



**URBAN WATERFRONTS 2011:**

# *Thirty Years and Counting*

**THE WATERFRONT CENTER'S 29<sup>th</sup> ANNUAL INTERNATIONAL CONFERENCE**

New York Marriott Downtown New York, New York, **October 27-29, 2011**

Preceded by a Workshop Showcasing New York's Waterfront October 26-27, 2011. An optional Wednesday reception and dinner and all-day Thursday in-depth briefing/boat tour. **Pre-Conference Workshop requires a separate registration fee.**

**2011 Excellence on the Waterfront Awards**  
**Deadline: JULY 1, 2011**  
**SEE INSIDE FOR DETAILS**

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

## **URBAN WATERFRONTS 2011 EARLY CONFERENCE SUPPORT**

*Support confirmed as of April, 2011*

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WALKER MACY, Portland, Oregon  
WALLACE ROBERTS & TODD, Philadelphia, Pennsylvania  
THE WATERFRONT CENTER, Washington, District of Columbia

### **LOCAL HOST COMMITTEE**

Jonathan Goldstick, Halcrow  
Jennifer Hudon, The New School  
Roland Lewis, Metropolitan Waterfront Alliance  
Kim Mathews, Mathews Nielsen Landscape Architects  
Donna Walcavage, AECOM

### **30th ANNIVERSARY GALA COMMITTEE**

Barry Hersh, New York University Schack Institute for Real Estate  
Michael Krieger, of counsel, Dunn Lambert  
Laura Starr, Starr Whitehouse Landscape Architects and Planners  
Barbara Wilks, W Architecture and Landscape Architecture

Harbor Inspection Provided by US Army Corps of Engineers – New York District



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

## WELCOME

**M**ake plans now to join us on October 27 to 29 in Lower Manhattan for URBAN WATERFRONTS 2011 – THIRTY YEARS AND COUNTING! Our conference hotel – the New York Marriott Downtown – has several special features. Fully 70 % of the spacious sleeping rooms have views of New York Harbor. And even more stunning – on each elevator corridor are views directly onto the World Trade Center site, with its dramatic One World Trade Center, soon to be the tallest building in the area. There are hundreds of workers swarming on the site as the rebuilding proceeds apace. Our conference room rate of \$229 represents a bargain for most places in New York. And, Lower Manhattan where the hotel is located, is one of the fastest growing and most dynamic areas of New York. Check out the link [www.downtownny.com](http://www.downtownny.com) to see what's offered in the neighborhood.

We are observing several anniversaries this year.

Our theme of Thirty Years and Counting has two major reference points.

- Thirty years ago is more or less when the urban waterfront rejuvenation phenomenon really began to flourish and be recognized for the serious opportunities it presented for redeveloping the front door of many communities and along with it, uplifting civic spirits.
- Thirty years ago on May 1 The Waterfront Center was incorporated as a non-profit educational entity. A brief description of the role of the Center follows.

Another very special anniversary recalls our conference held in Brooklyn in September, 2001, literally days after the horrendous attack on the World Trade Center. Everyone present remembers the solidarity we all felt with each other and with the city and citizens of New York. We've been told ours was the first meeting in Brooklyn post the 9/11 attack and was in fact one of the first meetings of any sort in the city. We will offer special recognition to all in attendance this year who were with us in Brooklyn 10 years ago.

We've chosen very special venues for the optional get-acquainted dinners on Wednesday and Thursday plus the spectacular Battery Gardens Restaurant at the tip of Manhattan where our Gala Dinner and Fundraiser will be held Friday, October 28. It has unforgettable views of New York Harbor.

We'll offer the usual diverse array of topics and presenters, who reinforce the interdisciplinary nature of our conference. We attract all with an interest in waterfronts, from boaters to builders, designers to developers plus citizen activists, environmental interests and municipalities, among others. We're making an extra effort this year to attract students.

People tell us they love our conference for the vitality, diversity and comradeship evident. If you haven't yet been to a Waterfront Center conference, Urban Waterfronts 2011 promises to be very special. Come and be welcomed into the Waterfront Center family.

## THE IMPORTANT ROLE OF THE WATERFRONT CENTER — THIRTY YEARS AND COUNTING.

**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 as we move forward into our 31st year and beyond.

# ANNOUNCING

## 2011 ANNUAL EXCELLENCE ON THE WATERFRONT AWARDS PROGRAM Call for entries.

The deadline for the Honor Awards Program is **JULY 1, 2011**.  
All entries must be postmarked by that date.

All program details and entry forms are posted 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 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

### 2010 TOP HONOR AWARD WINNER

Ballast Point Park, Birchgrove, Sydney, New South Wales, Australia

### THE 2011 INTERDISCIPLINARY JURY:

- Jonathan Goldstick, senior vice president, Halcrow, New York, New York, Jury Chair
- Nicole Faghin, senior associate/planning, AECOM, Seattle, Washington
- Peter Kuttner, president, Cambridge Seven Associates, Inc., Cambridge, Massachusetts
- Kent MacIntyre, general manager, Saint John Waterfront Development, Saint John, New Brunswick, Canada
- Bradford McKee, editor, *Landscape Architecture*, Washington, District of Columbia

Entrants will be notified by late August. The winners will be announced and presented their awards October 28 in New York, a highlight of the annual conference.



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

## URBAN WATERFRONTS 2011:

# *Thirty Years and Counting*

The Waterfront Center's **29<sup>th</sup>** Annual International Conference on  
Waterfront Planning, Development and Culture

New York, New York, New York Marriott Downtown, **October 27-29, 2011**

*PLUS*

**Pre-conference Workshop Showcasing New York, October 26-27, 2011**

*(Additional Registration Required)*

**All Urban Waterfronts 2011 conference sessions are held at New York Marriott Downtown**

**Confirmed Speakers as of April 15, 2011**

### **Thursday, October 27**

6:00 pm Urban Waterfronts 2011  
Registration and Exhibitors'  
Welcome

Reception (this hosted event is included with  
registration)

7:30 pm Get-Acquainted Dinner (optional  
event for additional fee)

Bayard's is at One Hanover Square, hard by Wall Street, within walking distance from the hotel. A delicious three-course meal will be served in the third floor private dining room of this handsome 1830's building, known as India House since 1914 that has had ties to the shipping industry and boasts a large collection of maritime art. \$85.00 dinner, wine, beer and gratuities.



Local committee members will lead those interested in a post-dinner tour of historic Stone Street - a cobblestone street dating from the early 17th century and 55 Water Street, with its elevated acre of public realm punctuated by an iconic lighted cube. Along the way a chance to try local watering holes if so desired.

## Friday, October 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.

8:45 am Keynote Presentation TBA

9:45 am Coffee Break

10:15 am - 12:15 pm

### CONCURRENT MORNING SESSIONS

#### • Panel A-1 Waterfront Pioneers: Thirty Years Ago and Today

The waterfront phenomenon now so widespread around the world had its beginnings thirty or so years ago in storied places like Seattle, Boston and Baltimore.

This panel will take a look at three cases that are less well known. For example, Oakland's various waterfront transformations date back to the 1950's.

Moderator: Nando Micale, Wallace Roberts & Todd, Philadelphia, Pennsylvania

**Sandra Threlfall**, executive director, Waterfront Action, Inc., Oakland, California.

#### • Panel B-1 The Regional Approach: Strength in Numbers

When a number of communities face similar problems and share common agendas, joining forces is one way to gain attention, come up with solutions and raise needed funding. This panel will explore

three very different geographies and approaches: upper New York State's waterfront communities; watersheds in Maryland, and the Great Lakes waterfront communities in the U.S. and Canada.

Moderator: Mike Burke, Port of Kansas City, Kansas City, Missouri

**Congressman Paul Tonko** (D-NY), Washington, District of Columbia

**David Carroll**, environmental consultant formerly with Baltimore County Office of Sustainability, Baltimore, Maryland

**David Ullrich**, executive director, Great Lakes & St. Lawrence Cities Initiative, Chicago, Illinois

#### • Panel C-1 That Something Special - The Role of Art and Artists

When we first introduced the subject of public art nearly 30 years ago, only a handful of people attended the panel. The situation has changed considerably over the years. Whether interactive large scale works or dazzling fountain installations, art and aesthetics play an increasingly major role in waterfront projects around the world.

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

**Eytan Poznansky**, managing partner, JMLUSAwaterfeaturedesignconsultants, Agoura Hills, California

#### Shirt Sleeve Session 1: Student Projects and Initiatives.

Facilitator: Barry Hersh, New York University Schack Institute for Real Estate, New York, New York

**Kevin Dwarka**, Baruch Institute CUNY, New York, New York

12:30

#### Conference Luncheon .

(Included with registration) – A Tribute to the 10<sup>th</sup> Anniversary of 9/11 and acknowledgement of those present who came to Urban Waterfronts 19 in Brooklyn, New York, September 20-22, 2001.

2:00 - 4:00 p.m.

CONCURRENT AFTERNOON SESSIONS

• **Panel A-2 Historic Harbors as Economic Generators**

While no longer necessarily hubs of shipping and trading, old ports and harbors have changed with the times and re-invented themselves while trying to keep some flavor of the past. Indeed the historic aspect of many of these waterfront areas is what makes them beloved by residents and attractive to tourists - including the draw they hold for the smaller cruise ships.

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

**Eric Burchill**, executive director, Waterfront Development Corporation, Halifax, Nova Scotia, Canada

• **Panel B-2 The Blue Trails Movement**

Like their hiking trails counterpart, blue trails are stretches of water bodies that are set aside to help people discover the beauty and recreational opportunities close at hand. This panel will explore the issue from both national and local perspectives. Trail maps and guidebooks, how to make good connections between communities will be among the issues highlighted, along with the economic benefits.

Moderator: Steve Durrant, Alta Planning + Design, Portland, Oregon

**Jamie Mierau**, director, river protection, American Rivers, Inc., Washington, District of Columbia

**Linda Cox**, executive director, Bronx River Alliance, Bronx, New York

• **Panel C-2 Positive Problem Solving**

Waterfront areas - where land and water meet and mix or where heavy industries left not too pleasant legacies - offer special challenges. This panel will offer three very different examples of creative problem solving including perspectives from Abu Dhabi and Sydney.

Moderator: Fran Hegeler, AECOM, San Francisco, California

**Therese Hoy**, Waterfront and Maritime Specialist, Abu Dhabi, United Arab Emirates

• **Shirt Sleeve Session 2: Citizen Power**

Facilitators: Nick and Maggie Brooke, Harbourfront Commission, Hong Kong, China

4:00 p.m. Coffee Break

4:30 p.m. Plenary: Announcement and Presentation of the 2011 Annual Excellence on the Waterfront Honor Awards for projects, plans, citizen efforts and student work selected by an interdisciplinary jury.

**Jonathan Goldstick**, senior vice president, Halcrow, New York, New York, presiding.

5:45 p.m. Champagne Reception Honoring the 2011 Honor Award Winners. (Included in registration)

7:30 p.m. **The Waterfront Center's 30th Anniversary Gala Dinner and Fundraiser.** Battery Gardens Restaurant (optional extra event for additional fee).

We take a 15-minute stroll from the hotel through Battery Park and the top honor award-winning Battery Bosque. We'll have the second floor dining room to ourselves. Unobstructed views of the harbor will take in the Statue of Liberty, Ellis Island and the Staten Island ferry landing next door. The cuisine here will be prepared by award-winning chef Ari Nieminen. There will be a starter, choice of two entrees and dessert, with wine and of course champagne toasts.

We'll have a fine time toasting not only the 2011 "Excellence on the Waterfront" award winning projects, plans and citizen efforts but we will also single out New York area award winners from 1987-2011! It promises to be a dazzling party sited at one of the most spectacular waterfront settings in the world.

Proceeds from the dinner will support creation of an 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, October 29 - Morning

8:30 a.m. Coffee and Continental Breakfast  
(included in registration)

9:30 - 11:30 a.m.

### CONCURRENT MORNING SESSIONS

- **Panel A-3 Building and Maintaining Mixed Use Projects**

Mixed-use projects developed along many centrally located waterfronts are often the commercial, recreational and residential heartbeat of the cities in which they are located. Developing these projects takes years to accomplish and once completed the issues of programming and maintenance are key to their continued vibrancy.

Explore with our panelists the ins and outs, the successes and pitfalls of what is involved.

Moderator: Jim August, The Forks North Portage Development, Winnipeg, Manitoba, Canada

**Ian Pike**, chief executive, Wellington Waterfront, Ltd., Wellington, New Zealand

**Arthur Ziegler**, executive director, Pittsburgh History and Landmarks Foundation, Pittsburgh, Pennsylvania and **Michael Sriprasert**, president, Landmarks Community Capital Corporation and director of real estate development, Pittsburgh History and Landmarks Foundation, Pittsburgh, Pennsylvania

- **Panel B-3 Working Waterfronts Revisited**

When we published *Caution: Working Waterfront* in 1984, we felt strongly that the issue of gentrification pushing out marine business was important to address. And so it seems it continues to be some 26 years later. This panel will look back to an ongoing case such as Portland and look at ways other communities are dealing with the problems today.

Moderator: Dick Rigby, The Waterfront Center, Washington, District of Columbia

**Bill Needelman**, senior planner, Planning & Urban Development, City of Portland, Portland, Maine

- **Panel C-3 Urban Islands**

Unique locales in their urban settings, islands offer incredible opportunities for creating a special sense of place. This panel will look at very different cases: Belle Isle in Detroit, first opened during the City Beautiful Movement; Governors Island, New York, planned and debated for years - now a popular recreational and cultural retreat; and Treasure Island in San Francisco being ambitiously planned for with latest strategies for addressing climate change.

Moderator: Harriet Saperstein, Detroit, Michigan

**Kim Mathews**, principal, Mathews Nielsen Landscape Architects, New York, New York

**Santiago Alfageme**, vice president, Moffatt & Nichol, New York, New York

- **Shirt Sleeve Session 3: New York Charrette**

Representatives from New York will present a current problem they are working on to have participants assist with brainstorming ideas and solutions.

11:30 a.m. Coffee Break

12:00 p.m. Closing Plenary: **Kongjian Yu**, principal, Turenscape, Beijing, China



**Kongjian Yu** received his Doctor of Design Degree at The Harvard Graduate School of Design in 1995. He is the founder and president of Turenscape, which is an internationally awarded firm with about 600 professionals and is one of the first and largest private architecture and landscape architecture practices in China.

Turenscape has received four Excellence on the Waterfront Honor Awards including top honors for Zhongshan Shipyard Park and Floating Gardens Yongning River Park.

He joined the SWA Group from 1995 till 1997 in its Laguna office in California. He has been a professor architecture and landscape architecture at Peking University since 1997, and the founder and dean of the Graduate School of Landscape Architecture at Peking University. He is also the founding dean of the newly established College of Architecture and Landscape Architecture at Peking University. Dr. Yu is visiting professor of landscape architecture and urban planning and design, Harvard University Graduate School of Design, and serving as Master Jury for the Aga Kahn Architecture Award.

1:30 p.m. Afternoon Optional Tours including Lunch

- Battery Park City Briefing and Walking Tour
- Brooklyn Bridge Park
- Hudson River Park



# PRE-CONFERENCE WORKSHOP

New York's Waterfronts

*(Requires a separate registration: Open only to URBAN WATERFRONTS 2011 attendees)*

## TWO OPTIONS AVAILABLE

**OPTION ONE:** Includes a Wednesday night hosted reception followed by a get-acquainted dinner PLUS the all-day Thursday Workshop and Lunch

**OPTION TWO:** Includes Thursday Workshop and lunch.

## WEDNESDAY, OCTOBER 26

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

7:00 p.m. The Reception and Dinner will take place at Brasserie Les Halles, 15 John Street.

Renowned for legendary chef/author Anthony Bourdain's involvement, this little bit of Paris in Manhattan is at once casual and lively. Chef and cable food show host Mike Colameco praises the reliable, inexpensive and consistently satisfying brasserie fare. He calls it one of his favorites for casual French dining. We'll offer appetizer, a choice of three main courses as well as a dessert. Wine and beer throughout. Tax and tip included. We'll be in a cozy private dining space upstairs with our own facilities. Setting out from our hotel New York Marriott Downtown, it is about a 15-minute walk.



Courtesy of Thomas Balsley Associates

## THURSDAY, OCTOBER 27

8:30 a.m. Registration and Coffee at the New York Marriott Downtown

9:30 a.m. New York City Waterfront

Briefing at the hotel followed by departure for the boat portion which will start at 10:30.

The New York City Waterfront has been greatly transformed in the last two decades, continuing a centuries old theme of a changing environment, changing shorelines and changes in the water itself. This day-long tour will explore the ecology, the history, the shifting lands uses, and the past and future of the working harbor. Celebrate the NYC City Planning Commission's Vision 2020 plan for the waterfront and learn about the impact that the opening of an enhanced Panama Canal will have on the port. At over 500 miles, New York City's shoreline is the longest of any city in the world, so it has great variety, and continuing impact in creating and recreating this vital and innovative metropolis. The local committee is putting together a dynamite faculty to offer their insights and take questions. Bring your camera.

4:30 p.m. The Thursday Workshop concludes, and the participants will be taken back to the dock.

6:00 p.m. URBAN WATERFRONTS 2011 WELCOME RECEPTION

## SATURDAY AFTERNOON TOURS – OCTOBER 29

See detailed description after the Registration form.



Photo courtesy of: the Battery Conservancy

## 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 5, 2011**. 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**

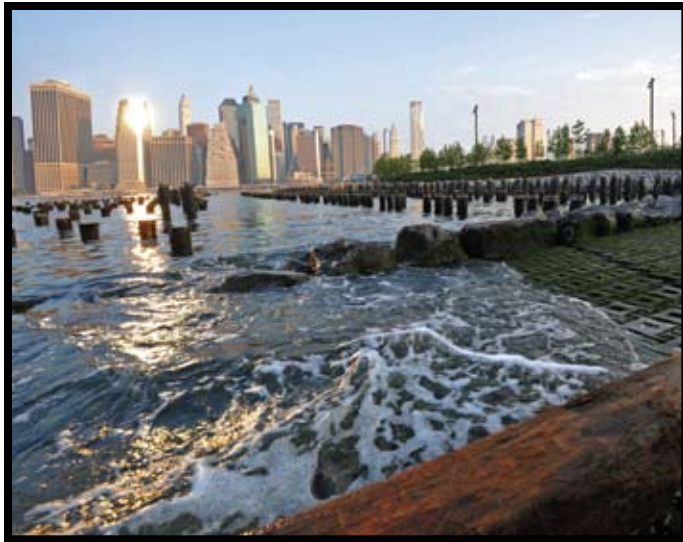


Photo © Julienne Schaar

## Conference Headquarters

You will be in for a real lower Manhattan experience staying at the New York Marriott Downtown. Almost all the rooms have views of the harbor. You will be able to watch the amazing rebirth of ground zero next door from many windows. Step out the door and you can begin your walk or jog along the fantastic Hudson River Park linear park. Cross over Water Street and you're in the heart of Battery Park City. Wall Street, South Street Seaport, the Battery and ferries to Staten Island and Statue of Liberty are within easy reach. Or, take the convenient PATH subway over to Jersey City or Hoboken. And then of course there is all of the Big Apple at your disposal. Visit [www.nydowntown.com](http://www.nydowntown.com) to get more information. Marriott takes pride in its green programs and meetings.

## Special Hotel Rates at the New York Marriott Downtown

The SPECIAL conference room rate is \$229.00. Rates subject to current city tax. PLEASE MAKE YOUR RESERVATIONS DIRECTLY 1 800/266 9432 or 212/385 4900. 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 5, 2011**. After that date, reservations will be accepted on the basis of availability at the prevailing rate. The hotel is located at 85 West Street.

## Cancellation Policy

We will refund conference registration fees ONLY, less a \$75 handling charge, for cancellations received in writing by **OCTOBER 5, 2011**. 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)

Please mail it to: The Waterfront Center, P.O. Box 53351, Washington, DC 20009 or fax it to (202) 986-0448

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

	Before October 5	After October 5
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
Saturday, Half-Day only (NEW).....	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$150.00

**OPTIONAL EVENTS – ADDITIONAL FEES**

2011 PRE-CONFERENCE NEW YORK WORKSHOP: October 26-27, open to conference attendees only

**Showcasing New York's Waterfront**

Option #1:.....	<input type="checkbox"/> \$195.00*	<input type="checkbox"/> \$215.00*
<p>Wednesday night, October 26, hosted reception and dinner at Les Halles, plus all-day Thursday workshop, Continental breakfast, boat tour and lunch and materials.</p>		
Option #2:.....	<input type="checkbox"/> \$140.00	<input type="checkbox"/> \$160.00
<p>Thursday workshop, Continental breakfast, boat tour, lunch and materials.</p>		

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

No cancellations for these events.

Thursday, October 27, dinner at Bayard's.....	<input type="checkbox"/> \$85.00*
Friday, October 28: 30th Anniversary Gala Dinner/Fundraiser (Attendee price).....	<input type="checkbox"/> \$185.00*
<i>Seating will be limited.</i>	
<i>*Note: All dinner costs include a multi-course meal, wine, tax and gratuity.</i>	

Saturday October 29:

Battery Park City Tour.....	<input type="checkbox"/> \$50.00
Brooklyn Bridge Park Tour.....	<input type="checkbox"/> \$40.00
Hudson River Park Tour.....	<input type="checkbox"/> \$50.00

**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, October 26.....	<input type="checkbox"/> \$45.00
Conference Opening Reception, October 27.....	<input type="checkbox"/> \$25.00
Lunch Friday, October 28.....	<input type="checkbox"/> \$35.00
Awards Champagne Reception, October 28.....	<input type="checkbox"/> \$30.00
Gala Dinner Guest, October 28 (Attendee guest).....	<input type="checkbox"/> \$155.00*

**FRIENDS OF THE CENTER**

GALA DINNER — \$300 1 ticket, \$500 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 website. Ads must be received by October 1, 2011.

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

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Address

\_\_\_\_\_  
City

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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)**

# SATURDAY AFTERNOON GUIDED TOURS

SATURDAY, OCTOBER 29

Photo courtesy of: Port Authority of New York and New Jersey



- **Battery Park City.** Years in the planning and construction, Battery Park City is almost fully built out. Join planners, designers and managers in a briefing of the history and current thinking while you enjoy a boxed lunch. Creative arrangements with educational organizations and non-profits will be explained as well as programming and maintenance issues. A leisurely walking tour will take in the many Excellence on the Waterfront Award winning projects such as South Cove, World Financial Center Plaza and, more recently, the Ferry Terminal building. Battery Park City is famed for its public realm and public art. For photo enthusiasts, this will offer a great opportunity.

At the conclusion of the tour, you will drop by a local watering hole for a refreshment (one wine/beer included). [www.batteryparkcity.org](http://www.batteryparkcity.org)



Photo © Juliette Schaefer

- **Brooklyn Bridge Park.** Depending on weather, the group will take a water taxi or subway over to Brooklyn and will enjoy water views and lunch at Bubby's Brooklyn deli followed by a guided tour of the park. The Brooklyn Bridge Park won a 2009 Excellence on the Waterfront award for its vision for the 85 acres of formerly industrial pier space. Now partially complete, this treasured urban oasis offers great views, lots of play areas, hints of natural habitat, very forward thinking green infrastructure and waterfront access points. Planners and designers will explain the background, what's on the ground today and plans for the future. This is the spot Mayor Bloomberg chose to rollout New York's new waterfront plan. A walk across Brooklyn Bridge back to hotel is an option, otherwise, a water taxi. More info: [www.brooklynbridgepark.org](http://www.brooklynbridgepark.org).



Photo courtesy of: Luca Vignelli

- **Hudson River Park.** Join planners and designers on a bus/walking tour of piers and upland landscapes in the Greenwich Village and Tribeca segments of the 5.5-mile linear park that won an Award of Excellence from the Waterfront Center in 1996. The 100 acres of upland and 400 acres of in water/safe water zones are 80% complete. Multiple examples of boating, historic vessel mooring, public docks/marinas and small boat launches are included. A key focus of the project was how to deal with a constructed shoreline. A boxed lunch is included. The final portion of tour includes a two-mile comfortable walk back to hotel with a stop at a local watering hole for a refreshment (one beer/wine included). For more info: [www.hudsonriverpark.org](http://www.hudsonriverpark.org).

# ASK ABOUT OUR CONSULTING SERVICES



Photo courtesy of Luca Vignelli



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Photo courtesy of Hammer Architectural Products

**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
- **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 2011

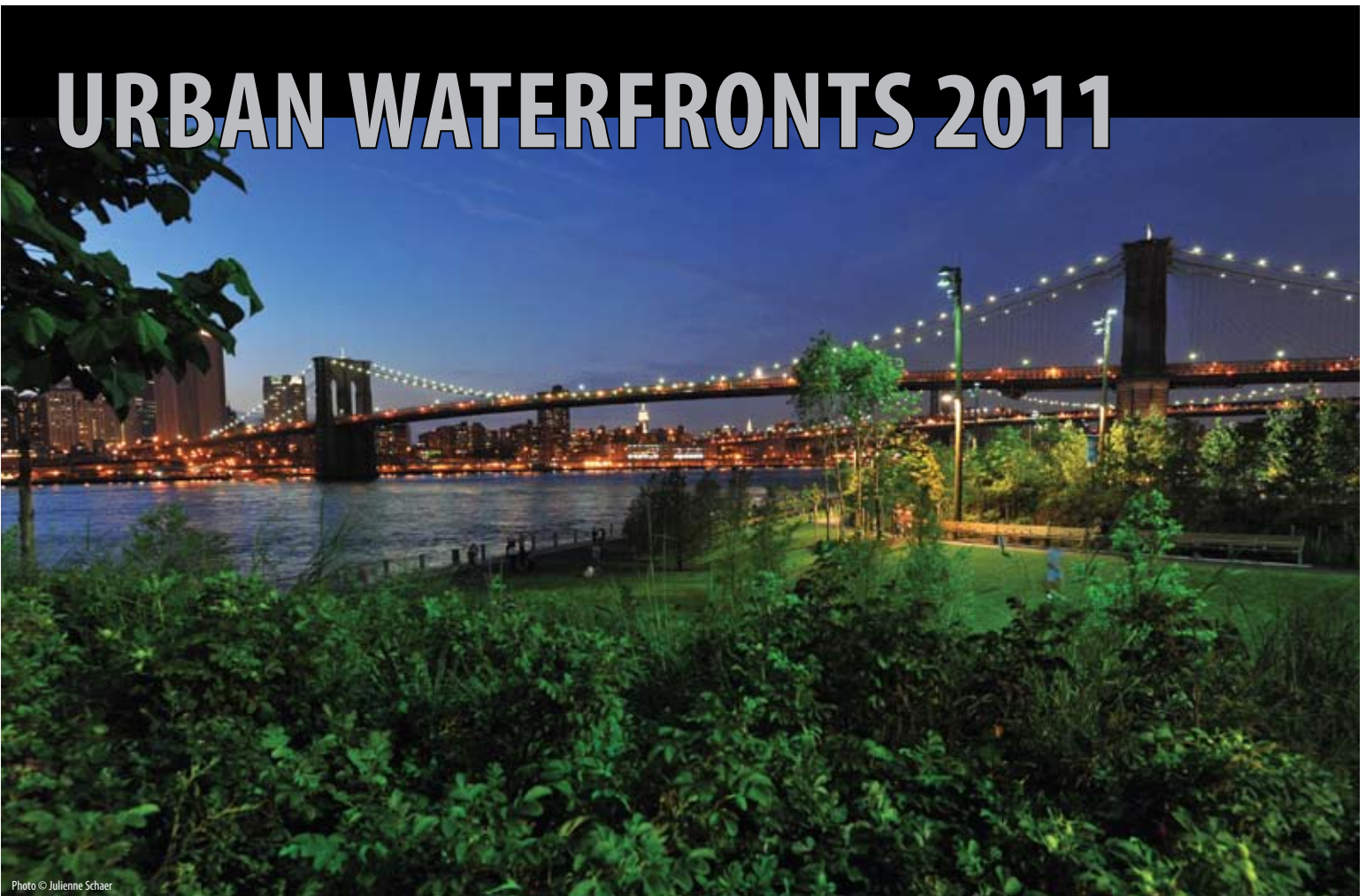


Photo © Julienne Schaer

## **ANNOUNCING:**

The Waterfront Center's  
2011 Excellence on the Waterfront Honor Awards Program  
Deadline: **July 1, 2011**

## **PLUS:**

URBAN WATERFRONTS 2011 — **October 27-29**  
New York, New York  
Program and Registration Forms

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