Sam Gordon is a Senior Project Manager with EDR, with over 20 years of experience in the Planning and Sustainability fields; and has worked in the public and private sector as well as internationally. He has managed and/or provided consulting expertise on a wide range of projects from greenway planning, energy conservation, and renewable energy deployment, to neighborhood revitalization and alternative mobility projects. Recent project experience includes Plan Onondaga, the LeMoyne Area Neighborhood Development Strategy (LANDS), City of Syracuse Brownfield Opportunity Area South Salina and Erie Boulevard East Corridor Revitalization Strategies, and the Coastal Lakeshore Economy and Resiliency Initiative (CLEAR).

Sam was previously the Director of Planning and Zoning for the Town of DeWitt. While with DeWitt between 2015 and 2019, Sam set out to reinvent the Town through initiatives like Moving DeWitt, Elevating Erie, and the Mixed-Use Village Floating Overlay District that focused on improving alternative mobility, sense of place, and quality of life within the Town.

Sam received a Fellowship in 2005 to work with the Center for Environmental Studies in Vitoria-Gasteiz, Spain, which was selected as the European Green Capital for 2012. He has master's degrees in Landscape Architecture and Environmental and Community Land Use Planning from the SUNY College of Environmental Science and Forestry in Syracuse, NY.

Sarah Krisch

Session: *Plan On: Greenways + Blueways*

Sarah Krisch is a Senior Planner at EDR with 7 years of experience in public sector county planning and private consulting. She has worked within the practice areas of comprehensive, resiliency, brownfield redevelopment, waterfront, and neighborhood development planning with a particular focus on graphic data representation and community engagement. Some of her current projects include the Monroe County Comprehensive Plan, LeMoyne Area Neighborhood Development Strategy, Coastal Lakeshore Economy and Resiliency Initiative, and Amherst Local Waterfront Revitalization Plan. She also contributes to Environmental and Visual Assessment projects at EDR.

Before coming to EDR Sarah was a planner in the Madison County Planning Department where she performed a variety of community planning projects and GML-239 reviews. She holds a Bachelors of Political Science from CUNY Hunter College and and Masters of Landscape Architecture from SUNY College of Environmental Science and Forestry.

Daniel Kwasnowski

Sessions: *Opening Plenary Session: Plan Onondaga and Plan On: Greenways + Blueways*

Dan Kwasnowski is the Planning Director for SOCPA and lives in Marcellus with his wife Karen and two boys, Jonah and Colden. Dan is a member of the American Institute of Certified Planners and has been working as a planner for 20 years. Dan's planning experience includes various disciplines including being a town planner for 8 years, a consultant, a River Restoration Specialist, Hydropower Regulatory and Environmental Specialist, Chair of his local planning board and as the Executive Director of the Lake Placid Land Conservancy.

Alys Mann

Session: *Plan On: Housing + Neighborhoods*

Alys Mann is the principal of Alys Mann Consulting where she brings over fifteen years of experience in the housing and community development field. She started her career in Syracuse working as the Director of Neighborhood Planning and Property Redevelopment at Home HeadQuarters, Inc., then as the Director of Housing for the City of Syracuse where she managed efforts to deal with that City's stock of vacant properties, neighborhood revitalization efforts, and annual CDBG and HOME allocations. In 2012 she began consulting with non-profit organizations and municipalities across the country to assist them in conducting housing market research, neighborhood revitalization planning, data analysis, program evaluation, mapping and geographic visualization. She is highly skilled at analyzing and displaying community-level data and housing market trends to provide clients with insights that aid in their revitalization efforts, evaluation efforts, and planning efforts. She holds a BA in Policy Studies and Geography from Syracuse University, where she also served as adjunct professor teaching neighborhood revitalization, housing policy, and GIS skills. She holds a Master in Public Administration degree from Baruch College in New York City.

Andrew Maxwell

Session: *Plan On: Community Mobility*

Andrew Maxwell is Senior Program Manager & Innovation Strategist for the Syracuse-based C&S Companies in Syracuse, NY. In this role he serves both public and private sector clients, supporting project management and innovation capacity-building, within the context of C&S's mission to help communities plan, design, construct and maintain the built and natural environment. This includes municipal planning, property redevelopment, environmental restoration and policy-making in the local government, autonomous systems, civic innovation and other spaces.

Andrew served as Director of the Syracuse-Onondaga County Planning Agency (SOCPA) from 2013-2015. In this role, Maxwell promoted sound planning that fosters greater economic vitality, environmental stewardship, and improved quality of life. He oversaw the completion of the *City of Syracuse Comprehensive Plan: 2040*, the most detailed and extensive municipal plan in the city's history, and the springboard for the *ReZone Syracuse* project – the City's first-ever effort to holistically rewrite its zoning ordinances in order to improve business development and create better outcomes for neighborhoods. He also served as founding Director of the City of Syracuse Bureau of Planning & Sustainability from 2010-2013. The Bureau of Planning & Sustainability coordinated the City's efforts relative to the completion of the Onondaga Creekwalk and the Connective Corridor.

He received his bachelor's degree in history and American studies from St. John Fisher College in 2005, and his master's degree in public administration from the Maxwell School of Citizenship and Public Affairs at Syracuse University in 2006.

Jane Rice

Session: *Plan On: Greenways + Blueways*

Jane Rice is the Principal of the Planning Division with EDR, with over 25 years of experience in the Planning and Land Use Regulations fields. She has managed and/or provided consulting expertise on a wide range of projects including local waterfront planning, development of zoning regulations, SEQR compliance, and comprehensive planning. Recent project experience includes I-81 Viaduct Project, Plan Onondaga, Plan Forward, Monroe County, the LeMoyne Area Neighborhood Development Strategy (LANDS), and the Coastal Lakeshore Economy and Resiliency Initiative (CLEAR).

While engaging in private practice, Jane has provided over twenty-five years of service as a member of the Fayetteville Planning Board, and as Chairperson for the last decade. Prior to obtaining her Masters in Landscape Architecture from the SUNY College of Environmental Science and Forestry and beginning her career in community planning, Jane obtained her Juris Doctorate from Creighton University in Omaha, Nebraska.

Erica Tauzer

Session: *Plan On: Agriculture*

Erica Tauzer is a Project Manager with EDR, with over 8 years of experience in the fields of sustainable land use and community planning. In addition to managing the Onondaga County Agriculture and Farmland Protection Plan and being involved with other county farmland protection plans in New York, she has managed and/or provided consulting expertise on other planning topics, ranging from waterfront revitalization, comprehensive plans, hazard mitigation, community engagement, and renewable energy development. Recent project experience locally includes the I-81 Project, Onondaga County Hazard Mitigation Plan, cities of Cortland and Fulton Downtown Revitalization Initiatives, towns of Henrietta and Rush Local Waterfront Revitalization Program, and the Coastal Lakeshore Economy and Resiliency Initiative (CLEAR) in the Central New York and North Country regions.

In 2014, Erica worked as a research fellow with SUNY Upstate Medical University and the Ecuador Secretary of Risk Management on a global public health surveillance program in Machala, Ecuador. She has a Master's degree in Environmental Studies focusing on Environmental Policy from the SUNY College of Environmental Science and Forestry in Syracuse, NY with a certification of advanced study in conflict resolution through Syracuse University.