

# URBAN WATERFRONT REVITALIZATION

Innovative Waterfronts Transforming Communities

SEPTEMBER 10-12, 2008

Kitsap Conference Center  
Bremerton, Washington

## Pre-Conference Workshop & Conference Program

DRAFT PROGRAM—all speakers noted below are confirmed unless noted

### Optional Pre-Conference Workshop

**WEDNESDAY, SEPTEMBER 10, 2008**

<p><b>7:30 AM – 8:00 AM</b> Registration, Coffee and Networking</p>	<p><b>Pre-Conference Workshop: Sustainable Shorelines</b> Valuable information for planners, engineers, architects and landscape architects. Learn about natural shorelines, bulkheads, dock design, grading, stormwater, shoreline access and protection and the most efficient ways to integrate them into your plan to fulfill shoreline regulations and sustainable practices. Gain knowledge of innovative solutions to sustainable waterfront challenges, emerging green rating systems for evaluating shorelines, practical procedures and project examples, and much more.</p>
<p><b>8:00 AM—12:00</b> Pre-Conference Workshop</p>	<p>\$75 per person Additional registration required</p>

### Urban Waterfront Revitalization Conference

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**WEDNESDAY, SEPTEMBER 10, 2008**





<p><b>12:00 PM - 1:30 PM</b></p>	<p>Registration, Networking and Exhibit Viewing Opportunity</p>
<p><b>1:30 PM - 1:45 PM</b></p>	<p>Welcome Remarks &amp; Keynote Panel Introduction</p>
<p><b>1:45 PM - 3:00 PM</b> Keynote &amp; Panel Discussion</p>	<p><b>Waterfronts for the 21st Century</b> Mayor Don Amos of Sidney, British Columbia Councilmember and Former Mayor Mike Kelly of Sausalito, California Mayor Cary Bozeman of Bremerton, Washington</p> <p>These three communities have each undertaken a substantial revitalization of their waterfronts. What visions for their communities are driving their efforts, and where will waterfronts factor in the vitality of our cities and towns going forward?</p>
<p><b>3:00 PM - 5:00 PM</b></p>	<p>Reception, SPONSORED BY ANTHONY'S RESTAURANTS AND ELLIOTT BAY BREWERY, at Anthony's waterfront outdoor patio</p> <div style="text-align: center;"> </div>

To register, go to [www.uwrconference.com](http://www.uwrconference.com) and click on register.

You can register online or download a registration form.

The cost to participate is \$250.00 for academic, non-profit or government and \$350 for for-profit firms.



**THURSDAY, SEPTEMBER 11, 2008**

<p><b>8:00 AM - 9:00 AM</b></p>	<p>Registration, Exhibit Viewing Opportunity and Breakfast, CO-HOSTED BY LAND TITLE COMPANY AND THIRD PLACE COMPANY</p>  
<p><b>9:00 AM - 9:15 AM</b></p>	<p>Welcome Remarks &amp; Keynote Introduction</p>
<p><b>9:15 AM – 10:00 AM</b> Keynote</p>	<p>Keynote to be Announced</p>
<p><b>10:00 AM – 10:15 AM</b></p>	<p>Networking Break, SPONSORED BY PUGET SOUND ENERGY, in Exhibit Area</p> 
<p><b>10:15 AM - 11:00 AM</b> Panel Discussion</p>	<p><b>Finding the Cash: Innovative Financing Approaches</b></p> <p>There are many aspects to think of when revitalizing a waterfront, but in the end, it takes money. How are cities financing public access and how to can cities work with other government agencies, the private sector and non-profits to leverage public funding, acquire land and successfully revitalize waterfronts</p> <p>Featuring: <b>Roger Hoesterey, The Trust for Public Land Vice President and Northwest Regional Director</b> Other panelists to be announced</p>
<p><b>11:00 AM - 12:00 PM</b> Community Case Study and Panel</p>	<p><b>From Brown to Brilliant: Brownfield Redevelopment</b></p> <p>Brownfield redevelopment and revitalization has its own challenges and opportunities. Putting these abandoned, idled or underutilized industrial and commercial sites back into productive use can serve as a catalyst for local economic revitalization. However, complex financial, legal and environmental risks and uncertainties are some of the biggest barriers to owners and developers.</p> <p>Featuring:</p> <p><b>Elin D. Miller Regional Administrator for the US Environmental Protection Agency (invited)</b> Miller is the Regional Administrator for EPA Region 10, which has jurisdiction in the Pacific Northwest states of Washington, Oregon, Idaho, and Alaska. EPA Administrator Stephen L. Johnson announced the appointment of Ms. Miller to serve as Regional Administrator, effective October 30, 2006. Since its inception in 1995, EPA's Brownfields Program has grown into a proven, results-oriented program that has changed the way contaminated property is perceived, addressed, and managed. EPA's Brownfields Program is designed to empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.</p> <p><b>Bart Alford, Urban Planner III for the City of Tacoma</b> The Thea Foss Waterway (<a href="http://www.theafoss.com">www.theafoss.com</a>) in Tacoma is a 1.5-mile inlet off Commencement Bay that runs along the downtown's shoreline. More than 100 years ago, the waterway was an industrial area with numerous mills and marine activities and the terminus of the Northern Pacific Railroad. The western side of the waterway gradually began to lose its traditional tenants, leaving a legacy of vacant buildings and contaminated properties. In 1981, EPA named three polluted "hot spots" in the waterway as part of a Superfund site; it was one of the most polluted waterways in the nation. Today, following a \$105 million cleanup project, the Foss is once again a vibrant place of business and is among 10 projects nationwide to receive the 2007 Phoenix Award. Created in 1997, the Phoenix Awards honor individuals and groups working to solve the critical environmental issue of transforming abandoned industrial areas into productive new uses.</p> <p>PANEL SPONSORED BY ENVIRO FINANCE</p> 

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<p><b>12:00 PM - 1:30 PM</b> Luncheon Community Case Study and Panel</p>	<p><b>The "Boomertown" Story: How to create a vision, make change and achieve the dream.</b></p> <p>Bremerton has shaken off its old reputation as "Bummertown" and is quickly realizing Mayor Bozeman's vision of the future as a thriving waterfront. The city is working to become a vibrant urban community where people work, live, shop and have access to a diversity of art, music, food, community activities and waterfront parks. This innovative waterfront will continue to evolve into a core magnet for this growing "Boomertown" and provide a gateway to the future of Kitsap county.</p> <p>Featuring:  <b>Mayor Cary Bozeman of Bremerton, Washington</b>  <b>Teresa Powell-Caldwell, WET Design Vice President</b>  <b>PJ Santos, Opus Senior Director of Real Estate</b></p> <p><b>LUNCHEON SPONSORED BY WET DESIGN</b></p>  <p><b>PANEL SPONSORED BY PORT OF BREMERTON</b></p> 
<p><b>1:30 PM - 2:15 PM</b></p>	<p><b>Networking Break, Exhibits Viewing Opportunity and Waterfront Walking Tour</b></p>
<p><b>2:15 PM - 3:00 PM</b> Panel Discussion</p>	<p><b>Big T—Transportation, Tunnels and Thruways</b></p> <p>With multi-use waterfronts including port, industrial, residential and retail uses, transportation to and through waterfronts can be problematic and even damaging to the waterfront experience. How do you move people and open up as much land possible for economic development? What are the latest solutions to these problems? How do you create solutions without causing more problems and ensure that the solutions last for years to come?</p> <p>Panelists to be announced</p>

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<p><b>3:00 PM - 3:45 PM</b> Community Case Study</p>	<p><b>The Balancing Act: Smart Growth and Smart Planning</b> How do successful waterfront communities embrace a vision of growth, land use and livability to ensure balance and prosperity for years to come? How do you plan and integrate infrastructure into an overall waterfront revitalization concept? How can transportation strategies make the waterfront experience more livable and walkable and less car dominated? How does a comprehensive plan that integrates land use and transportation solutions help determine the social enjoyment, environmental sustainability and economic vitality of waterfront developments? This session will address these questions and illustrate inspiring examples from two very different Northwest cities.</p> <p>Featuring:</p> <p><b>Mayor Dennis Johnson of Wenatchee, Washington</b> In 2003, the City of Wenatchee and the Chelan County Public Utility District developed a long range plan to address goals and objectives for future waterfront development. The process took into consideration amongst many other things that growth projections for the next 20 years which suggest Wenatchee's population will increase by over 50 percent.</p> <p><b>Gary Penway, Deputy Director of Community Development and Waterfront Development Project Manager for North Vancouver, British Columbia</b> Since 1977 and the introduction of the SeaBus, North Vancouver has used and developed an efficient transit system to anchor and connect its waterfront revitalization projects. Using water taxis, bike and foot trails, the Harbour Walk, a trolley and a comprehensive parking plan, the City of North Vancouver is not only linking its waterfront but its city.</p> <p>PANEL SPONSORED BY VIA ARCHITECTURE  </p>
<p><b>3:45 PM - 4:00 PM</b></p>	<p>Networking Break, SPONSORED BY FOSTER PEPPER, PLLC, in Exhibit Area  </p>
<p><b>4:00 PM - 4:45 PM</b> Community Case Study</p>	<p><b>Creating the Magnet: Marketing Your Waterfront</b> What are the best ways to grow a waterfront community's traditional economy to include tourism? How does a community become a destination? What amenities, marketing and publicity are needed to bring residents and tourists, and what is needed to keep them coming back year after year?</p> <p>Featuring:</p> <p><b>Mike Miron , Economic Development Director of Annapolis, Maryland</b> Noted as "America's Sailing Capital," Annapolis is a very popular port of call for sailors from all over the world. An annual Maritime Heritage festival is held on the City Dock to celebrate this aspect of the Annapolis lifestyle. In the fall, the largest in the water boat shows in the world are held on successive weekends for sail and power enthusiasts respectively.</p> <p><b>Jon Rose, Olympic Property Group President</b> In an effort to add value to its 8,000 acres in North Kitsap County and create pre-project marketing, Olympic Property Group (OPG) has created the "String of Pearls", a vision of what the area can become if communities, tribes and county work toward a common vision. The vision includes the waterfront communities in North Kitsap County (the "Pearls") with a trail system connecting them (the "String"). By adding wildlife and open space; marine and other recreation; agriculture and fishing; and educational opportunities the String of Pearls concept is trying to create the ultimate Puget Sound lifestyle.</p>
<p><b>5:00 PM - 6:00 PM</b></p>	<p>Cocktail Reception (no host bar) in Exhibit Area</p>


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<p><b>6:00 PM - 9:00 PM</b> Hosted Dinner <b>Dinner Program</b></p>	<p><b>Sustainable Waterfronts</b> As we revitalize our communities' waterfronts, how do we leverage sustainability to build thriving, attractive communities? What technologies, solutions and approaches are ensuring that we balance hardscape development with habitat restoration and economic development with environmental cleanup?</p> <p>Featuring: <b>PS Reilly, Athena Institute CEO and President</b> Reilly is a nationally recognized expert, author, advisor, and public speaker on commercial success in cleantech, energy technology, sustainability and related fields. She has worked with communities and regions such as Kitsap SEED, Metro Vancouver, British Columbia and even the Olympics to help them position and market themselves to attract clean tech businesses, incorporate green/sustainable strategies and infrastructure, and grow the sustainability sector.</p> <p><b>Rick Flaherty, FairWeather Site Furnishings/Leader International Corporation CEO and President</b> FairWeather has participated in and/or custom designed hundreds of products for downtown revitalizations throughout the U.S. and have one of the top product design teams in the country. Considered an expert by any measure in the area of product design, particularly conceptualizing and designing site amenities for downtown revitalizations, one area that has been especially rewarding is showing cities how to "brand" themselves through the area of sustainability and using environmentally conscientious products—meeting the ever-expanding "green" movement.</p>
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**FRIDAY, SEPTEMBER 12, 2008**

<p><b>8:00 AM - 9:00 AM</b></p>	<p><b>Exhibit Viewing Opportunity and Hosted Breakfast</b>—Pick your breakfast and pick a topic. We will be featuring tabletop topic discussion groups to ensure the conversation continues throughout the conference.</p>
<p><b>9:00 AM - 9:15 AM</b></p>	<p>Welcome Remarks &amp; Keynote Introduction</p>
<p><b>9:15 AM - 10:00 AM</b> Keynote</p>	<p>Keynote to be announced</p>
<p><b>10:00 AM – 10:15 AM</b></p>	<p><b>Networking Break, SPONSORED BY LMN ARCHITECTS, in Exhibit Area</b> </p>
<p><b>10:15 AM - 11:00 AM</b> Community Case Study</p>	<p><b>Turning the Public Into Partners: Keys to Successful Public Engagement and Public/Private Partnerships</b> How do communities engage and work with the public and private sector to transform their waterfronts in an orchestrated manner?</p> <p>Featuring: <b>Mayor Doug Mah of Olympia, Washington</b> To maximize the benefits of their neighboring public projects, the LOTT Alliance, Hands On Children's Museum, City of Olympia, and Port of Olympia have formed a working partnership to create a dynamic center of activity, connecting surrounding communities, the Port's waterfront, and Olympia's downtown. The resulting combination will be much greater than the sum of its parts. Together, the projects will help fulfill three key missions: education, environment and economic renewal.</p> <p><b>Mayor Don Amos of Sidney, British Columbia</b> Sidney, British Columbia is located on the southern tip of Vancouver Island. Sidney used to be thought of as "small and boring" and the town you drove through to get to Victoria. Sidney created a visioning process with the public to redefine itself into a new community for tourists and residents alike.</p>
<p><b>11:00 AM - 11:30 AM</b></p>	<p>Closing Comments and Discussion</p>

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