

**URBAN WATERFRONTS 2012:**

# ***The Once and Future Waterfront***

**THE WATERFRONT CENTER'S 30<sup>th</sup> ANNUAL INTERNATIONAL CONFERENCE**  
Mayflower Renaissance Washington, D.C. Hotel, September 27-29, 2012

Preceded by a Workshop Showcasing **Washington's Waterfronts: A Dramatic Makeover**,  
September 26-27, 2012. An optional Wednesday reception and dinner and all-day Thursday in-depth  
briefing and tour. Pre-Conference Workshop requires a separate registration fee.

**2012 Excellence on the Waterfront Awards**  
**Deadline: JUNE 29, 2012**  
**SEE INSIDE FOR DETAILS**

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

## **URBAN WATERFRONTS 2012 EARLY CONFERENCE SUPPORTERS**

*Support confirmed as of April 15, 2012*

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For information on Conference Support Opportunities and Benefits contact The Center at 202/337-0356  
or visit our web site: [www.waterfrontcenter.org/conference](http://www.waterfrontcenter.org/conference)



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

WELCOME

## URBAN WATERFRONTS 2012

# THE ONCE AND FUTURE WATERFRONT: CELEBRATING TWENTY FIVE YEARS OF EXCELLENCE ON THE WATERFRONT AWARDS

**T**he Waterfront Center was founded as a non-profit educational entity on May 1, 1981 -- 30 years ago and counting. Its mission has been and is still today to help communities make the wisest uses of their waterfront assets in the long-term public interest, through its varied programs.

Co-directors Ann Breen and Dick Rigby believe that helping establish waterfront planning and development as a serious and complicated component of urban regeneration in cities and towns of all sizes, in all parts of the world, is the Center's principal accomplishment. The waterfront phenomenon was initially dismissed by some as a fad and strictly for commercial makeovers.



Photo by BV Art

In large part to dispel this misconception, in 1987 The Waterfront Center established the "Excellence on the Waterfront Awards Program." with a grant from the National Endowment for the Arts. This is the only awards program that recognizes top-quality waterfront work around the world. About 375 projects, plans, citizen's effort and student work will have been recognized for their achievements after the convening of the 25th jury this summer.

The waterfront phenomenon has come a long way since the '80s when a simple macadam waterfront pathway along the edge was considered a notable achievement in many communities. The bar has been raised significantly. Designs are more subtle and sophisticated, benches and balustrades are often works of art. Environmentally sustainable underpinnings are the more the norm. Citizens are increasingly involved in meaningful discussion.

The stunning reality today is the wholesale transformation of once industrial or abandoned areas into major public spaces - parks, pathways, public piers, boating facilities, performance venues - and the list goes on. There is as well residential development, retail and mixed use, industry, artistic, cultural and educational facilities not to mention some stunning public works and environmental protection installations.

The Waterfront Center plans for Urban Waterfronts 2012 - its 30th annual international conference -- to be a singular inspirational event bringing together over 25 top planners, designers, developers and civic decision makers to share their experiences and thoughts on the past quarter century in interactive sessions facilitated by provocative and knowledgeable moderators. The attendees will, as with past 29 Center conferences, be given a chance to network with an interdisciplinary community from all over the world with a shared passion and concern for waterfronts to reflect with each other on where the movement has been and where it is poised to go.

# ANNOUNCING

## 2012 ANNUAL EXCELLENCE ON THE WATERFRONT AWARDS PROGRAM Call for entries.

The deadline for the Honor Awards Program is **June 29, 2012**.  
All entries must be postmarked by that date.

All program details and entry forms are posted on our Website, [www.waterfrontcenter.org/awards](http://www.waterfrontcenter.org/awards). 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 substantially completed waterfront projects, adopted comprehensive plans, student work and grassroots citizen's efforts through the Clearwater Award.

The nine project categories include:

- artistic/cultural/educational
- elements
- environmental protection/enhancement
- historic/maritime preservation/  
adaptive re-use
- industrial/working waterfront
- mixed use and/or commercial
- parks/walkways/recreational
- public works
- residential/resort

### THE 2012 INTERDISCIPLINARY JURY:

- Mark O. Dawson, principal, Sasaki Associates Inc., Watertown, Massachusetts, jury chair
- Tim Arntzen, executive director, Port of Kennewick, Kennewick, Washington
- Eric Burchill, executive director, Waterfront Development Corporation, Halifax, Nova Scotia, Canada
- Virginia McLean, president, Board of Directors, Friends of Our Riverfront, Memphis, Tennessee
- Mathieu Schouten, landscape architect, Municipality of Nijmegen, The Netherlands

Entrants will be notified of the results by mid-August. The winners will be announced and presented their awards September 28 in Washington, D.C., a highlight of the annual conference

### 2011 TOP HONOR AWARD WINNERS

CityDeck, Green Bay, Wisconsin and Room for the River Waal, Nijmegen, The Netherlands

Photo by CitiDeck Stoss Landscape Urbanism



Photo by Pim Nijssen



To view images of past award winners, visit our Website [www.waterfrontcenter.org](http://www.waterfrontcenter.org) and click on Awards.

**URBAN WATERFRONTS 2012:**

# *The Once and Future Waterfront*

*Celebrating 25 Years of Excellence on the Waterfront Awards*

**The Waterfront Center's 30<sup>th</sup> Annual International Conference on Waterfront Planning, Development and Culture**

**Mayflower Renaissance Washington, D.C. Hotel, *September 27-29, 2012***

*PLUS*

**Pre-conference Workshop -- Washington's Waterfront: A Dramatic Makeover -- Showcasing the Washington, D.C. Waterfronts, *September 26-27, 2012.***

*(Additional Registration Required)*

**All Urban Waterfront 2012 conference sessions are held at the Mayflower Renaissance Washington, D.C. Hotel**

**Confirmed Speakers as of April 15, 2012**

## **🌊 Thursday, September 27**

- 6:00 pm Urban Waterfronts 2012 Registration and Exhibitors' Welcome Reception (this hosted event is included with registration)
- 7:30 pm Get-Acquainted Dinner (optional event for additional fee)

Our networking dinner will be at The Washington Club is at 15 Dupont Circle within walking distance of the hotel. A delicious multi-course menu will be featured in one of the elegant private dining rooms of this historic home. Known as the Patterson Mansion, it is the only intact example of Stanford White's architecture in Washington. \$75.00 dinner, wine, beer and gratuities.

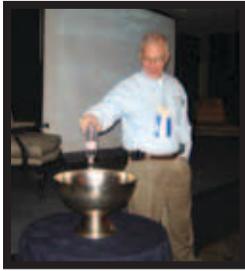


Photo by BV Art

## Friday, September 28 - Morning

7:30 am Registration and Continental Breakfast

8:30 am Welcome, Water Ceremony.



**The Water Ceremony** has become a conference tradition. Individuals who are 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.

NOTE: This year's program is dedicated to the "Excellence on the Waterfront" Awards Program begun in 1987. All presenters are from award-winning undertakings. They represent a variety of city sizes, geography and disciplines.

Session moderators will present summaries of their topic areas using case examples of award-winning work.

8:45 am **The Cultural Waterfront: Festive, Artful, Inspiring**

Moderator: **Fran Hegeler**, vice president, marketing, planning, development + design, AECOM, San Francisco, California.

Many are the cultural icons embracing a waterfront going back to ancient times but moving forward: the Little Mermaid of Copenhagen or our own Statue of Liberty. More recently think of the Opera House on Sydney's Harbor. These natural pairings demonstrate the power of water to capture the public imagination in a way that not many other settings can. Waterfronts in the last three decades have proved to be ideal settings for aquaria, museums, amphitheaters, public art and interpretive installations. Our panel highlights more recent accomplishments that have a strong educational themes while also being festive, artful and an inspiration to all who visit.

- **Monterey Bay Aquarium**, Top Honor 1987 - **Charles M. Davis**, principal, EHDD, San Francisco, California

- **The Confluence Project**, Washington State and Oregon, Top Honor 2009 - **Jane Jacobsen**, director, The Confluence Project, Vancouver, Washington

10:30 am Coffee Break

11:00 am **Vibrant Waterfronts - Mixing Work, Live, Play**

Moderator: **Jim August**, chief executive officer, The Forks North Portage Partnership, Winnipeg, Manitoba, Canada.

The commercial, mixed-use waterfront is usually what comes to mind when the phrase waterfront rejuvenation is used. And yet what distinguishes our award-winning examples is that major public space, art installations, educational, cultural components and in some cases, retention of working waterfront facilities, that each contains, plus a large amount of residential space in and/or near the projects. It is their hallmark to provide a rich, varied mix that appeals across the widest spectrum of their populations as well as expressing the character of the place. And with our case example from Minnesota, we make the point that these complex undertakings are not restricted to large and well-known examples.

- **Battery Park City**, New York, New York. Top Honor Plan 1987 with additional awards: Waterfront Plaza/World Financial Center, honor award 1991; South Cove, honor award 1993; The Belvedere, honor award 1995, and the Ferry Terminal at the World Financial Center, honor award 2009. **Stan Eckstut**, principal, E E & K - A Perkins Eastman Company, New York, New York.

- **Vancouver, British Columbia**, Canada including Granville Island, honor award 1988, Canada Place, honor award, 1988; False Creek Yacht Club/Anderson's Restaurant honor award 1990; Portside Park, honor award 1991; Coal Harbour Development Plan, honor award 1992; Tugboat Landing honor award 1996; Bayshore, honor award 2002; Vancouver's Waterfront Promenade, honor award, 2003; False Creek North Concord Pacific Place honor award 2004; Stanley Park Salmon Stream, honor award 2006, and Southeast False Creek Waterfront Phase 1, honor award 2009. **Scot Hein**, senior urban designer, City of Vancouver, British Columbia, Canada (invited).

- **Sydney, New South Wales, Australia**, including Darling Harbour honor award, 1991; The Rocks honor award 1993; Woolloomooloo Bay Redevelopment, top honor, 2000; Walsh Bay, honor award 2005, and Ballast Point Park, top honor award 2010. **Di Talty**, director, strategic services, Sydney Harbour Foreshore Authority, Sydney, New South Wales, Australia.
- **Duluth, Minnesota**. Top honor, 1993. Includes adaptive re-use, walkway, major parks, public art, a buried highway and award-winning restoration of an iron ore boat. **Gerry Kimball**, former planning director, City of Duluth, Minnesota.

1:00 pm **Conference Luncheon.** (Included with registration) - A Tribute to the Excellence on the Waterfront Clearwater citizen award winners. Emcee: **Charles Norris**, Norris & Norris architects, Cambridge, Massachusetts. Charley served as jury chair in 1996 and has devoted decades of service to Boston area non-profit organization.



The Clearwater © Augusto Menezes

2:00 am **The Public Realm**

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

This is THE legacy of the waterfront redevelopment phenomenon of the last 30-plus years: massive amounts of publicly accessible space to and along a wide variety of water bodies. The public access issue has been a hallmark of the Waterfront Center's educational mission for over 30 years. The public realm, whether as a component of complex mixed-use undertakings, or as stand-alone installations in their own right, beckon the public to come and enjoy. Which enjoyment can be reflective, active, participatory -- or all of the above over time. Many spaces are simple green lawns, others feature cultural, recreational, historic or educational features, not to mention boating, swimming, fishing and activities for all ages. It is a good subject for debate whether or not we attempt to put too many "things" in our waterfront spaces, or whether the intrinsic magnet that is water should be allowed to dominate. There is no debate that

thousands of new acres of public realm are on waterfronts where industry, dereliction, abandonment and hostile uses once predominated.

Panelists will address different categories of the public realm and discuss their own work.

**Thomas Balsley**, principal, Thomas Balsley Associates, New York, New York. Gantry Plaza State Park, top honor, 1999 and Riverside Park South, honor award 1011.

**Keith Weaver**, principal, EDSA, Baltimore, Maryland. Fort Lauderdale Beach Revitalization, honor award 1993 and Fort Lauderdale's Riverwalk, honor award 1996.

**Steve Durrant**, principal, Alta Planning + Design, Portland, Oregon. Spokane River Centennial Trail, top honor, 1996 and Minneapolis Riverfront, honor award, 2004.

4:00 pm Coffee Break

4:30 pm **Plenary: Announcement and Presentation of the 2012 Annual Excellence on the Waterfront Honor Awards** for projects, plans, citizen efforts and student work selected by an interdisciplinary jury.

**Mark O. Dawson**, principal, Sasaki Associates, Watertown, Massachusetts, 2012 jury chair, presiding.

5:45 pm Champagne Reception Honoring the 2012 Honor Award Winners (Included in registration)

7:30 pm The Waterfront Center's Gala Dinner Celebrating the 25th Anniversary of the Excellence on the Waterfront Awards Program and the 2012 Winners. Whittemore House, 1526 New Hampshire Ave. N.W. , corner of Q St. NW (optional extra event for additional fee). Short 15-minute walk from hotel. Price includes multi-course meal, beer, wine and champagne toast.

Proceeds from the dinner will support creation of an illustrated interactive database on the Center's Web site containing information on all of the award-winning work chosen by interdisciplinary juries since 1987. An estimated 375 projects, plans, citizen efforts and student work will be included.

## 🌊 Saturday, September 29

### 9:00 am **The Environmental Waterfront : A Growing Imperative- Clean, Green and Sustainable Techniques**

Moderator: **Jonathan Goldstick**, senior vice president, Halcrow - A CH2M Hill Company, New York, New York.

A growing emphasis in the Center's awards program over its 25 years has been an increasing emphasis on sustainability. We continue the need to stress the importance of wetlands, clean water, storm water retention and wildlife protection. It is reflective of the growing recognition that we are the custodians of our waterfronts and their future, including insisting that they be clean, that they provide for safety and that they are planned with the distinct possibility of sea-level rising for many locations. Fresh water bodies have their own environmental issues to grapple. One tenant developed by the Centers juries since 1987 is the importance of good science underlying all that is undertaken, to make sure we understand the implications of what we're doing and that we examine cost-effective measures of restoring and retaining water quality. Without it, most waterfront planning will be for naught.

- Herring's House Park. Seattle, Washington, top honor 2002 - **Jim Brennan**, principal, J.A. Brennan Associates, LLC, Seattle, Washington (invited).
- Chicago River Corridor Pilot Project, honor award, 2004 and Sidestream Elevated Aeration Project, honor award, 2008.

10:45 am Coffee Break

### 11:00 am **The Once and Future Waterfront**

Moderators: **Ann Breen** and **Dick Rigby**, co-founders and co-directors, The Waterfront Center, Washington, District of Columbia.

We have charged this panel with the task of taking an overview, a philosophic look if you will of what we have accomplished collectively, where we went astray and also to look ahead. Where is the future of urban waterfront planning, development and culture headed? Are new emphases in store?

How do North American waterfronts fit into a global perspective? How has the impact of global warming already impacted planning? At the end of the day, arguably waterfronts have played a key role in the rejuvenation of a large number of cities here and abroad. Have we peaked?

**Jane Thompson**, principal, Thompson Design Group, Boston, Massachusetts. Jane served on the 1993 jury and is recipient of several Waterfront Center awards. She and her husband, the late Ben Thompson and the Thompson Design Group are well known for their waterfront work in Boston, Faneuil Hall, and Chicago's Navy Pier and Houston's Buffalo Bayou among others. In 2010 Jane received a National Design Award for Lifetime Achievement.

**Mayor Joseph Riley**, City of Charleston, South Carolina. Mayor Riley has been in office since 1975, one of the longest serving mayor's in the Nation. The City received a top honor award for the Waterfront Park and an honor award for the South Carolina Aquarium in 2001. Mayor Riley helped found the Mayor's Institute on City Design in 1986. (INVITED).

### SATURDAY AFTERNOON - ON YOUR OWN

WASHINGTON! -- A city with hundreds of choices for all moods.

Hike in Rock Creek Park; rent a bike and ride all over the city; get a canoe at Thompson's Boat House and cruise the Potomac; or visit one of the scores of FREE museums. Weather permitting have a leisurely café lunch and relax. Washington is one of the most walkable cities in the country.

Maps and tourist materials available plus a special insiders guide to some our favorite, maybe not so well-known places.



Photo: BV Art

# ENJOY!

# PRE-CONFERENCE WORKSHOP, September 26-27

## Washington's Waterfront – A Dramatic Makeover

(requires separate registration)

TWO OPTIONS AVAILABLE TO CONFERENCE ATTENDEES

**OPTION ONE:** INCLUDES A WEDNESDAY NIGHT HOSTED RECEPTION AND GET-ACQUAINTED DINNER at AGORA on 17th Street NW

PLUS THE ALL-DAY THURSDAY WORKSHOP, INCLUDING CONTINENTAL BREAKFAST, BUS TOUR, LUNCH AND MATERIALS

**OPTION TWO:** THURSDAY WORKSHOP, INCLUDING CONTINENTAL BREAKFAST, BUS TOUR, LUNCH AND MATERIALS

**OPTION THREE:**

for those who choose to attend only this unique workshop and not the conference  
INCLUDES BUS TRANSPORT TO AND FROM MAYFLOWER HOTEL, WORKSHOP, LUNCH AND MATERIALS.  
WORKSHOP DEPARTS FROM DESALES STREET SIDE ENTRANCE TO HOTEL at 8:30 a.m.



Photo: agoradc.net



Photo: agoradc.net

### Wednesday, September 26

6:30 p.m. Depart hotel for a 15-minute walk to restaurant.

7:00 p.m. Reception and Dinner will take place at Agora,  
1527 17th St. NW (Solen Room second floor)

Executive Chef Ghassan Jarrouj will cook up delicious Turkish dishes with a majority of small plates prepared in the wood-fired oven and charcoal-fired BBQ grill. The multi-course menu will be served meze style with many different dishes -- something for everyone's taste buds to be shared in our private second floor room. Wine and beer throughout.

## PRE-CONFERENCE WORKSHOP

### Thursday, September 27

Speakers confirmed as of April 15, 2010

7:30 a.m. Registration and Continental Breakfast at the Mayflower

8:30 a.m. Bus Departs for AIA Headquarters - 1735 New York Ave. NW

9:00 - 10:30 a.m. Briefing

Representatives from the District of Columbia and Ignacio Bunster Ossa, principal, Wallace Roberts & Todd, Philadelphia, Pennsylvania who will discuss the new Georgetown Park.

10:30 a.m. Walking Tour and Briefing. Group will walk from the western end of the Georgetown waterfront along the new riverfront park, culminating decades-long struggle to gain access to the river, past Washington Harbour with its innovative flood gates to the new House of Sweden opened in 2006.

12:00 p.m. Lunch at Sea Catch Restaurant, 1054 31st St. NW on the C&O Canal. Enjoy a leisurely lunch in this historic 1840's shipping warehouse. A National Park Service representative will give a short history of the canal.

Steve Moore of PN Hoffman will present plans for The Wharf - a project that will dramatically transform the current Southwest waterfront built in the Urban Renewal era. Prior to 1960's, the waterfront was a lively home to seafood wholesalers and restaurants. The Wharf will bring a wide variety of commercial, residential and cultural facilities along with major improvement to the public realm including generous waterside walkways and a waterfront park. The design incorporates state-of-the-art sustainability practices. The plan also provides major boating activities.

2:00 p.m. A scenic drive to the Southwest waterfront where Steve Moore, PN Hoffman will help guide us along the waterfront.

3:00 p.m. The Yards. A walking site visit and briefing on the emerging new neighborhood in the Southeast where not long ago it was mix of industrial facilities, bars and vacancy. Today, there are new apartments and lofts emerging, a Harris Teeter grocery will soon join the mix and nearly a dozen restaurants are in the works. A crown jewel of the development is a stunning new waterfront park complete with a fantastic interactive fountain and iconic pedestrian bridge.



The Yard © Forest City Washington

Speakers: Ramsey Meiser, senior vice president for development, Forest City Washington, Washington DC; and Rick Parisi, Principal, M. Paul Friedberg and Partners, New York, New York.

4:00 p.m. Naval Museum and Navy Yard Tour (speaker: USN historian)

5:00 p.m. Return to Mayflower

6:00 p.m. Opening Reception for Urban Waterfronts 2012  
(For Conference Attendees the Opening Reception is included in your conference registration; Non-2012-attendees may sign up for this event separately)

# ASK ABOUT OUR CONSULTING SERVICES



Photo: ©Bandy Santos / dcoimages.com



Photo: ©The Waterfront Center



Photo: ©Bandy Santos / dcoimages.com

**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).

## Conference Registration

Use the form with this announcement, download from the web site. OR sign up on-line through our web site: [www.waterfrontcenter.org](http://www.waterfrontcenter.org). You may photocopy it. Save money by sending or faxing your registration with payment or signed purchase order on or before **SEPTEMBER 6, 2012**. 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**

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

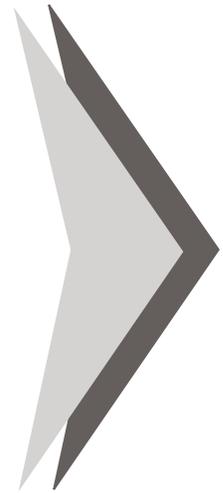


Photo: marriott.com

## Conference Headquarters

You will be in for a classic Washington experience staying at the historic **Mayflower Renaissance Washington D.C.** hotel, one of the grandest hotels in town. The rooms are spacious and handsomely decorated. The hotel is ideally situated in the heart of the business district, surrounded by entertainment, cultural, shopping and dining destinations, just blocks from the vibrant Dupont Circle and the White House. For the adventurous, tap into the new Capital Bikeshare with bikes for rent located around the corner at 18th & M Sts. and zoom around our very bike-friendly town.

## Special Hotel Rates at the Mayflower Renaissance Washington DC

The SPECIAL conference room rate is \$209.00. Rates subject to current city tax. PLEASE MAKE YOUR RESERVATIONS 1-800-468-3571 or 202-347-3000. 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 **SEPTEMBER 6, 2012**. After that date, reservations will be accepted on the basis of availability at the prevailing rate. NOTE: the rate will also apply on September 24 and 25 and September 30 and 31.

The room block and special rate are available until the cutoff date, or until the rooms are filled, whichever comes first. We recommend you reserve as soon as possible to assure you get a room in the hotel. We ask that you stay at the Mayflower so that we can fulfill our room guarantee and avoid a penalty.

## Cancellation Policy

We will refund conference registration fees ONLY, less a \$75 handling charge, for cancellations received in writing by **SEPTEMBER 6, 2012**. 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.

### CONTINUING EDUCATION CREDIT

The Waterfront Center will provide a conference certificate of attendance to be used for professional CEU credits. The form will be available at the registration desk upon request.

## MAIL CONFERENCE 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) or [wcm@snip.net](mailto:wcm@snip.net)

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

	Before September 6	September 6
Registration rate:.....	<input type="checkbox"/> \$575.00	<input type="checkbox"/> \$750.00
Government/non-profit organizations.....	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$495.00
Additional attendees from same organization.....	<input type="checkbox"/> \$360.00	<input type="checkbox"/> \$390.00
Students, (credentials required).....	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$225.00
Saturday, Half-Day only (NEW).....	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$150.00

OPTIONAL EVENTS – ADDITIONAL FEES

**2012 PRE-CONFERENCE WASHINGTON WORKSHOP: September 26-27,**

**Showcasing Washington’s Waterfront**

Option #1:.....	<input type="checkbox"/> \$190.00	<input type="checkbox"/> \$210.00
Wednesday night, September 26, hosted reception and dinner at Agora plus all-day Thursday workshop, continental breakfast, bus tour, lunch at the Sea Catch restaurant on the C&O Canal and materials.		
Option #2:.....	<input type="checkbox"/> \$125.00	<input type="checkbox"/> \$145.00
Thursday workshop, Continental breakfast, bus tour, lunch and materials.		
Option #3:.....	<input type="checkbox"/> \$75.00	<input type="checkbox"/> \$95.00
FOR WASHINGTON AREA RESIDENTS. Includes Thursday workshop, lunch, bus tour and materials.		

EXTRA SOCIAL EVENTS FOR ATTENDEES — Requires additional fee. On site registration on space available basis.  
No cancellations for these events.

Thursday, September 27, dinner at The Washington Club.....	<input type="checkbox"/> \$75.00*
Friday, September 28:.....	<input type="checkbox"/> \$175.00*

**Gala Dinner** Celebrating the 2012 Honor Award Winners and the 25th Anniversary of Excellence on the Waterfront Program

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

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 at Agora, September 26.....	<input type="checkbox"/> \$60.00
Conference Opening Reception, September 27.....	<input type="checkbox"/> \$35.00
Lunch Friday, September 28.....	<input type="checkbox"/> \$55.00
Awards Champagne Reception, September 28.....	<input type="checkbox"/> \$45.00

FRIENDS OF THE CENTER

GALA DINNER — \$250 1 ticket, \$400 2 tickets..... \$ \_\_\_\_\_

Your name will be listed in Souvenir Program.

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 Web site. Ads must be received by **September 6, 2012.**

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

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Company/Organization

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State Zip

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Country

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Phone Fax

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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

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Card Number

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Expiration Date

\_\_\_\_\_  
Signature

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# 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
- **Occoquan, 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



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# URBAN WATERFRONTS 2012

## ANNOUNCING:

URBAN WATERFRONTS 2012 —  
**THE WATERFRONT CENTER'S 30<sup>th</sup>  
INTERNATIONAL CONFERENCE**  
**September 27-29**  
Washington, DC  
Program and Registration Forms

## PLUS:

The Waterfront Center's  
2012 Excellence on the  
Waterfront Honor Awards Program  
Deadline for entries postmarked by:  
**June 29, 2012**



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