



# URBAN WATERFRONTS 2010: *The City Resurgent*



**THE WATERFRONT CENTER'S 28<sup>th</sup> ANNUAL INTERNATIONAL CONFERENCE**  
Baltimore Marriott Waterfront, Baltimore, Maryland, **November 4-6, 2010**

Preceded by a Workshop Showcasing Baltimore's Waterfronts: **November 3-4, 2010**

An optional Wednesday reception and dinner and all day Thursday in-depth briefing/boat tour.

Pre-Conference Workshop requires a separate registration fee.

The Waterfront Center wishes to acknowledge and thank the following firms, organizations and agencies for their generous support:

## **URBAN WATERFRONTS 2010 EARLY CONFERENCE SUPPORT**

*Support confirmed as of April 15, 2010*

ABEL BAINNSON BUTZ, New York, New York  
AIA, CENTER FOR COMMUNITIES BY DESIGN, Washington, District of Columbia  
BALTIMORE COUNTY, OFFICE OF SUSTAINABILITY, Baltimore, Maryland  
BEYER BLINDER BELLE, New York, New York  
CHO BENN HOLBACK, Baltimore, Maryland  
AECOM, San Francisco, California  
EDSA, Fort Lauderdale, Florida  
THE FORKS NORTH PORTAGE PARTNERSHIP, Winnipeg, Manitoba, Canada  
HALCROW, New York, New York  
JJR, LLC, Madison, Wisconsin  
J.C. MacELROY, Piscataway, New Jersey  
MOFFATT & NICHOL, Long Beach, California  
SASAKI ASSOCIATES, Watertown, Massachusetts  
SF MARINA SYSTEMS USA, Portland, Maine  
REID MIDDLETON, Everett, Washington  
WALKER MACY, Portland, Oregon  
WALLACE ROBERTS & TODD, Philadelphia, Pennsylvania  
THE WATERFRONT CENTER, Washington, District of Columbia  
WATERFRONT PARTNERSHIP OF BALTIMORE, Baltimore, Maryland  
WATERMARK CRUISES, Annapolis, Maryland  
ZIGER SNEAD, Baltimore, Maryland

## **LOCAL HOST COMMITTEE**

David Benn, Cho Benn Holback, Baltimore, Maryland  
David Carroll, Baltimore County, Office of Sustainability, Baltimore, Maryland  
Laurie Schwartz, Waterfront Partnership of Baltimore, Baltimore, Maryland  
Keith Weaver, EDSA, Baltimore, Maryland  
Steve Ziger, Ziger Snead, Baltimore, Maryland



The Waterfront Center  
P.O. Box 53351  
Washington, DC 20009



## WHY WATERFRONTS ARE IMPORTANT

**W**aterfronts are unique and finite areas. They help define a community physically and aesthetically. Citizens from all walks of life relate to the universal appeal of water.

**Waterfronts often present a city or town's best opportunity to rejuvenate themselves. With urban rejuvenation comes a healthier local economy, and a more attractive, inviting place to live, work and play.**

**Waterfronts around the world are nonetheless at risk, from inappropriate development, privatized housing and unsustainable practices. Unless we take action to preserve and enhance these resources, waterfront communities will falter. Waterfronts need a fulltime advocate to achieve their potential.**

Most cities have an historical connection to their water bodies. Waterfronts are where most cities were originally founded. Even today, cities with ports or certain industries that provide jobs and economic return require a waterfront location. Ecologically important wetlands comprise large portions of the urban shoreline that must be conserved and protected.

Many cities have chosen their central waterfronts as locations for signature developments that often provide the symbolic image of the place. Others have chosen to provide major parks, pathways and public realm along the edge, affording citizens a place to access the water, recreate and enjoy themselves.

More than other areas in cities, waterfronts require special planning, design and engineering considerations as they are particularly vulnerable to tides, storms, hurricanes and flooding damage, depending on the type of water body. Of growing concern in recent years is climate change and sea level rising. Given the public investment in clean water, dredging and beach nourishment, the issue of public access to and along waterfronts is paramount. The Center has led the way since 1981 in advocating the importance of public accessibility to water bodies.

## THE CRUCIAL ROLE OF THE WATERFRONT CENTER

**T**he Waterfront Center is the only organization with a singular focus on waterfront planning, development and culture. It serves the wide range of interests involved in waterfronts worldwide.

The Center has an established reputation for integrity and objectivity as well as an extensive track record and an expanding network of relationships. The mission of The Waterfront Center is to advance, through its educational work and advocacy, the most beneficial and diverse uses of community waterfront resources, in the long-range public interest.

Unless we succeed in building healthy, prosperous cities and towns we will continue sprawl development and its waste of valuable, non-recurring resources. Reusing outmoded or neglected but usually historic waterfronts is the embodiment of sustainability. The Center is proud to have contributed to the international waterfront regeneration phenomenon, believing as we do that it is critical to our cities and towns, and this is why we seek to expand our capacity to serve.

# Testimonials



*"I must congratulate you on the successful conference. I have attended many conferences recently; by far the most educational and fun session I have attended."*

Real Estate Advisor

*"On behalf of the contingent of five representatives who attended the annual conference from Winnipeg, Manitoba, Canada, I wish to commend you and all the participants of the annual meeting for a well organized conference. The setting was most appropriate. The speakers were interesting and varied. The range of participants provided every opportunity to find out what was going on in most other North American cities. I have organized national, conferences in the past and know how much effort is needed to make one look easy. Congratulations to all. It is apparent that you have great support from Canada and as such we would encourage you to continue supporting Canadian content in your program."*

City of Winnipeg



*"What a wonderful job you did with the Portland conference. As I worked through my notes during the flight home, I was struck by how much new information had filtered in and delighted with the "mental rearrangement" of existing knowledge. This is what good workshops are all about....The discussion periods brought a wide range of players and experience, and I was pleased that we had sufficient time in each session for questions and comments."*

Coastal Planner

*"Thank you so much for all the thoughtfulness and hard work that went into last week's conference in Boston. It was my first Waterfront Center event and I am already planning for next year's trip to Chicago. It was an amazing couple of days - I met so many great people, found many of the presentations truly inspiring and came away with a sense of hope and possibility for our collective future. Thank you, thank you. It was a blast."*

Landscape architect/urban designer

# URBAN WATERFRONTS 2010: *The City Resurgent*

Baltimore, Maryland, Baltimore Waterfront Marriott, **November 4-6, 2010**

Plus

**Pre-Conference Workshop Showcasing Baltimore, November 3-4, 2010**  
*(Additional Registration Required)*

All Urban Waterfronts 2010 conference sessions held in at Baltimore Marriott Waterfront Hotel

Confirmed speakers as of April 15, 2010

## **Thursday, November 4**

6:00 p.m. Urban Waterfronts 2010  
Registration and Exhibitor's  
Welcome Reception

This is a hosted event included in the  
registration.

7:30 p.m. Get-Acquainted Dinner  
(optional event for additional  
fee) PAZO, 1425 Aliceanna St. A  
short stroll from the hotel, PAZO  
will put on a fabulous family  
style tasting menu featuring their  
highly acclaimed Mediterranean  
cuisine. We have reserved the  
Mezzanine for the evening so  
you will have a great view of the  
splendid interior of this 1880's  
converted warehouse. \$75.00  
dinner, wine or beer, tax and  
gratuity.



## Friday, November 5— Morning

7:30 a.m. Registration and Continental Breakfast

8:30 a.m. Welcome, Water Ceremony

*The Water Ceremony has become a conference tradition. Individuals, who have been asked to bring a small bottle of water from the rivers, lakes or bays that touch their cities, pour the water into a bowl to symbolize the waterfront community's collective commitment to the health of the world's waters as well as to sound waterfront planning and development practice. If you would like to join in the ceremony, please contact the Center or just bring your contribution.*

8:45 a.m. Keynote Address: **Bruce Katz**, vice president and founding director, Metropolitan Policy Program, The Brookings Institution, Washington, District of Columbia.

9:45 a.m. Coffee Break

10:15 a.m. - 12:15 pm  
CONCURRENT MORNING SESSIONS

- **Panel A-1:  
Bold Visions/Innovative Planning**

Large-scale projects, bold master plans and ambitious, complex undertakings are featured here. These are approaches that will transform large waterfront sections in the host cities. Big leaps forward by several

smaller communities who have worked together for more than a decade to make big changes will also be highlighted.

Moderator: **Michael Krieger**, Mahwah, New Jersey



**Gail Thomas**, director, The Trinity Trust, Dallas, Texas

**Kris Watkins**, president and CEO, Tri-Cities Visitor and Convention Bureau, Tri-Cities, Washington

**Faye Alexander Nelson**, chief executive officer, The Detroit Riverfront Conservancy, Detroit, Michigan

- **Panel B-1: Preserving, Interpreting, Enjoying Nature**

Examples of nature centers and other educational facilities that bring water issues and waterfronts alive will be discussed. Places of various sizes where the functions of a wetland or conservation areas, for example, are taught to the general public. How these centers are managed and funded to be included.

Moderator: **Ed Freer**, JJR, LLC, Madison, Wisconsin

**Apryl Brinkley**, director of programs, Mercer Slough, Bellevue, Washington



### BRUCE J. KATZ

Bruce Katz is a Vice President at the Brookings Institution and Founding Director of the Brookings Metropolitan Policy Program. The program seeks to redefine the challenges facing cities and metropolitan areas by publishing cutting-edge research on major demographic, market, development, and governance trends.

Mr. Katz regularly advises national, state, regional, and municipal leaders on policy reforms that advance the competitiveness of metropolitan areas. He focuses particularly on reforms that promote the revitalization of central cities and older suburbs and enhance the ability of these places to attract, retain, and grow the middle class. Recently, he served on the Obama transition team, and as a Sr. Advisor to HUD Secretary Shaun Donovan. In 2006, Bruce received the prestigious Heinz Award in Public Policy for his contributions to urban

and metropolitan America. In 2009, he received the Penn Institute for Urban Research Leadership Award, which is awarded annually to urban leaders who have made outstanding contributions to urban scholarship and to building cities that successfully respond to the challenges of the 21st Century.

Mr. Katz is a frequent writer and commentator on urban and metropolitan issues. He is the editor or co-editor of several books on transportation, demographics, and regionalism. His op-eds and articles have appeared in a wide range of major national and regional newspapers including *The Atlantic Monthly*, *Baltimore Sun*, *Boston Globe*, *BusinessWeek*, *Christian Science Monitor*, *Hartford Courant*, *Philadelphia Inquirer*, *Washington Post*, *New York Times*, and *Los Angeles Times*. Mr. Katz frequently appears on TV and radio, including National Public Radio's Morning Edition, PBS's The NewsHour with Jim Lehrer, and CNN.

Before joining Brookings, Mr. Katz served as Chief of Staff to Henry G. Cisneros, former Secretary of the U.S. Department of Housing and Urban Development. Mr. Katz has also served as the staff director of the Senate Subcommittee on Housing and Urban Affairs. He is also a Visiting Professor of Social Policy at the London School of Economics.

Mr. Katz is a graduate of Brown University and Yale Law School.

- **Panel C-1: The World View: International Updates**

Major waterfront work is taking place around the globe, from Europe to the Far East. Three such to be featured, from which we all can learn and from which we can receive inspiration. Making the point also that projects do not have to be huge to have major public impact. The importance of understanding other cultures to be an underlying theme, buttressing the position of The Waterfront Center that the uniqueness of each community must guide waterfront planning and development.

Moderator: **Michel Trocme**, Urban Strategies, Toronto, Ontario, Canada

**Nicholas Falk**, president, URBED, London, United Kingdom

- **Shirt Sleeve Session 1: Federal Program Update**

We will have representatives of Federal programs with short outlines of what they are currently funding pertinent to waterfront work. We will ask that the presenters discuss how applications can be made, what the best approach is what to emphasize.

Moderator: **Barry Hersh**, NYU-DCPS Real Estate Institute, New York, New York

12:30 CONFERENCE LUNCHEON  
(included with registration)

## Friday, November 5 – Afternoon

2:00 - 4:00 p.m.  
CONCURRENT AFTERNOON SESSIONS

- **Panel A-2: Waterfront Zoning and Design Guidelines**

A focus here is on an important if undramatic component of waterfront work: how local waterfront zoning in particular or general zoning impacts projects, promotes (or not) public access and otherwise influences the outcome examples. This panel will also look at design and sustainability guidelines and their ability to guide a private development to the benefit of both the private and public sectors.

**Larry Beasley**, former co-director of planning, City of Vancouver, British Columbia, Canada

**Laurie Feinberg**, division chief, Baltimore City, department of planning, Baltimore, Maryland

**Laura Carstens**, director of planning, City of Dubuque, Dubuque, Iowa

- **Panel B-2: Greening the Shoreline**

Outstanding examples of where waterfront shores have been made sustainable with bioengineering techniques and native plants, for instance. Or where once degraded and polluted shores have been made both beautiful and accessible.

Moderator: **Laurie Schwartz**, Waterfront Partnership of Baltimore, Baltimore, Maryland.

**Nicole Faghin**, principal of planning and environmental services, Reid Middleton, Everett, Washington

- **Panel C-2: Maritime Heritage: Education, Preservation, Adventure**

Some of the varied manifestations of our maritime heritage will be explored in this panel -- from ship reproduction to sailing adventures and educational programs of varied kinds. These delve into the history and culture of the people who took to the waters for exploration, battle, trade or pleasure, as well as the nature of their vessels.

**Jeffrey Woods**, director of operations, Lynx Educational Foundation, Newport Beach, California

- **Shirt Sleeve Session 2: Student Awards Showcase**

Facilitators: **Chris Carlson**, University of Minnesota, Minneapolis, Minnesota and **Steve Durrant**, Alta Planning + Design, Portland, Oregon

Excellence on the Waterfront student honor award winners will have the opportunity to discuss and share their work.

4:00 - 4:30 p.m Coffee Break

4:30 p.m. Plenary: Announcement and Presentation of the 2010 Annual Excellence on the Waterfront Honor Awards. Student awards selected by an independent jury will be presented. Also, announcement and presentation of the Second Annual Joint Waterfront Center and Cultural Heritage Foundation Award.

**Fran Hegeler**, AECOM, San Francisco, California, jury chair, presiding

5:45 p.m. Champagne Reception Honoring the 2010 Honor Award Winners.

7:30 p.m. The Waterfront Center's Gala Dinner Honoring the 2010 Excellence on the Waterfront Award Winners (optional event for additional fee).

This year's gala will take place at the beautifully restored Frederick Douglass -Isaac Myers Museum, a 2007 Honor Award Winner with beautiful views of the harbor. Join the annual celebration and enjoy a multi-course meal, wine and a champagne toast (tax and gratuities included) \$150 and \$135 for a guest. Black tie optional.

### Saturday, November 6 – Morning

8:00 a.m. Coffee and Continental Breakfast

9:00 a.m - 11:00 a.m.

CONCURRENT MORNING SESSIONS

- **Panel A-3: Community Boating**

Examples of boating centers that emphasize youth programs, and programs that encourage public access to the water by sail, oar or paddle. The importance of instruction of the public about boating and stewardship of the waterfront to be emphasized. Individual case examples including funding, staffing and management.

Moderator: **Charles Norris**, Norris & Norris Architects, Cambridge, Massachusetts

**Betsy Davis**, director of programs, The Center for Wooden Boats, Seattle, Washington

**Bruce Smith**, executive director, Charles River Community Rowing, Cambridge, Massachusetts

- **Panel B-3: Waterfronts for Children - of All Ages**

To include notable examples of where play - and playfulness - is important, including installations that appeal to people's curiosity and sense of adventure. Imaginative and interactive interpretive elements, sports venues of varied kinds, public art and performance spaces that are meant to delight everyone from the swing set to seniors.

Moderator: **Harriet Saperstein**, urban consultant, Detroit, Michigan.

**William "Bill" Thompson**, writer and editor on the Built Landscape, Washington, District of Columbia

**Jim August**, chief executive officer, The Forks North Portage, Winnipeg, Manitoba, Canada

- **Panel C-3: Cultural Facilities and Programming as Magnets**

The biggest component of the waterfront redevelopment phenomenon is the creation of new public realm. And in many such spaces are cultural facilities where programs of varying types are offered, thus enticing the public to the waterfront. Both the buildings themselves and their offerings to be highlighted, with an emphasis on the unusual and innovative.

**Michael Purzycki**, executive director, Riverfront Development Corporation, Wilmington, Delaware.

**Mayor "Joey" Torres**, City of Paterson, New Jersey

- **Shirt Sleeve Session 3: Baltimore Charrette Facilitators:**

Representatives from Baltimore will present a current project they are working on to have the participants assist in brainstorming ideas and solutions.

11:00 a.m. Coffee Break

11:30 p.m. Closing Plenary: TBA

1:00 - 4:00 p.m. Walking Tour: Social historian Charlie Duff will lead the group on a special tour entitled: "Beyond the Inner Harbor" offering insights and anecdotes. The tour will wind up at a colorful local "watering hole" where the first beer is included in your fee of \$20.00.

Maps for two different self-guided tours will be available at the Registration Desk.



## OPTIONAL EVENTS

### PRE-CONFERENCE WORKSHOP

#### **Baltimore's Waterfront: Beyond the Inner Harbor**

*(Requires a separate registration: Open only to URBAN WATERFRONTS 2010 attendees)*

#### TWO OPTIONS AVAILABLE

# 1

##### **OPTION ONE:**

Includes a Wednesday night hosted reception followed by a get-acquainted dinner

**PLUS** the all-day Thursday Workshop and Lunch

# 2

##### **OPTION TWO:**

Includes Thursday Workshop and lunch.

### **WEDNESDAY, NOVEMBER 3**

6:30 p.m. Depart hotel for an 8-block stroll to Sabation's.

7:00 p.m. The Reception and Dinner will take place in Baltimore's historic Little Italy at Sabatino's, 901 Fawn St., in the Wine Cellar.

### **THURSDAY, NOVEMBER 4**

8:30 a.m. Registration and Coffee at the Baltimore Marriott Waterfront

9:30 a.m. Thursday's day-long Workshop begins as the Lady Sarah departs from nearby dock. To illustrate 40 plus years of reconnecting Baltimore to its waterfront



heritage, the Local Committee has assembled a panel of experts. Your tour will start at the famed Inner Harbor with an in-depth briefing from those who were there from the start. You'll see several Excellence on the Waterfront Award winners including the National Aquarium, the Inner Harbor promenade and the Power Plant. Next up will be the historic Fells Point waterfront including Brown's Wharf, another early award-winner. The tour will then proceed to the largely residential Canton neighborhood where the principle of waterfront access continues along the harbor promenade. As the cruise continues and passes the Port of Baltimore's Dundalk Marine Terminal and the Sparrows Point steel plant, the issues of port and working waterfront will be addressed. We will stop for lunch at Nick's Fish House (latecomers can join up here) and then view the Middle Branch, the next waterfront to undergo redevelopment. As we turn back toward Ft. McHenry we pass Masonville Marine Terminal under construction, past Locust Point with its changing land uses including Tide Point project - an '03 award winner. The tour will wind up with a discussion of the Inner Harbor East, home to two award winners: The Living Classroom and Frederick Douglass-Isaac-Myers Museum.

4:30 p.m. The Thursday Workshop concludes, and the participants will return to the departure dock.

6:00 p.m. URBAN WATERFRONTS 2010 WELCOME RECEPTION

### **SATURDAY AFTERNOON TOURS**

#### **SATURDAY, NOVEMBER 6**

A number of exciting optional tours will allow pre-registered participants a variety of ways to experience Baltimore's waterfronts. The current list of options includes:

- A guided walking tour along winding up with a complimentary glass of beer or wine at a classic watering hole.
- Self-guided walking tour maps will be available at the Registration Area.

## Conference Registration

Use the form with this announcement or download from the web site. You may photocopy it. Save money by sending or faxing your registration with payment or signed purchase order on or before **OCTOBER 1, 2010**. You may use VISA, Mastercard, or American Express. Fax: 202 / 986 0448.

# REGISTRATION FORM

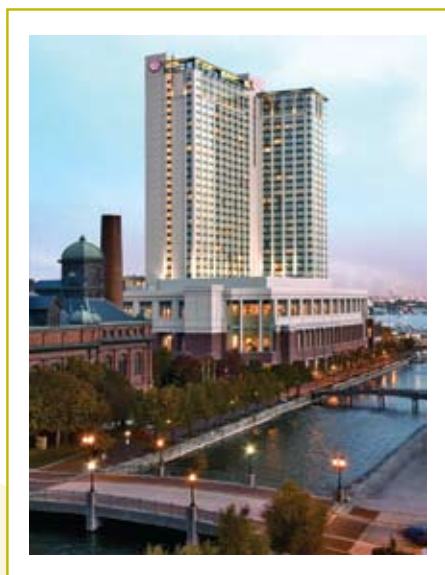
Please fill out both sides of this form detach it and mail it to:

**The Waterfront Center, P.O. Box 53351, Washington, DC 20009-9351**

or fax it to **(202) 986-0448**

## Conference Headquarters

You will be in for a real waterfront experience staying at the Baltimore Marriott Waterfront. Almost all the rooms have views of the harbor and/or the city skyline. Step out the door and you begin your walk or jog along the city's 8+ miles of waterfront promenade. It's a short hop over to the Aquarium and Inner Harbor, Little Italy, the historic Fell's Point Neighborhood and you will have the new Inner Harbor East neighborhood in your midst to explore. And let's not forget the great water taxi service close at hand.



## Special Hotel Rates at the Baltimore Marriott Waterfront

The SPECIAL conference room rate is \$189.00. Rates subject to current city tax. PLEASE MAKE YOUR RESERVATIONS DIRECTLY 1-800-228-9290 OR 410-385-3000. You must identify yourself as eligible for the group rate of The Waterfront Center Conference. Cut-off date for reservations at the Waterfront Center Conference rate is OCTOBER 13, 2010. After that date, reservations will be accepted on the basis of availability at the prevailing rate.

## Cancellation Policy

We will refund conference registration fees ONLY, less a \$75 handling charge, for cancellations received in writing by **OCTOBER 1, 2010**. After this date, we are unable to make refunds for any cause, including acts of God or terrorism and suggest you arrange for a substitute or donate your registration

as a tax-deductible scholarship. Please note that NO refunds will be made for cancelled optional events such as tours, guest tickets, etc.

## MAIL REGISTRATION TO:

The Waterfront Center, PO Box 53351,  
Washington, DC 20009 or  
FAX: 202/986 0448

Questions: 202/337 0356 or  
email: [mail@waterfrontcenter.org](mailto:mail@waterfrontcenter.org)

**CONFERENCE FEE:** Includes hosted receptions, Friday luncheon, two Continental breakfasts, all coffee breaks and materials.

	Before October 1	After October 1
Registration rate.....	<input type="checkbox"/> \$550.00	<input type="checkbox"/> \$650.00
Government/non-profit organizations.....	<input type="checkbox"/> \$385.00	<input type="checkbox"/> \$485.00
Additional attendees from same organization.....	<input type="checkbox"/> \$325.00	<input type="checkbox"/> \$350.00
Students, (credentials required) .....	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$200.00

**OPTIONAL EVENTS – ADDITIONAL FEES**

2010 PRE-CONFERENCE BALTIMORE WORKSHOP:  
November 3-4, open to conference attendees only

**Showcasing Baltimore’s Waterfront**

Option #1:.....	<input type="checkbox"/> \$195.00*	<input type="checkbox"/> \$215.00*
<p>Wednesday night, November 3, hosted reception and dinner at Sabatino’s, plus all-day Thursday workshop, boat tour and lunch.</p>		
Option #2:.....	<input type="checkbox"/> \$140.00	<input type="checkbox"/> \$160.00
<p>Thursday workshop, boat tour, and lunch.</p>		

**EXTRA EVENTS** — Requires additional fee. On site registration on space available basis.

No cancellations for these events.

Thursday, November 4, dinner at PAZO.....	<input type="checkbox"/> \$75.00*
Friday, November 5: Gala Dinner Honoring 2010 Honor Award Winners.....	<input type="checkbox"/> \$150.00*
Gala Dinner Guest .....	<input type="checkbox"/> \$135.00*

*\*Note: All dinner costs include a multi-course meal, wine, tax and gratuity.*

**SATURDAY NOVEMBER 6:**

Walking Tour.....	<input type="checkbox"/> \$20.00
-------------------	----------------------------------

**GUESTS:** While the following events are included in each conference registration, attendees and speakers wishing to bring a guest must pay an additional fee for each.

Welcome Reception and Dinner, Nov. 3.....	<input type="checkbox"/> \$45.00
Conference Opening Reception, Nov. 4.....	<input type="checkbox"/> \$25.00
Dinner at Pago, Nov. 4.....	<input type="checkbox"/> \$75.00
Lunch Friday, Nov. 5.....	<input type="checkbox"/> \$37.00
Awards Champagne Reception, Nov. 5.....	<input type="checkbox"/> \$30.00

**FRIENDS OF THE CENTER**..... \$ \_\_\_\_\_

Support the educational and advocacy work of the Waterfront Center with a tax-deductible donation of \$100 or more and be listed on the Web site as a FRIEND.

**ADVERTISING OPPORTUNITIES**

The Urban Waterfronts Conference Program is an excellent opportunity to put your company, your products or your projects in front of a unique audience. Advertisers are also linked on the Center’s website. Ads must be received by October 1, 2010.

Full Page (black and white or color).....	<input type="checkbox"/> \$850.00
Half Page (black and white or color).....	<input type="checkbox"/> \$600.00

**- TOTAL AMOUNT**

If you would like information on becoming a Conference supporter, exhibitor or sponsor – most which includes at least one registration and many other benefits – please call the Waterfront Center at 202/337-0356 or visit our Web site: [www.waterfrontcenter.org/conference](http://www.waterfrontcenter.org/conference).

# REGISTRATION FORM

\_\_\_\_\_  
Name Title

\_\_\_\_\_  
Company/Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State Zip

\_\_\_\_\_  
Country

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

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

**Send a copy of this 2 page form for each additional attendee from the same organization**

## Method of Payment in US Dollars

Check enclosed payable to The Waterfront Center in US Dollars

Signed Government Purchase Order Enclosed

Please charge my:

Visa  Mastercard or  American Express

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
\$ Amount

**If you would like information on becoming a Conference supporter, exhibitor or sponsor – most include at least one registration and many other benefits – please call the Waterfront Center at 202/337-0356 or visit our web site: [www.waterfrontcenter.org](http://www.waterfrontcenter.org)**

# ANNOUNCING

## 2010 Annual Excellence on the Waterfront Awards Program Call for Entries.

The deadline for the Honor Awards Program is **JUNE 30, 2010**.  
All entries must be postmarked by that date.

To save paper, we have posted all program details and entry forms on our Website, [www.waterfrontcenter.org](http://www.waterfrontcenter.org). If for any reason you have difficulty opening the information or downloading it, please call 202/337 0356 or e-mail: [mail@waterfrontcenter.org](mailto:mail@waterfrontcenter.org).

The program honors waterfront projects, adopted plans, student work and grassroots citizen's efforts through the Clearwater Award.

A NEW category has been added this year in the project category: Project Elements.

### THE 2010 INTERDISCIPLINARY JURY:

Fran Hegeler, senior director/development manager, AECOM, San Francisco, California, Jury Chair

Peter Brink, former vice president, National Trust for Historic Preservation, Norwich, Vermont

Jonathan Goldstick, maritime development director, HALCROW, New York, New York

Jane Jacobsen, executive director, The Confluence Project, Vancouver, Washington

Dave Mathewson, director of planning and research, Port of Los Angeles, San Pedro, California

Deliberations will take place in Cape May, New Jersey in late July. Entrants will be notified in late August.

### STUDENT AWARDS NOTE:

A separate, independent, professional jury will review the student entries. A different set of requirements and instructions where to send the entry form are posted on the Web site to download.

The winners will be announced and presented their awards November 5 in Baltimore, a highlight of the annual conference.

### 2009 TOP HONOR AWARD WINNER

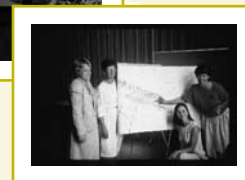
The Confluence Project, Columbia River, Washington State and Oregon and Confluence in the Schools.

# ASK ABOUT OUR CONSULTING SERVICES

**The Waterfront Center** provides specialized, tailored consulting services designed for the uniqueness of each city and town. We do not believe in a “formula” where one approach fits all.

- Strategic Planning Service, involving a team of four for one week to make a thorough assessment of a community’s waterfront potential. Economic development opportunities, civic possibilities, public events, art opportunities -- we cover the full range of possibilities. Team members are chosen to fit each community. A narrative report and graphics are the outcome.
- Community Participatory Planning Workshops, where citizens are directly and meaningfully engaged in preparing a concept plan for their waterfront. We bring in a team of experts chosen to fit the community. The team and the city work together over a day-and-a-half. The result combines a summary narrative and graphic depictions of the recommendations.
- Spot Consulting, where the Center’s co-directors make an on-the-spot assessment of a community’s waterfront potential. Extensive interviews are involved as well as review of pertinent documents. Reports are rendered orally and, if desired, in writing.
- Illustrated presentations draw on the Center’s incredible resource of waterfront images dating to 1975. A record of over 200 such presentations available on request.

For the full range of the Center’s offerings, including our publications, visit our Web site: [www.waterfrontcenter.org/consulting](http://www.waterfrontcenter.org/consulting).



# WATERFRONT CENTER COMMUNITY CONSULTING TRACK RECORD

Here is the list of communities where the Center has been engaged in a consultative capacity of one sort or another. The identity of the primary client is given in each instance. Names and contact information available on request. Separate list of illustrated presentations available.

- **Atlantic Beach, North Carolina**, Town Manager
- **Baltimore, Maryland**, (1) American Society of Landscape Architects; (2) Institute for Policy Studies, Johns Hopkins University, and (3) Historic Developers Inc., Philadelphia, Penn.
- **Bangor, Maine**, City of
- **Baton Rouge, Louisiana**, Eskew+ of New Orleans
- **Bay Point and Rodeo, California**, Contra Costa County Redevelopment Agency, Martinez, Calif.
- **Bellevue, Washington**, Parks and Recreation Department
- **Bellingham, Washington**, Port and City of Bellingham
- **Bermuda** (twice), West End Development Corporation
- **Bethlehem, Pennsylvania**, Bethlehem Tourism Authority
- **Bettendorf, Iowa**, City Planning Department
- **Biloxi, Mississippi**, City of
- **Boston, Massachusetts** (1) Boston Park and Recreation Department; (2) Boston Natural Areas Fund; (3) Goody Clancy Associates, Boston, and (4) Save the Harbor/Save the Bay, Boston
- **Brisbane, Queensland, Australia**, Brisbane River Festival
- **Bridgeport, Connecticut**, Wotsey, Rosen, Kveskin & Kuriansky, LLP, Stamford, Conn.
- **Brooklyn, New York**, Brooklyn Bridge Park Development Corporation
- **Canandaigua, New York**, Boyce Canandaigua Inc.
- **Chelsea, Massachusetts**, Goody Clancy Associates, Boston, Mass.
- **Cincinnati, Ohio**, City Planning Department
- **Clinton, Iowa**, Howard, Needles, Tammen & Bergendoff, Milwaukee, Wisc.
- **Columbus, Georgia**, Columbus Chamber of Commerce
- **Conway, South Carolina**, City Planning Department
- **Dallas, Texas** (1) The Dallas Institute, (2) The Dallas Plan
- **Davenport Iowa and Quad Cities, Iowa and Illinois**, (four times), River Action Inc.
- **Duluth, Minnesota** (twice), City of Duluth
- **Escanaba, Michigan**, Beckett&Reader, Ann Arbor, Mich.
- **Everett, Washington**, The Everett Herald
- **Fairbanks, Alaska**, Downtown Association and Main Street Fairbanks
- **Fort Myers, Florida**, Community Redevelopment Authority
- **Fort Pierce, Florida**, Department of Development
- **Gahanna, Ohio**, City of
- **Galveston, Texas**, Galveston Historical Foundation and Galveston Wharves Board
- **Grand Junction, Colorado**, City Planning Department
- **Halifax, Nova Scotia, Canada**, Waterfront Development Corporation Ltd.
- **Hemeji, Japan**, City of
- **Hood River, Oregon**, City Planning Department
- **Houston, Texas**, (1) Buffalo Bayou Partnership, (2) Thompson Design Group, Boston, Mass.
- **Hudson, Wisconsin**, City of
- **Jamestown, Rhode Island**, Goody Clancy Associates, Boston, Mass.
- **Juneau and Ketchikan, Alaska**, State Highway Department
- **Jersey City, New Jersey**, State Department of Environmental Protection
- **Kansas City, Kansas**, Port Authority of Kansas City
- **Kingston, Ontario, Canada**, City of
- **Knoxville, Tennessee**, Mayor's Waterfront Task Force
- **Lewes, Delaware**, Mayor and City Council
- **Little Rock, Arkansas and Washington**, District of Columbia, National League of Cities
- **London, England**, (1) London Rivers Association, (2) CIDRE Conference
- **Louisville, Kentucky**, (1) River Fields Inc., (2) Waterfront Development Corporation
- **Lynchburg, Virginia**, Central Lynchburg Inc.
- **Manama, Bahrain** (Persian Gulf), Manama Development Project
- **Mayaguez, Puerto Rico**, Municipio de Mayaguez
- **Memphis, Tennessee**, Department of Public Works
- **Miami, Florida**, City Planning and Zoning Department
- **Moline, Illinois**, Quad Cities Convention and Visitors Bureau
- **Moncton, New Brunswick, Canada** (twice), City of
- **Montreal, Quebec, Canada**, Ville de Montreal plan de developement des iles
- **Newark, New Jersey**, Nautilus International Development Consulting Inc., New York, N. Y.
- **North Beach, Maryland**, The Phipps Group, Takoma Park, Md.
- **North Little Rock, Arkansas**, City of
- **Norwalk, Connecticut**, South Norwalk Seaport Association
- **Oakland, California**, City and Port of Oakland
- **Ocoquan, Virginia**, Merchants Association
- **Owensboro, Kentucky**, (1) Downtown Owensboro Inc., (2) EDSA, Fort Lauderdale, Fla.
- **Paterson, New Jersey**, Department of Community Development
- **Pine Bluff, Arkansas**, Pine Bluff Downtown Development
- **Pittsburgh, Pennsylvania**, Pittsburgh History and Landmarks Foundation
- **Portland, Maine**, Greater Portland Landmarks
- **Portland, Oregon**, Bureau of Parks and Recreation
- **Poughkeepsie, New York**, City Development Department
- **Pueblo, Colorado**, City Planning Department
- **Reading, Pennsylvania**, the Wyomissing Foundation, Wyomissing, Penn.
- **Revere, Massachusetts**, Mayor Thomas Ambrosino
- **Rochester, New York**, U.S. Department of Housing and Urban Development, Canal Corridor Initiative
- **St. Charles, Missouri**, Riverfront Development Advisory Committee
- **St. Joseph, Missouri**, St. Joseph Development Corp.
- **St. Paul, Minnesota**, City Department of Planning and Economic Development
- **Sacramento, California**, City Economic Development Department
- **San Juan, Puerto Rico**, Puerto San Juan S.E.
- **Somers Point, New Jersey**, City Department of Recreation
- **South Bend, Indiana**, City Department of Development
- **Superior, Wisconsin**, City Department of Planning and Port Development
- **Summerside, Prince Edward Island, Canada**, Summerside Regional Development Corp.
- **Sydney, New South Wales, Australia** (twice), Darling Harbour Authority
- **Tempe, Arizona**, Rio Salada Project
- **Thunder Bay, Ontario, Canada**, City Parks Division
- **Tokyo, Japan** (1) NKK Corporation, (2) Waseda University Department of Architecture
- **Toronto, Ontario, Canada** (1) Toronto Waterfront Charette, (2) Metropolitan Planning Department
- **Traverse City, Michigan**, North Western Michigan College
- **Trenton, New Jersey**, Tri-State Transportation Campaign, New York, N. Y.
- **Tri-Cities, Washington** (twice), Tri-Cities Visitor and Convention Bureau
- **Vancouver, Washington**, City of Vancouver Economic Development Services
- **Waterville, Maine**, Coplon Associates, Bar Harbor, Me.
- **Wellington, New Zealand**, (1) Lambton Harbour Management Ltd., (2) Community Consultative Committee
- **West Sacramento, California**, City Redevelopment Program
- **Wilkes-Barre, Pennsylvania**, Luzerne County Flood Control Administration
- **Wilmington, North Carolina**, City Manager's Office
- **Worcester and Chicopee, Massachusetts**, Goody Clancy Associates, Boston, Mass.
- **Yorktown, Virginia**, Yorktown Steering Committee
- **Yuma, Arizona**, Greater Yuma Economic Development Corporation



The Waterfront Center  
P.O. Box 53351  
Washington, DC 20009

Non-profit Org.  
US Postage  
PAID  
Annapolis, MD  
Permit No. 273

# URBAN WATERFRONTS 2010



## ANNOUNCING:

The Waterfront Center's  
2010 Excellence on the Waterfront Honor Awards Program  
Deadline: **June 30, 2010**



## PLUS:

URBAN WATERFRONTS 2010 — **November 4-6, 2010**  
Baltimore, Maryland  
Program and Registration Forms



[WWW.WATERFRONTCENTER.ORG](http://WWW.WATERFRONTCENTER.ORG)