

ALERT: Eligible for OAA Credits

Attract investment with
21st-Century Solutions

3rd Annual

TRANSFORMING & *Revitalizing* DOWNTOWN SUMMIT

Tuesday, June 14th and Wednesday, June 15th, 2011 | Metropolitan Hotel

**Increase Tax Revenues | Activate City Streets | Attract New Development
Place Making Strategies | Engage Local Communities | Intensification Solutions**

Source strategies from these global visionaries:



Marcus Westbury,
Founder,
Renew Newcastle (Australia)



Brent Toderian,
Director of Planning,
City of Vancouver, BC



David Wegener,
Associate and Project Lead,
Sauerbruch and Hutton (Berlin, Germany)



Adam Baacke,
Director of Planning and Development,
Lowell, MA



Nate Cherry,
Director of Planning and Urban Design,
RTKL Architects (Los Angeles, CA)

OAA Core
Learning Hours:



Silver Sponsor and
Day 2 Refreshment
Break Sponsor:



Exhibiting Sponsors:



Supporters:



Learn from 13 worldwide case studies:

1. Newcastle, Australia
2. Mestre, Italy
3. Vancouver
4. Hamilton
5. Cincinnati
6. Edmonton
7. Lowell, MA
8. Los Angeles
9. London
10. Kansas City
11. Brantford
12. St. Catherine's
13. Waterloo

Delve into inspiring stories and 9 innovative solutions to your challenges. Learn how to:

- ① **Create** momentum and fill empty buildings
- ② **Increase** tax revenue through development
- ③ **Attract** development to urban centres
- ④ **Activate** streets through cultural opportunities
- ⑤ **Build** a complete downtown
- ⑥ **Create** vibrant green spaces
- ⑦ **Reverse** downtown decline
- ⑧ **Implement** large-scale downtown plans
- ⑨ **Design** better density strategies

www.revitalizingdowntowns.net

Produce the livable downtown

YOUR community wants – and needs!



Gain the LATEST solutions you need from some of the most creative, EXPERIENCED and inspirational planners and architects from around the world.

This is your best chance to learn from the award-winning leaders that are at the forefront of implementing a dynamic new urbanism.

This conference is your first step on the road to downtown vitality – and increased tax revenue!

Learn from 13 worldwide case studies:

- | | |
|-------------------------|---------------------|
| 1. Newcastle, Australia | 8. Los Angeles |
| 2. Mestre, Italy | 9. London |
| 3. Vancouver | 10. Kansas City |
| 4. Hamilton | 11. Brantford |
| 5. Cincinnati | 12. St. Catherine's |
| 6. Edmonton | 13. Waterloo |
| 7. Lowell, MA | |

Emulate their successes. Learn from their experiences.

Don't miss this important opportunity. Register now, as this event is sure to sell out!

About This Conference:

Transforming and Revitalizing Downtowns is our Third Summit in a series of annual events designed to help municipalities, provinces, the federal government, and architects and planners develop and improve urban quality of life by bringing together key knowledge leaders from around the world. It brings peers together to share challenges and successes, and to give all cities in Canada a clearer vision of how they can make their communities a better place to live.

Delve into inspiring stories and 9 innovative solutions to your challenges. Learn how to:

- ① **Create** momentum and fill empty buildings
- ② **Increase** tax revenue through development
- ③ **Attract** development to urban centres
- ④ **Activate** streets through cultural opportunities
- ⑤ **Build** a complete downtown
- ⑥ **Create** vibrant green spaces
- ⑦ **Reverse** downtown decline
- ⑧ **Implement** large-scale downtown plans
- ⑨ **Design** better density strategies

*Take away strategies for **large and small** municipalities.*

Take away 8 ADDITIONAL benefits from this exclusive event:

1. EXCLUSIVE Q&A with your peers
2. Sixteen comprehensive learning opportunities
3. Five extended networking breaks
4. Eighteen inspirational speakers
5. Two additional brainstorming sessions
6. Three continents represented
7. Special group discounts
8. Complete binder of materials

Stimulate New Ideas and Improve Your Urban Planning Strategies Through Interaction With Peers and Experts

If you are involved in any aspect of architecture or town planning, you can't afford to miss this unique forum. Take advantage of this exciting opportunity to network and explore new ideas and successful initiatives presented by experts with hands-on experience. You will take away the latest strategies to improve YOUR city's quality of life!

Register Today – Space Is Limited and Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with the leaders in this changing field. Register for our limited spaces by calling: **1-866-298-9343**, or emailing: **registrations@strategyinstitute.com**

This event is for LARGE and SMALL municipalities!

✓ Municipalities – Large and Small

Urban Planners, Managers/Directors in Economic Development, Community Development, Chamber of Commerce, Business Improvement Areas, City Managers

- **Benefit from experience:** Learn how other cities are implementing their downtown plans
- **Deliver the downtown your community demands:** Create the street life and economic value necessary for long-term survival
- **Increase tax revenue:** Understand how to drive development into your downtown

✓ Urban Planners and Architects

Principals, Partners, Associates

- **Design great spaces that work:** Green your downtown spaces
- **Achieve community buy-in:** Meet density initiatives and allay community concerns
- **Develop more planning strategies:** Hear which solutions are working before embarking on your next project
- **Build new relationships:** Form relationships with cities that are committed to urban regeneration
- **Get educational credits:** Architects, now earn 12 CORE Learning Hours while learning from, and interacting with event participants

✓ Real Estate Developers, Engineering and Design Build Firms

Owners, Partners, Presidents, CEOs, Vice Presidents and Directors of Acquisition, Project Development, Project Managers

- **Generate new ideas for creating iconic downtown projects:** Produce visionary developments that demand attention
- **Implement effective and profitable mixed-use development:** Identify key factors for creating viable mixed-use communities that meet government and public expectations
- **Engage with decision makers:** Understand how you can increase profitability on your next project

✓ Federal, Provincial and Municipal Government

Mayors, Councillors, Senior Policy Analysts

- **Engage in policy-making strategies:** Analyze emerging ideas and develop policies to improve your economy and deliver on your mandate
- **Improve multilevel collaboration:** Partner with all stakeholders to enhance urban life
- **Stimulate bold opportunities:** Discover how other cities and governments have made dramatic downtown improvements

Testimonials

“Excellent international case studies that are applicable to municipalities of all sizes.”

Stephen Turco, *Planner*, **City of Sault Ste. Marie**

“The conference had an excellent program and topics were strongly and clearly focused on ‘Revitalizing.’ It was also inspirational.”

Claire Lavoie, *Partner*, **Kelly McTernan Lavoie**

“The conference is very good. I am inspired by a number of speakers, especially on how to deal with sustainability.”

Henry Lau, *Architect, Urban Planner*, **City of Saskatoon**

“Case studies are diverse and excellent. Your conference re-energized my thinking of downtown renewal.”

Paul Shaker, *Senior Policy Advisor*, **City of Hamilton**

“Very professional. Engaging speakers. Informative.”

Guy L. Cudlip, *Architect*, **Aecom**

Bring Your Team and Benefit from Special Pricing: Develop Strategies to Build a Successful Cost-Effective Development Plan

Ensure all departments of your organization understand the latest developments in downtown revitalization by sending your team to this conference. Take this opportunity to develop a shared vision with them. Send your entire team and increase the potential success of your next challenge!

Ensure Your Leadership with a Customized Sponsorship/ Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact George Pollard at 1-866-298-9343 x 272, or email pollard@strategyinstitute.com



DAY 1

Tuesday,
June 14th, 2011

7:30 AM

Registration and Continental Breakfast

8:15 AM

Opening Remarks from the Chair



Jennifer Keesmaat,
Partner,
Dialog

8:30 AM

Case Study: Newcastle, Australia

How to create momentum by working with property owners to fill empty buildings with creative industries

Once the manufacturing businesses left Newcastle's downtown, retail soon followed. Before long, downtown was in disrepair. There were dozens of empty storefronts as people moved to, and shopped in, the suburban surroundings. But an innovative idea has reversed this decline, and helped build new businesses.

- Negotiate with your business community to provide free space for the arts
- Activate the street with a vibrant arts scene to establish momentum
- Leverage empty spaces for their incubative effect

Recreate Newcastle's momentum-creating initiatives in your community.



Marcus Westbury,
Founder,
Renew Newcastle (Newcastle, Australia)

9:15 AM

Success strategies for managing density to achieve a "complete downtown"

Building higher residential density is a vital part of any successful downtown master plan. But managing it is quite difficult in practice. What is the right density for each community? What does "density done well" mean? How does it relate to aspirations for more "complete" downtowns? How will you make it work with adjacent communities? These are issues all planners struggle with. Take away strategies to:

- Implement density initiatives in downtown communities
- Identify density aspirations for centres and avenues
- Handle heritage and historic concerns

Develop a better understanding of how to manage density in your community.



Brent Toderian,
Director of Planning,
Vancouver, BC

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

Ecological Urbanism: Activating the resilient public realm

Ecological urbanism is an emerging approach to urban sustainability intended to give tangible results in ecological performance and economic traction for municipal decision-makers. With many examples around the world demonstrating sustainability and placemaking, ecological urbanism is an important foundation for activating your community's downtown public spaces. Understand how:

- Design strategies are providing ecological service functions to build resilience
- Ecological performance functions ranging from flood management to shading and lighting to stormwater treatment, are being realized
- A range of added values, such as public recreation, innovative playspaces, urban food production, and community stewardship, are part of the ecological urbanism approach

Learn how the success of ecological urbanism can be realized in your community



Nina-Marie Lister,
Visiting Associate Professor,
Harvard University

11:15 AM

Case Study: Hamilton, ON

How to build on your early momentum to ensure continued success in your downtown plan

Watching a few successes is a great thrill for anyone involved in downtown revitalization; however, rebuilding a downtown is a never-ending project. This means that each success must be accelerated, built on, and publicly celebrated to ensure momentum continues. Hear how Hamilton is:

- Addressing the challenges of building on each success
- Creating incentives to attract more retail and employment downtown
- Animating the street with cultural events

Gain a better awareness of some of Hamilton's recent experiences and apply them to your community.



Glen Norton,
Acting Director, Downtown and Community Division,
Planning and Economic Development Department,
Hamilton, ON

About Strategy Institute:

Strategy Institute is proud to be a facilitator of information sharing for senior executives for over 10 years. We strive to strengthen the foundation of Canada's economy through annual conferences such as "Sustainable Suburbs," "The Future of Urban Waterfronts," "The Future of Canada's Infrastructure," "Municipal Wireless Summit," "CANBuild (Brownfields)," "Urban Transportation Summit," and many more. Our higher purpose is to provide decision makers with the knowledge and tools they need to ensure a higher standard of life for all Canadians.

12:00 PM

Networking Luncheon

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

1:30 PM Case Study: M9 Museum, Mestre, Italy

Using a unique museum space to redevelop a city's downtown

Mestre, a mid-sized industrial Italian city across the bay from Venice, is undergoing major changes. There are many architectural and urban renewal projects taking root with the intention of increasing the city's architectural and urban presence in the world. The development of M9 will attempt to:

- Create a new cultural focus with a museum, exhibition spaces, mediatheque-archives and educational activities
- Establish Mestre's cultural identity while developing a new museum standard
- Embrace its past and preserve an important heritage building closed to the public for 100 years

Learn how your community can leverage important space to create important cultural opportunities.



David Wegener,
Associate and Project Lead,
Sauerbruch and Hutton (Berlin, Germany)

2:15 PM

Beginning your downtown's intensification process through mid-rise, mixed-use designs

Often associated with outlying urban areas intent on curbing sprawl, mixed-use development and smart-growth principles can also benefit small and mid-sized downtown communities. When smaller communities plan from the early stages using intensification principles, they can achieve a better use of space and more opportunities for well-designed green spaces, bike lanes and walkable public areas. Learn how to:

- Successfully negotiate with communities through charettes, design review panels and information sessions to achieve consensus among area residents.
- Develop smart planning principles early on to more easily integrate sustainable, walkable elements and improved pedestrian experience.
- Implement smart design principles in order to impact the energy saving goals of small and mid-sized communities.

Learn how to begin your downtown intensification process through community engagement and good design principles



Clifford Korman,
Senior Partner,
Kirkor Architects

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 Case Study: Cincinnati, OH

From declining downtown to cultural centre: Seven habits of highly effective cities

Downtown Cincinnati, like many cities, experienced a decline over the past two decades. But through perseverance and careful planning, downtown is making a comeback, with safer streets and a vibrant street life. Determining their downtown's hierarchy of needs and incorporating them with the seven habits of highly effectively cities, learn how Downtown Cincinnati:

- Created the conditions necessary to bring people downtown
- Worked with businesses to increase commerce
- Plans to build on their early successes

Gain valuable ideas for revitalizing your downtown into a cultural centre.



David Ginsburg,
President and CEO,
Downtown Cincinnati

4:15 PM Case Study: Thunder Bay Ontario

Revitalizing your downtown by linking it to your waterfront

In March 2006, the City of Thunder Bay decided to design a new waterfront mixed-use village and parklands to extend downtown Port Arthur to the edge of Lake Superior. Now under construction, the project combines a range of new public activities and buildings, including an arts centre, skating rink, splash pad, children's boating pond, ice climbing tower and new park lands which are designed in association with aboriginal communities, artists and artisans. The Master Site Plan and Urban Design Guidelines were developed with the goals of significantly:

- Strengthening the sense of community identity
- Providing a basis for expanded economic growth through tourism, resident retention, downtown revitalization
- Improving Thunder Bay's ability to offer a high 'Quality of Life'.

Emulate the success of Thunder Bay in you downtown and waterfront plans



Calvin Brook,
Principal,
Brook McIlroy

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 2

Wednesday,
June 15th, 2011

7:30 AM

Registration and Continental Breakfast

8:15 AM

Opening Remarks from the Chair

Jennifer Keesmaat,
Partner,
Dialog

8:30 AM Case Study: Edmonton

How to implement a large-scale downtown plan to address stakeholder expectations

The City of Edmonton has recently passed an ambitious, downtown plan with an accompanying Vision and Implementation Strategy that will address many major concerns facing today's cities. See how Edmonton plans to:

- Increase urban density with a housing, sustainability and green focus
- Increase urban design standards to enhance a well designed and accessible downtown
- Introduce an at-grade Light Rail Transit system to link the downtown with other parts of the city
- Undertake with a 'blue ribbon' committee of business and community leaders nine 'Catalyst' Projects that will help continue and strengthen the revitalization of Edmonton's downtown

Gain a better perspective into how Edmonton will implement their downtown plan, and how to apply it in your community.



Duncan Fraser,
Senior Planner and Project Manager,
Edmonton, AB

9:15 AM Case Study: Los Angeles

How the City promotes its brand through large-scale redevelopment

Los Angeles is currently engaged in a large-scale urban development project in the downtown core. Since 1999, there has been \$12.2 billion worth of planned and built construction including LA Live, Disney Hall, Civic Park, South Park, the LA River redevelopment, the Fashion District and the Redevelopment of Grand Avenue. In this session we will:

- Compare growth initiatives between cities in the LA Basin and show how they develop and capitalize upon a niche
- Evaluate how major cultural projects are having a positive effect on downtown development
- Determine how to leverage early successes with bigger projects later on

Join us as we discuss how urban planning and downtown development is driving a more vibrant downtown in Los Angeles.



Nate Cherry,
Director of Planning and Urban Design,
iRTKL Architects (Los Angeles, CA)

10:00 AM

Spotlight Presentation and Mid-Morning Networking Break



Jack Verchenko,
CEO,
Universal Stretch Ceilings Inc.

10:30 AM

How Cultural Planning creates a framework for prioritizing downtown growth and enhancing quality of life

Cultural planning is about more than public art, historic buildings, galleries and museums (although it is all of those things too). Increasingly Municipal Cultural Planning provides a framework for directing growth to downtowns, supporting creative economies, and enhancing quality of life.

- How can Municipal Cultural Planning be used to position your downtown as a priority project for the City? What role does culture play in successful downtowns?
- How can you develop your downtown into a cultural center?
- What is the interface between culture and economy, and how can you reposition arts and culture as an investment?

Understand how to incorporate cultural planning into your downtown plan.



Jennifer Keesmaat,
Partner,
Dialog

11:15 AM Case Study: Downtown Campuses

Attracting downtown satellite campuses into your downtown core to create viable economic anchors

Many Canadian cities are attracting satellite campuses to their downtown, in part because of their successful master plan. Because students are younger, and can invigorate downtown streets even in winter, downtown campuses are important anchors for revitalization.

- Identify how campus expansion was cultivated and secured
- Understand how the downtown has benefited from satellite campuses
- Learn how campuses dovetail with their downtown master plan

Learn how to successfully create the conditions to attract satellite campuses to your downtown.



Mark Gladysz,
Senior Planner- Projects,
Brantford, ON



Michel Trocme,
Partner,
Urban Strategies



Paul Chapman,
Director of Planning Services,
St. Catherine's, ON



Jeff Lederer,
General Manager,
School of Architecture,
University of Waterloo

12:00 PM

Networking Luncheon

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

1:30 PM **Case Study: Lowell, MA**

How smaller cities can attract developers to their downtown

Lowell has seen over 2.6 million square feet of vacant buildings restored and reoccupied with new uses since 2000. Development is moving ahead on an \$800 million project to rebuild a 15-acre site to reconnect downtown Lowell to the City's transit station. Spurred by the belief that people want to move back, shop and work downtown, this project is a kick-start to a mid-sized city. Join us as we discuss:

- How developers and planners partner to enhance downtown as a reflection of the community
- How a small city in a region with low population growth has developed over 1,500 units of market-rate downtown housing in 10 years
- How historic preservation has focused three decades of revitalization and economic development

Replicate Lowell's experience in attracting downtown development in your community.



Adam Baacke,
Director of Planning and Development,
Lowell, MA

2:15 PM

Strategies for attracting art development to your downtown

Municipalities are tasked with driving culture into their communities. Quite often, there is a focus on art and other creative endeavours because they are seen as catalysts for building stronger communities.

- How did the city and the community provide space for the arts
- How did the city vet the art
- How has the reaction been on the community and economy

Learn what you need to do to create effective street art in your community.

3:00 PM

Networking Break

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

Metropolitan Hotel Toronto

108 Chestnut St. Toronto, ON, CANADA M5G 1R3
(near the corner of Armoury and University Ave.)
Call toll-free: 1-800-668-6600

Our conference venue is situated at the centre of the city's financial and shopping districts at The Metropolitan Hotel Toronto. This premier downtown hotel offers a quiet retreat set amongst a vibrant urban locale.

Book your accommodations before **May 28th** by calling toll-free **1-800-668-6600** to take advantage of the Strategy Institute rate of **\$208/night** for a luxury king suite. Book your room early as this block will sell out!

3:30 PM **Case Study: Kansas City, MO**

Rebuilding your downtown into a denser, mixed use neighbourhood that favours "people, prosperity, and the planet"

Kansas City is embarking on an ambitious downtown master plan, with much early success. Aiming to double the downtown population, while strengthening adjacent neighbourhoods, planners are incorporating complete streets and employment options to create a more vibrant and accessible downtown.

- Assess how the master plan has been implemented
- Review how development has progressed
- Consider the early successes and future plans for Downtown Kansas City

Take away success strategies for rebuilding your downtown with denser, mixed-use neighbourhoods.



Jade Liska,
Division Manager, Citywide Planning,
City of Kansas City, MO

4:15 PM **Case Study: London, ON**

The Do's and Don't's of Downtown Revitalization – What London has learned from experience

London began its downtown revitalization in the early 1990's, fueled by strong political support, major capital and "seed" projects (John Labatt Centre, Covent Garden Market, New Central Library), new planning policy changes, a financial incentive program and infrastructure improvements. London is now far along in the process, but there is more they are looking to do.

- What has been London's process? What have they done?, Where are they in the process now? Where do they want to go?
- How is the Downtown Master Plan developing, including their Downtown Urban Design Guidelines?
- Where was the biggest bang for their buck? What would they do differently?

Learn from London's experiences of downtown revitalization to better implement your project



Jim Yanchula,
Manager,
Community Planning and Urban Design,
London, ON



Charles Parker,
Senior Planner,
City Planning and Research,
London, ON

5:00 PM

Conference Adjourns

ALERT: Eligible for OAA Credits

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ATTENTION MAILROOM: If undeliverable to addressee, please forward to: Director of Planning, Planner, Architect, Economic Development, Policy Advisor



VISIT US NOW using your smartphone

Please register this person for:
3rd Annual Transforming & Revitalizing Downtown Summit

1 CONFERENCE INVESTMENT

Table with 3 columns: Investment Type, Save \$100 (Register by Apr. 22), Regular Investment. Rows include Licensed Architects, Government & NGO Investment, and Regular Investment.

2 CONTACT DETAILS

Form fields for Delegate Name, Company/Firm, Address, City, Prov/State, Postal Code, Telephone, Mobile, Approving Manager's Name, and Title.

3 METHOD OF PAYMENT HST# R138790662

Form fields for Payment Method (VISA, MasterCard, American Express, Payment Enclosed, Please Invoice Me), Card Holder's Name, Card Number, Expiration Date, and Signature.

HOW TO REGISTER

Online: www.revitalizingdowntowns.net
E-Mail: registrations@strategyinstitute.com
Phone: 1-866-298-9343 (Toll-free)
Mail: Strategy Institute, 401 Richmond St. West, Suite 401, Toronto, Ontario M5V 3A8

Regular investment (Large firms): \$1495.00 (plus 13% HST). This rate applies to developers, design-build and engineering firms, and other companies and organizations with a stake in urban development.

Government (Federal, Provincial, Municipal): \$995.00 (plus 13% HST). This rate applies to officials (elected & civil servants) in municipal (including local government authorities), provincial and federal governments; non-governmental organizations (Registered Charitable number is required at the time of registration).

Architects, Landscape Architects, Urban Planners (Independent/Small Firms): \$795.00 (plus 13% HST). This rate applies to Architects, Landscape Architects & Urban Planners. Your firm MUST be stand-alone and devote 100% of its time to urban planning and/or architectural design.

Registration Fee: The registration fee includes luncheon, receptions, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advanced and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque.

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.

Cancellations: Cancellations must be received in writing by Tuesday, May 31st, 2011. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

Conference Code: 111015

MULTIPLE ORDERS PLEASE PHOTOCOPIY

Disclaimer: Strategy Institute reserves the right to change or adjust the agenda without notice.

Admission Policy: Strategy Institute reserves the right to restrict entry to the conference to any individual. Any such person requested to leave the conference site shall do so immediately upon request, whether previously issued a badge permitting entry. There is no refund payable with respect to anyone refused entry. Any information obtained at the conference cannot be relied upon for any particular set of circumstances, cannot be taken as professional advice or opinion. Attendees must consult with the appropriate professional before acting in response to information obtained at the conference. Evening Social Activities: Please drink responsibly. Strategy Institute shall not be liable for any consequential damages and/or personal injuries caused by excessive or irresponsible alcohol consumption.