



Day One: Wed Jun 16, 2010

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Remarks from the Chair

8:30 AM

Prepare for current and future trends and understand how they will impact downtown real estate development

The vitality of a city and town's downtown is of great importance to the economic stability of a municipality. After a long downturn in the economy, real estate, although more stable than in many US cities, has rebounded to prerecession levels in some cases. But as cities embark on their long-terms plans, what can we expect to see in the foreseeable future?

- What trends can cities expect to see in 2010?
- What are the long-term implications for real estate after the recession?
- Where do real estate values expect to go, both downtown and suburban?

Gain valuable insight into current and future real estate trends

Adrienne Warren, Senior Economist, Scotia Bank

9:15 AM

Case Studies: Markham, Richmond Hill, Vaughan

A tale of three cities centres: How to build a downtown business district and community where little now exists

Many of the Canada's fast-growing cities and "commuter towns," are experiencing challenges in initiating and managing their growth ambitions. To create real centres these communities are combining housing, employment space and civic facilities in new ways. Transit connectivity is at

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the heart of their planning. How to establish a new downtown, often from a green- or grey-field starting point, is the big challenge. Learn how three cities are: Managing their urban growth strategies – and meeting community expectations

- Managing their urban growth strategies – and meeting community expectations
- Refashioning their nascent downtowns into more vibrant spaces – often with challenging site considerations
- Building on their status as transit mobility centres
- Making those critical first moves

Learn valuable solutions for managing your community's growth

Joe Berridge, Partner, Urban Strategies

10:00 AM Networking Break

Interact with conference speakers and fellow attendees. Secure new contacts and talk about the latest ideas in urban planning.

10:30 AM

Case Study: Pittsburgh's Market Square

How to reverse downtown decline and build a vibrant downtown

From the 1760s, Market Square was an important as a shopping and meeting district for Pittsburgh residents. But until recently, Market Square has deteriorated, often known for its lack of safety and cleanliness. This is now changing, and with a detailed and comprehensive revitalization, there are big plans to restore the square as an important meeting place.

- Identify what quick fixes established momentum
- Examine how existing alleys can open up greater potential
- Understand how the square will attract future mixed development

Emulate the success Pittsburgh has experienced in downtown revitalization

Mike Edwards, Executive Director, Downtown Partnership, City of Pittsburgh

Katie Zawrontniak, Program and Event Manager, Downtown Partnership, City of Pittsburgh

11:15 AM

Case Study: Wychwood Barns, Toronto, ON

How to design space for cultural and artistic endeavours in your downtown

The value of arts and culture is becoming more widely known, and cities large and small are making an effort to draw artists in, and provide space for them to collaborate. In Toronto, Artscape revitalized the Wychwood Barns, an empty building not unlike those in many other cities.

- How did the momentum begin to create this new arts space
- What elements appealed to the arts community, and how were they incorporated

- How did the arts community influence the design and function of the building

Emulate the success of the Wychwood Barns in your community

Joe Lobko, Partner, DTAH

Joe Mihevc, Councillor, Ward 21, St. Paul's West, City of Toronto

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM

EXCLUSIVE Q&A Developer's Panel

Strategies for attracting new development to your downtown

Municipalities are tasked with driving development into their communities. Quite often, there is a focus on downtown development because it is seen as a catalyst for building stronger communities. Join in this moderated discussion as we ask the development community what they look for before committing to downtown development.

- What elements do developers want to see first?
- How does the city and the community impact what developers build
- How does the city get developers to commit
- And many others from our audience!

Learn what cities need to do to attract new development in their communities.

Alan Vihant, VP Development, Concord Adex Development Corp.

David Wex, President, Urban Capital Property Group

Fred Serrafero, VP Development, Fram Builders

2:15 PM

Place Making Case Study: Boston, MA

How to link your downtown to the rest of the city

Boston recently experienced a large-scale redesign as they buried their urban interstate in an effort to free up public space. With a downtown redevelopment in conjunction with this new space, connecting the city to downtown presented another challenge.

- What led Boston to move on this new strategy?
- How did Boston implement and use this new public space?
- How did the appropriation of this new space improve downtown culture?

Apply Boston's strategies led to improve cultural life in your community.

Ken Greenberg, Principal, Greenberg Consultants

3:00 PM Networking Break

Interact with conference speakers and fellow attendees. Secure new contacts and talk about the latest ideas in urban planning.

3:30 PM

Cultural Planning and Design: How to create the necessary elements to make downtowns “Cultural Centres”

Downtowns have always been a city's cultural and economic centre. This is the case for cities and communities of all sizes and circumstances – from large urban, to mid-size, to small towns. The contexts and challenges are different but there are principles and tools that can be applied across the board. Some communities are making major gains in reclaiming downtowns as vibrant creative and cultural hubs. What can we learn from them?

- How can cultural mapping support culture-led downtown revitalization?
- How do you link all the necessary elements?
- How and why so some plans work better than others?

Gain valuable ideas building your community's downtown into a cultural centre.

Greg Baeker, Sr. Consultant, AuthentiCity

4:15 PM

Case Study: Stockholm, Sweden (Slussen)

How to incorporate better building design to increase public spaces and improve pedestrianization

Planners understand the necessity for greater urban intensification, but achieving this with good design practices that take history into account, and opens up more public space, requires diligence and sensitivity. Stockholm has built new communities within the downtown catchment, and repurposed historically sensitive buildings to increase density.

- Learn how Slussen was incorporated into Stockholm's comprehensive downtown plan
- Discuss how sensitive urban planning creates culturally important spaces
- Identify how focusing on the complete streets can create a more livable city
- Understand what Stockholm means by “build the city inwards”

Emulate the success of Stockholm in your community.

Spencer de Grey, Sr. Partner, Foster + Associates

5:00 PM Conference Adjourns to Day 2

5:15 PM

Social Activities

Unwind and mingle with the delegates and speakers at our “exclusive” end-of-the-day gatherings. Bring your business cards!

Day Two: Thu Jun 17, 2010

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Remarks from the Chair

8:30 AM

Place Making Case Study: Madrid

How to build better places through improved non-vehicular access

Redeveloping downtowns require spaces that encourage pedestrians and lowering vehicle access, allowing citizens to enjoy strolls and amenities. Achieving this is often difficult, but Madrid has experienced a great deal of success. Hear how:

- Pedestrian, cycling, and public transit gain priority
- The public has accepted the changes
- Public spaces downtown are now being used

Emulate Madrid's success in your community.

**Ángel Luís Fernández, General Director of the City Centre Office,
Urbanism and Housing Department, Madrid City Council**

9:15 AM

Case Study: Manchester, UK

The entrepreneurial City: How to create a more viable city through better public-private partnerships

Manchester has experienced a resurgence in the last few years, with much of the development and cultural activities taking place in the downtown area. How did this come about? Join us as we discuss Manchester's:

- Early planning policies and current successes in public-private partnerships
- Urban design, cultural and place making strategies with developers
- Using private sector management for the City Centre

Replicate Manchester's experience in your community.

Eddie Smith, Chief Executive of New East Manchester, City of Manchester, UK

10:00 AM Networking Breaking

Interact with conference speakers and fellow attendees. Secure new contacts and talk about the latest ideas in urban planning.

10:30 AM

Exclusive City Council Q&A Panel

The politics of planning: How should elected officials, planners and citizens build cities together?

There are always those who will push for change, and those who will push for the status quo. Planning largely involves working with people with differing visions of a city's future, and the manner in which these relationships form, often influence the urban form. This lively discussion will begin to address how city building can be improved, including:

- What is/should be the role of elected officials in urban planning?
- How much influence should citizens have on urban planning?
- Who is most capable of making these important decisions?
- How can/should we make citizens more involved in city building?
- Who do decisions makers go to for important city building ideas?
- Is there a better way to built consensus?

Join us as we discuss how politics and planning can be improved

Adam Vaughan, Councillor, Ward 20, Trinity-Spadina, City of Toronto

Druh Farrell, Alderman, Ward 7, City of Calgary

Peter Hume, Councillor, Ward 18, City of Ottawa

Charlie Clark, Councillor, Ward 6, City of Saskatoon

11:30 AM

Case Study: Regina, SK

How to use place making as a force for building a more culturally significant downtown

All cities, whether large or small, want vibrant downtown communities drawn by great spaces, culture and design. Regina created a master plan to make this happen, using new and practical solutions that would appeal specifically to their citizenry.

- How did Regina create a downtown space that would appeal to the community?
- What design elements that led to its success?
- What is Regina doing to ensure cultural engagement continues through the winter?

Build on Regina's key strategies to ensure success in your community.

Jennifer Keesmaat, Partner, Office for Urbanism

12:15 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM

Case Study: St. John's, NL

"And there it was, (almost) gone": Dealing with the contradictions of downtown development.

St. John's is a mid-sized Canadian metropolitan area that is facing development pressure in the downtown core for the second time in thirty years, as a result of the continuing development of the Province's offshore oil and gas resources. This presentation will discuss:

- How, in the late 1970s, a combination of factors laid the foundation for the current contradictions.
- Why only parts of the commercial core have since been revitalized
- The current development environment. Depending on your perspective, it either promises to create a more prosperous downtown, or threatens to have significant negative impacts on its historic core.

- The tension between the conflicting views of the downtown commercial core.
- The consequences of a failure of successive Municipal Councils to adhere to an overall vision for downtown St. John's.

Chris Sharpe, Professor of Urban Geography, Memorial University of Newfoundland

2:15 PM

Case Study: Bloor Street Transformation Project (Toronto)

How to revitalize retail experiences in your downtown

Downtown retail environments are different from retail shopping centres in that they should play off the differences as opposed to competing head-to-head. To revitalize its shopping district, Toronto's Bloor Yorkville BIA transformed their corridor – from Church Street to Avenue Road – using a creative financing model, unique design elements, and innovative technology.

- What was the rationale for the undertaking?
- What new and creative financing models were used?
- What design aspects were incorporated?

Learn how to create successful and unique retail districts in your community

Mike Major, Manager, BIA Office, City of Toronto

3:00 PM Networking Break

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3:30 PM

Heritage Case Studies: Vancouver, BC

How to create vibrant public and cultural spaces through heritage preservation

Gas Town is one of Vancouver's defining neighbourhoods. It's popular with tourists and local alike, in large part because it has managed to retain its historical buildings in tact, which provides an authentic flavour in a largely newly-built city.

- Discover how political will is required to encourage developers to undertake historically important buildings
- Identify how to achieve the economic benefits of historical building repurposing
- Understand how any city can transform their historical buildings into a urban destination

Emulate the success of Gas Town in your community.

Robert Fung, President, The Salient Group (invited)

4:15 PM

Exclusive Interactive Session

Audience feedback, brainstorming and group discussion: What are the challenges for meeting key revitalizing goals, and how can we overcome them?

The perspectives and experiences of individual delegates, and the input from speakers over the past two days, will be brought together for this exclusive exchange on strategies that have worked, and some that haven't. Conference delegates will focus on two questions:

1. How do you drive development to downtown that will appeal to your community?
2. How can communities better manage community objections?

One person from each table will be nominated to share their findings from their table group. A moderated exchange will highlight your challenges and present practical solutions from your peers.

Learn valuable insight from your peers in this unique interactive session

5:00 PM Conference Adjourns

Registration Fee

	Regular Rate Design-Build Companies	Conference ONLY	Architects Urban Planners (Independent Small Firms)
Conference Investment	\$ 1,495	\$ 995	\$ 795

Regular Investment: \$1495.00 (plus 5% GST)

This rate applies to businesses, design-build firms, industry consultants, engineers, and advisors or industry associations involved in consulting, engineering, construction, demolition, street furniture suppliers, or other related business in the area of construction. This rate plays an important role in subsidizing municipalities, government and NGOs.

Government (Federal, Provincial, Municipal): \$995.00 (plus 5% GST)

Those groups eligible for this rate include employees of municipalities, county, city, provincial and federal elected officials and civil servants. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

Architects, Landscape Architects, Urban Planners (Independent/Small Firms): \$795.00 (plus 5% GST)

This rate applies only to Licensed Architects, Landscape Architects, and Urban Planners in good standing. To qualify for this rate, your firm must not be diversified and must not exceed 25 employees. Additionally, it must devote 100% of its time to urban planning and architectural design. Delegates must be employed full time in the designing, planning, and developing of buildings and urban environments.

Group Discount: A Group Discount is offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

Registration Type

- ☐ Regular Rate (Design-Build Companies)
- ☐ Government
- ☐ Architects/Urban Planners (Independent/Small Firms)