



# Florida Redevelopment Association **2008** Annual Conference

**“Redevelopment and the Creative Economy”**

**HYATT REGENCY DOWNTOWN TAMPA**

**October 22-24, 2008**

**“Building Better Communities for Florida”**

[www.redevelopment.net](http://www.redevelopment.net)



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# Conference At A Glance

## Tuesday - October 21, 2008

- 12:00 p.m. **Registration Desk Open**  
Registration Counter
- 1:00 p.m. **Mobile Tour: A Tale of Three CRAs – Bradenton and Palmetto**
- 1:00 p.m. **Mobile Tour: Placemaking in Redevelopment Districts – Pinellas Venues**
- 1:00 p.m. **Mobile Tour: A “25 Year Overnight Success Story” – Redevelopment in St. Petersburg**

## Wednesday - October 22, 2008

- 7:30 a.m. **Registration Desk Open**  
Registration Counter
- 7:30 a.m. **Coffee Service**  
Regency Ballroom Prefunction
- 8:00 a.m. **Mobile Tour: Downtown/Channel District/Ybor**
- 8:00 a.m. **Mobile Tour: East Tampa**
- 8:00 a.m. **Mobile Tour: University Area Community Development Corporation, Inc.**
- 8:00 a.m. **Mobile Tour: West Tampa/Drew Park**
- 11:30 a.m. **Awards Luncheon and “Redevelopment in the Creative Economy”**  
Regency Ballroom 1
- 1:45 p.m. **Exhibit Hall Open**  
Regency Ballroom 2-4
- 2:00 p.m. **Hands-On Design Training for Public Officials**  
Regency Ballroom 5
- 2:00 p.m. **The Creative Economy: The Essence of Redevelopment**  
Buccaneer Ballroom B
- 2:00 p.m. **Revitalizing and Repositioning Retail in Tampa’s CRA**  
Buccaneer Ballroom CD
- 3:30 p.m. **Refreshment Break**  
Regency Ballroom 2-4
- 3:45 p.m. **Abracadabra: Adjusting Project Plans to Changing Times**  
Regency Ballroom 5
- 3:45 p.m. **Creative Industries: Tampa’s Central Business, Channel District and Ybor City**  
Buccaneer Ballroom B
- 3:45 p.m. **Inter-Disciplinary Solutions for Urban Development**  
Buccaneer Ballroom CD
- 5:30 p.m. **Welcome Reception in Exhibit Hall**  
Regency Ballroom 2-4
- 7:30 p.m. **Dessert Dive-In**  
Florida Aquarium

## Thursday - October 23, 2008

- 7:30 a.m. **Registration Desk Open**  
Registration Counter
- 7:30 a.m. **Continental Breakfast**  
Regency Ballroom 2-4
- 7:30 a.m. **Exhibit Hall Open**  
Regency Ballroom 2-4
- 8:30 a.m. **Standards, Regulations and Livable Communities: Sustainable Change**  
Regency Ballroom 5
- 8:30 a.m. **Real Urbanism**  
Buccaneer Ballroom B
- 8:30 a.m. **New Markets, Brownfields and Workforce: Greener Horizons**  
Buccaneer Ballroom CD
- 9:00 a.m. **Congress for New Urbanism (CNU) Design Salon**  
Regency Ballroom Prefunction
- 10:00 a.m. **Refreshment Break and Door Prize Drawing**  
Regency Ballroom 2-4
- 11:00 a.m. **Legal, Open Government, Sunshine and Reporting Requirements for CRAs**  
Regency Ballroom 5
- 11:00 a.m. **Whose TIF Is It? (And Other Questions about Financial Resources)**  
Buccaneer Ballroom B
- 11:00 a.m. **Tapping the Money: Strategies for Growing Businesses**  
Buccaneer Ballroom CD
- 12:30 p.m. **Keynote Luncheon and Annual Business Meeting**  
Regency Ballroom 1
- 2:15 p.m. **Redevelopment as a Growth Management Tool**  
Regency Ballroom 5
- 2:15 p.m. **Affordable Housing Development in CRA Districts: Lessons from California and Florida**  
Buccaneer Ballroom B
- 2:15 p.m. **Measuring Economic Impacts of Florida CRAs**  
Buccaneer Ballroom CD
- 3:45 p.m. **Refreshment Break**  
Regency Ballroom Prefunction
- 4:00 p.m. **Historic Preservation as Sustainable Economic Development**  
Regency Ballroom 5
- 4:00 p.m. **Neighborhood Economic Vitality**  
Buccaneer Ballroom B
- 4:00 p.m. **Cost Effective Green Development: Fantasy or Fantastic?**  
Buccaneer Ballroom CD
- 6:30 p.m. **Salsa Under the Stars**  
Ybor City Museum & Gardens

## Friday - October 24, 2008

- 8:00 a.m. **Breakfast and Urban Land Institute Panel: Sustainable Green Development**  
Regency Ballroom 5-7
- 9:30 a.m. **Boat Tour: Port of Tampa**

# Special Thanks

The Florida Redevelopment Association extends a special thanks to the companies and organizations whose sponsorships have made this conference possible.

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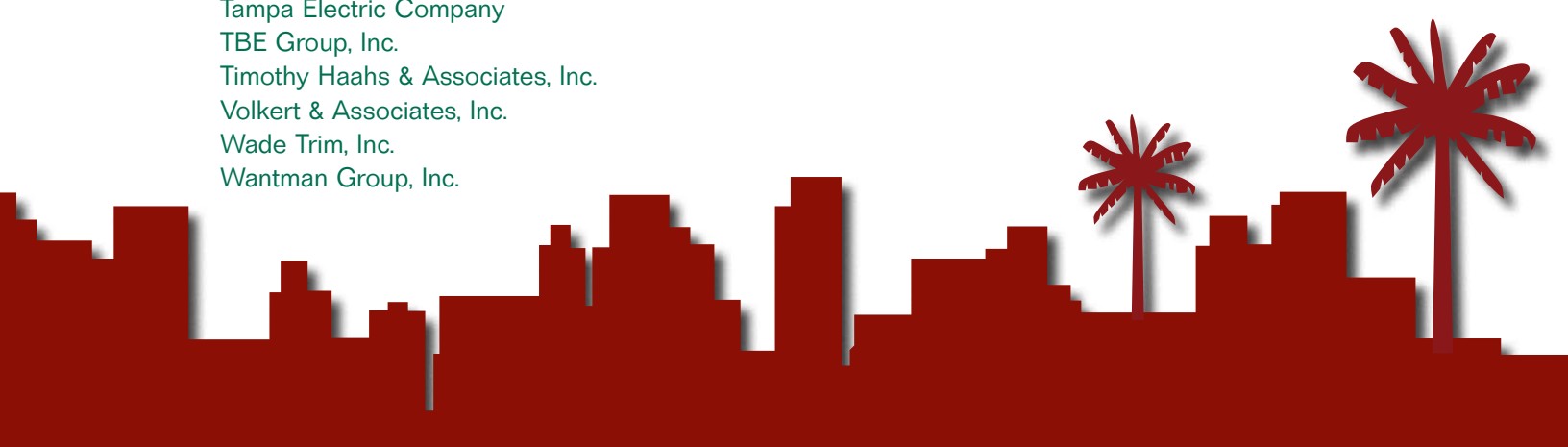
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# Exhibitor and Sponsor Listing

The generous contributions of all these companies and organizations are greatly appreciated. Please take the time to express your personal appreciation to all sponsors and exhibitors for their support of redevelopment. A copy of the exhibit hall floorplan follows this listing.

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Contact: Dennis E. Haynes

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Contact: Joan Jefferson

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Contact: Peter C. Sechler, ASLA

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e-mail: [christine.alday@guardiancrm.com](mailto:christine.alday@guardiancrm.com)

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Contact: Marilyn P. Hett, AICP, CEcD, CRE

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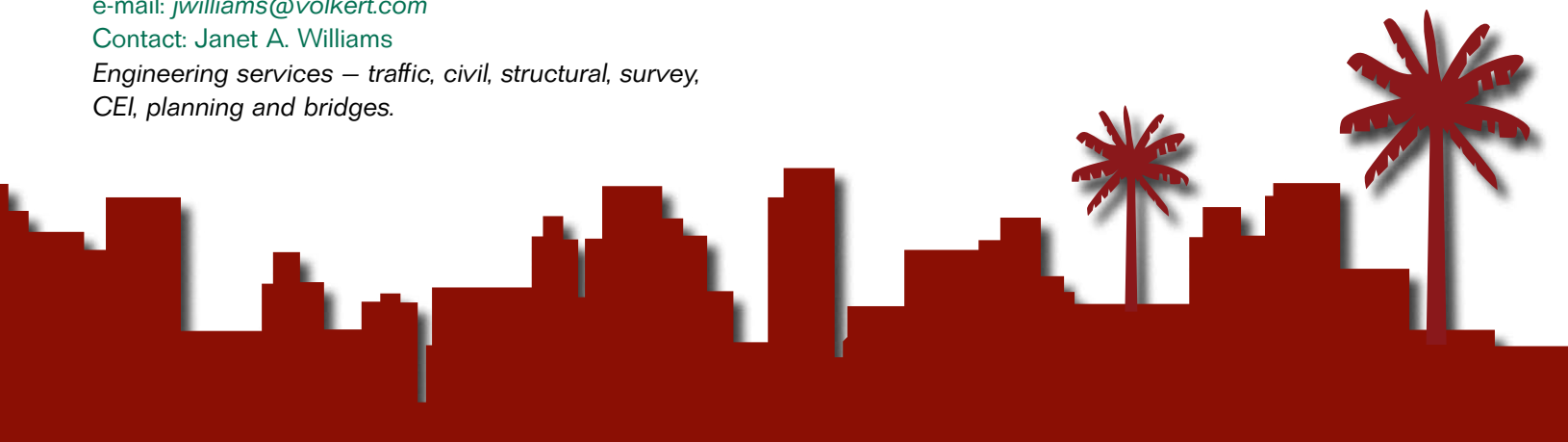
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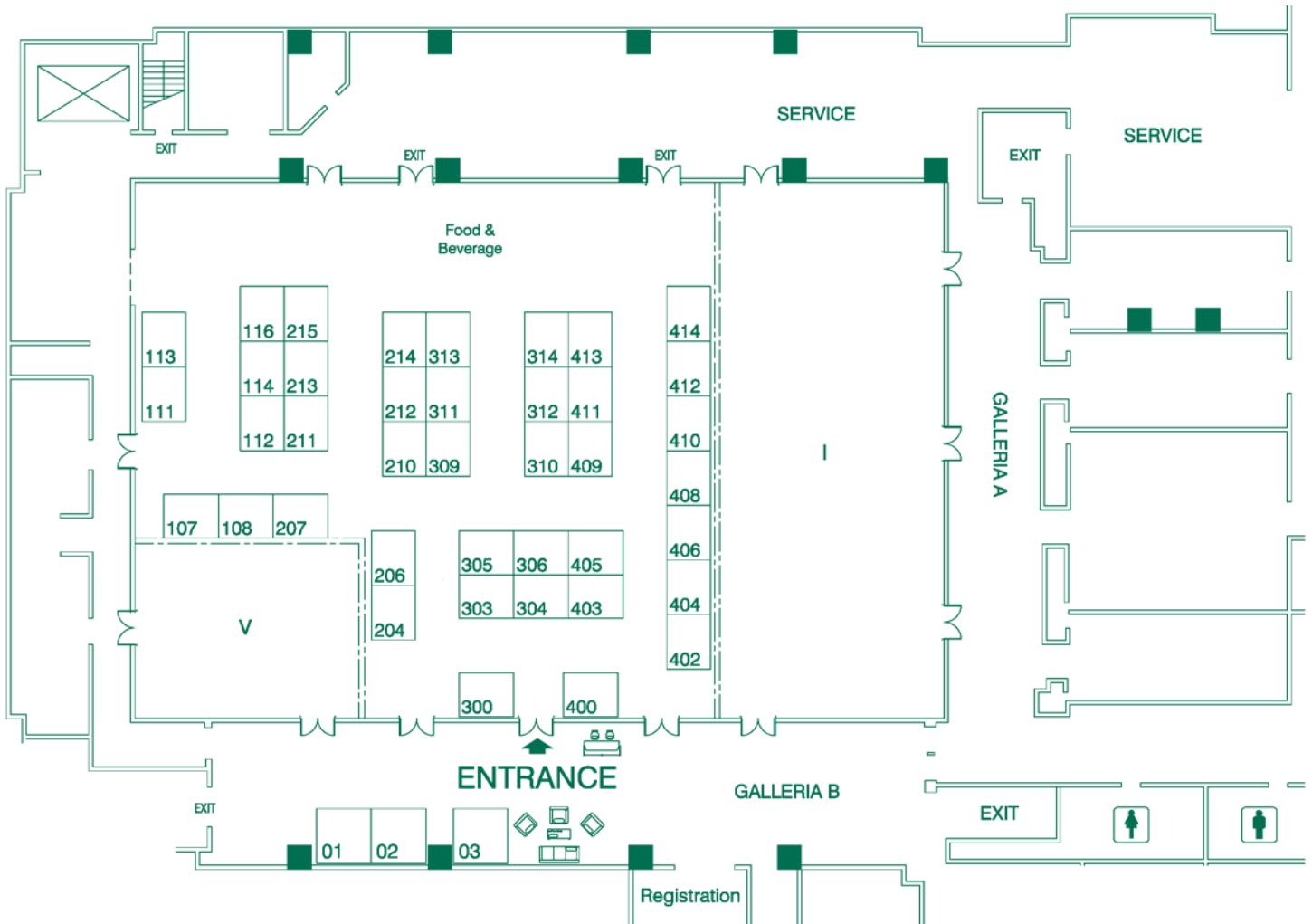
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Contact: Michael M. English, AICP





# Exhibit Hall Floorplan



# Conference Committee

Many thanks to these individuals and their organizations!

## Chair

### J. Gary Rogers

Executive Director, Community Redevelopment  
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Dear Redevelopers:

I encourage you to take full advantage of all the learning and networking opportunities available during the conference while here in Tampa. We want to especially thank all the folks who made the conference possible: our conference committee, our sponsors and exhibitors, our speakers and you!

The Board and I extend an invitation to each of you to talk with us during the conference about how you would like to see FRA services grow. After the conference, check our Web site for presentations, contact information and sponsor or exhibitor names. Attend a regional event, join a committee, volunteer to help "as needed" or write an article for the newsletter.

It seems redevelopment challenges are coming at us from every angle these days. We already know that we achieve more with one voice for quality redevelopment in Florida. By sharing our experiences, applauding our best practices and talking with each other on a one to one basis, our voice becomes stronger. We need to educate citizens and officials on how redevelopment is different, and how it helps to build better communities – but it begins with you. Thank you for taking time out of your busy schedule to attend, and let us know how we can be of help the year round.

Sincerely,

*Kim Briesemeister*  
President  
Florida Redevelopment Association  
"Building Better Communities for Florida"



# General Information

**WELCOME** to the 2008 Annual Conference of the Florida Redevelopment Association. Please check your program carefully to determine in advance the exact location of all conference functions.

## Conference Facilities

The conference will take place at the Hyatt Regency Tampa. All events at the hotel will take place on the second floor in the Regency and Buccaneer Ballrooms. Off-site events include the mobile tours, Wednesday's dessert reception at the Florida Aquarium, Thursday night's event at the Ybor City Museum and Gardens and the Friday Boat tour.

## Registration Desk Hours

The Registration Desk will be open as follows:

Tuesday - October 21	12:00 p.m. - 1:30 p.m.
Wednesday - October 22	7:30 a.m. - 6:30 p.m.
Thursday - October 23	7:30 a.m. - 4:00 p.m.

## Registration Packages

Three-day registration includes all workshops and meal functions scheduled for the conference. One-day registrations include workshops and meal functions scheduled for that day only. **Note** that mobile tours are **NOT** included with any package and must be purchased separately.

Spouse/guest registration includes all workshops and lunches only. Guest tickets for evening events must be purchased separately.

Name badges must be worn to gain access to all conference events.

## Additional Tickets

Additional tickets for all meal functions may be purchased at the FRA conference registration desk.



## American Institute of Certified Planners

AICP members can earn Certification Maintenance (CM) credits for many activities at this event. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at [www.planning.org/cm](http://www.planning.org/cm).

Certification  
Maintenance

## Special Events

### Exhibit Hall

Be sure to visit the exhibit hall in Regency Ballroom 2-4 and meet with the companies who help make this conference possible. Refreshment breaks and Wednesday's welcome reception will be held in the exhibit hall. Complete the Exhibitor Check-Off Card in your packet for a chance to win during Thursday's door prize drawing. The exhibit hall will be open as follows:

Wednesday - October 22	1:45 p.m. - 7:00 p.m.
Thursday - October 23	7:30 a.m. - 11:00 a.m.

Welcome reception sponsored by Burkhardt Construction, Inc.

### Mobile Redevelopment Tours

A \$30 advance registration fee is required for all Tuesday tours and a \$10 advance registration fee is required for all Wednesday tours. Space is limited. Buses will load at the Jackson Street entrance beginning 15 minutes prior to the scheduled start time for each tour. The tours are scheduled as follows:

Tuesday, October 21; 1:00 p.m. - 8:00 p.m.

#### A Tale of Three CRAs – Bradenton and Palmetto

Sponsored by Glattig Jackson Kercher Anglin, Inc.

Tuesday, October 21; 1:00 p.m. - 8:00 p.m.

#### Placemaking in Redevelopment Districts – Pinellas Venues

Sponsored by Pepper Contracting Services, Inc. and Pizzuti Solutions, LLC

Tuesday, October 21; 1:00 p.m. - 8:00 p.m.

#### A "25 Year Overnight Success Story" – Redevelopment in St. Petersburg

Sponsored by the City of St. Petersburg, Progress Energy and the St. Petersburg Downtown Partnership

Wednesday, October 22; 8:00 a.m. - 11:00 a.m.

#### Downtown/Channel District/Ybor

Wednesday, October 22; 8:00 a.m. - 11:00 a.m.

#### East Tampa



Wednesday, October 22; 8:00 a.m. - 11:00 a.m.

**University Area Community Development Corporation, Inc.**

*Sponsored by Bank of America and the Hillsborough County Economic Development Department*

Wednesday, October 22; 8:00 a.m. - 11:00 a.m.

**West Tampa/Drew Park**

**Port of Tampa Boat Tour**

A special tour will be offered Friday morning following the conference. See page 22 for complete details. There is no charge for this tour, but pre-registration is required and space is limited. Sign-up at the FRA registration desk.

**Dessert Dive-In at the Florida Aquarium**

Wednesday - October 22; 7:30 p.m. - 9:00 p.m.

*Sponsored by IBI Group, Inc.*

Enjoy dessert and drinks while exploring the wonders of the Florida Aquarium, one of the star attractions in Tampa's Channel District. All exhibits will be open during the reception, but please note that the wetlands display closes at 8:30 p.m.

*Continuous transportation will be provided from the Hyatt's Jackson Street entrance beginning at 7:15 p.m.*

*The last bus will leave the Aquarium at 9:00 p.m.*

*Parking is available at the Aquarium for \$5.00 per vehicle.*

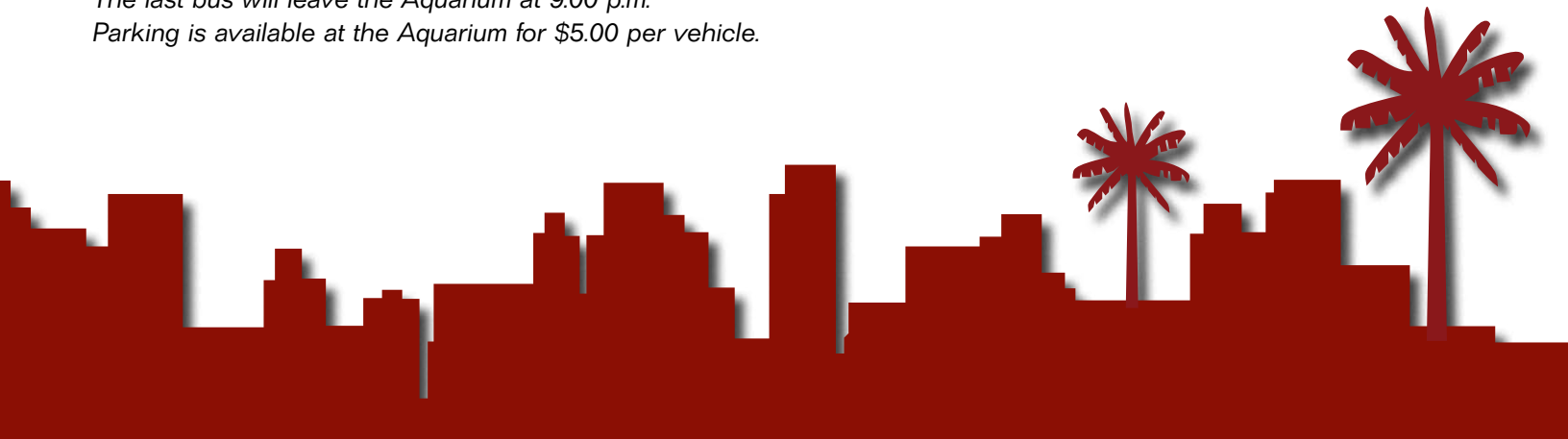
**Salsa Under the Stars at the Ybor City Museum and Gardens**

Thursday - October 23; 6:30 p.m. - 9:00 p.m.

*Sponsored by HDR Engineering, Inc. and WilsonMiller, Inc.*

Enjoy Latin food and the spicy sounds of Orquesta INFINIDAD at this special event. The museum is within walking distance of all Ybor City's exciting nightlife.

*Continuous transportation will be provided from the Hyatt's Jackson Street entrance beginning at 6:15 p.m. The last bus will leave Ybor City at 10:00 p.m.*



# Featured Speakers



## **Charles C. Bohl, Ph.D.**

Charles C. Bohl is a research associate professor and director of the Knight Program in Community Building at the University of Miami's School of Architecture. The Knight

Program brings together outstanding scholars, architects, designers, community leaders, policymakers, theorists and practitioners with an active interest in the interdisciplinary process of community building and its relationship to the built environment of American villages, towns, cities and suburbs. In his role as director, Professor Bohl oversees all of the Knight Program's activities, including fellowship seminars and study tours held in cities throughout the United States, an annual symposium, an annual charrette, the work of graduate scholars in the Suburb and Town Design Program, and publications sponsored by the Knight Program. His book, *Placemaking: Town Centers, Main Streets and Transit Villages*, was published by the Urban Land Institute in 2002. Professor Bohl also consults in the fields of planning and urban design, and worked with Duany Plater-Zyberk on the Downtown Fort Myers Plan.



## **Joseph P. Riley, Jr.**

Mayor Joseph P. Riley, Jr. is widely considered one of the most visionary and highly effective governmental leaders in America. First elected Mayor in December 1975, Mayor Riley is serving an unprecedented ninth

term. Under his leadership, Charleston has increased its commitment to racial harmony and progress, achieved a substantial decrease in crime, experienced a remarkable revitalization of its historic downtown business district, seen the creation and growth of Spoleto Festival U.S.A., built the beautiful Waterfront Park, developed nationally-acclaimed affordable housing and experienced unprecedented growth in Charleston's size and population. Mayor Riley has led a city government with an impressive record of innovation in public safety, housing, arts and culture, children's issues, the creation of park and other public spaces and economic revitalization

and development. Through his lifetime of experience in Charleston, Mayor Riley has become a leading expert on urban design and livability issues.



## **Donovan D. Rypkema**

Donovan Rypkema is principal of PlaceEconomics, a Washington, D.C.-based real estate and economic development-consulting firm. The firm specializes in services to public and non-

profit sector clients who are dealing with downtown and neighborhood commercial district revitalization and the reuse of historic structures. In 2004 Rypkema established Heritage Strategies International, a new firm created to provide similar services to world-wide clients. He also teaches a graduate course in preservation economics at the University of Pennsylvania. Mr. Rypkema is recognized as an industry leader in the economics of preserving historic structures. Since 1983 he has provided ongoing consulting services to the National Trust for Historic Preservation and its National Main Street Center. He has worked in 49 states and the District of Columbia.



## **Elizabeth Seifel**

Elizabeth (Libby) Seifel is the president of Seifel Consulting Inc., a strategic real estate economic consulting firm in San Francisco. She is a certified planner (AICP) who has been applying the principles of real estate

economics and planning to urban revitalization efforts for over 25 years. She has advised private developers, investors and governments on how best to plan, fund and build their real estate assets, ranging in value \$5 million to \$4 billion. Ms. Seifel has helped create and/or implement over 100 redevelopment projects in California. She has guided the development of thousands of market-rate and affordable housing units. She has performed economic and fiscal impact analyses on a wide variety of proposed developments. She has also served as an expert witness on cases involving redevelopment, public finance, housing, and real estate matters.

# Schedule of Events

## ▼ Tuesday - October 21, 2008

### Registration Desk Open

12:00 p.m. - 1:30 p.m.  
Registration Counter

### Mobile Tour: A Tale of Three CRAs – Bradenton and Palmetto

1:00 p.m. - 8:00 p.m.

*Sponsored by Glattig Jackson Kercher Anglin, Inc.*

Two CRAs with three areas, different goals and capacities feature great examples of lighting and intersection improvements. You'll visit the Village of the Arts, a baseball field, a streetscape, mixed use and land acquisition projects. A networking dinner at Mattison's on the river in Bradenton caps off the tour.

*The bus will load at the Jackson Street entrance beginning at 12:45 p.m. Pre-registration is required.*

### Mobile Tour: Placemaking in Redevelopment Districts - Pinellas Venues

1:00 p.m. - 8:00 p.m.

*Sponsored by Pepper Contracting Services, Inc. and Pizzuti Solutions, LLC*

See how public investments, urban design and creative regulatory actions in Clearwater, Dunedin, Oldsmar, Palm Harbor and Safety Harbor have created unique communities that attract vitality. Local officials will share redevelopment tools. The tour includes walking tours and a networking dinner at Caretta on the Gulf in the new Sandpearl Resort.

*The bus will load at the Jackson Street entrance beginning at 12:45 p.m. Pre-registration is required.*

### Mobile Tour: A "25 Year Overnight Success Story" - Redevelopment in St. Petersburg

1:00 p.m. - 8:00 p.m.

*Sponsored by the City of St. Petersburg, Progress Energy and the St. Petersburg Downtown Partnership*

Hear the real story of how redevelopment in St. Petersburg got started and how it became a reality. Visit downtown, Midtown museums and the Sweetbay/Tangerine Plaza project, two Main Streets, Jordan Park Housing, the Dome Industrial Park and the Pinellas Trail. The tour concludes with a networking dinner at the historic Renaissance Vinoy.

*The bus will load at the Jackson Street entrance beginning at 12:45 p.m. Pre-registration is required.*

## ▼ Wednesday - October 22, 2008

### Coffee Service

7:30 a.m. - 9:00 a.m.

Regency Ballroom Prefunction

### Registration Desk Open

7:30 a.m. - 6:30 p.m.

Registration Counter

### Mobile Tour: Downtown/Channel District/Ybor

8:00 a.m. - 11:00 a.m.

Three of the City's most dynamic redevelopment areas – Downtown, Channel District and Historic Ybor City – are neighbors, but have very different development patterns and characteristics. New development projects that are reshaping each district and the face of Tampa will be featured, as well as redevelopment managers sharing successes and challenges in implementing their CRA plan. The tour also features a ride on the TECO Line Streetcar which connects all three areas.

*The bus will load at the Jackson Street entrance beginning at 7:45 a.m. Pre-registration is required.*

### Mobile Tour: East Tampa

8:00 a.m. - 11:00 a.m.

This CRA, one of the largest in the country, encompasses 7.5 square miles northeast of downtown, halfway between the Port of Tampa and the University of South Florida. This tour is about the challenges facing traditionally neglected and blighted areas of a community, slow but rewarding progress, the multitude of needs of such a large area and the bright spots that keep this community hopeful and working towards a better future. Visit the beautiful Belmont Heights Estates Hope VI development, historic infill housing, Meridian Pointe and Park Terrace affordable rental developments, Fast Lane Clothing manufacturing and learn about TIF funded projects and programs.

*The bus will load at the Jackson Street entrance beginning at 7:45 a.m. Pre-registration is required.*

### **Mobile Tour: University Area Community Development Corporation, Inc.**

8:00 a.m. - 11:00 a.m.

*Tour sponsored by Bank of America and the Hillsborough County Economic Development Department*

The UACDC is spearheading the redevelopment of the University of South Florida area by acquiring resources and providing support for revitalization and sustainability. Tour the state-of-the-art Community Center Complex, the Junior Achievement Center and the county's facility, and receive an overview of other innovative programs that comprise UACDC efforts.

*The bus will load at the Jackson Street entrance beginning at 7:45 a.m. Pre-registration is required.*

### **Mobile Tour: West Tampa/Drew Park**

8:00 a.m. - 11:00 a.m.

This tour showcases historic West Tampa and Drew Park and the exciting developments in these areas. See how new in-fill housing, reuse of historic cigar factories and a resurgence of the arts are making West Tampa a hot spot for the urban lifestyle. The neighboring Drew Park CRA, springtime home of the New York Yankees, is an evolving mix of uses with opportunities for light industrial/commercial, retail and residential development adjacent to Tampa International Airport, educational and sports venues.

*The bus will load at the Jackson Street entrance beginning at 7:45 a.m. Pre-registration is required.*

### **Awards Luncheon and "Redevelopment in the Creative Economy"**

11:30 a.m. - 1:45 p.m.

Regency Ballroom 1

Presiding: *Kim Briesemeister*, President, Florida Redevelopment Association; Executive Director, West Palm Beach CRA

Keynote Presentation: *Charles C. Bohl, Ph.D.*, Director, Knight Program in Community Building, School of Architecture, University of Miami

Awards Presentation: *Gail K. Hamilton*, CRA Director, City of Kissimmee

### **Exhibit Hall Open**

1:45 p.m. - 7:00 p.m.

Regency Ballroom 2-4

### **Hands-On Design Training for Public Officials**

2:00 p.m. - 3:30 p.m.

Regency Ballroom 5

As elected or appointed public officials, you are the community's chief designers -- shaping community character with each plan amendment, development approval or infrastructure decision. Your leadership influences quality of life in the face of economic, environmental and social challenges. This session provides hands-on design training for officials on the distinctions that foster a sense of place, build a solid tax base and inspire visionary leadership.

Moderator: *Marie L. York, FAICP*, Director, Florida Public Officials Design Institute at Abacoa

Speakers: *Charles C. Bohl, Ph.D.*, Director, Knight Program in Community Building, School of Architecture, University of Miami; and *Jeff Perlman*, Director, The Delray Beach Institute

### **The Creative Economy: The Essence of Redevelopment**

2:00 p.m. - 3:30 p.m.

Buccaneer Ballroom B

This presentation will open with an overview of the meaning and qualities of a creative economy presented by a panel of experts practicing these principles every day. The session will define "creative economy" as the concept, "sense of place", the importance of design and culture, and redevelopment strategies that ensure the economic future of your community. The creative economy is a method of economic development that focuses on attracting creative, educated and skilled people rather than targeted industries or organizations. Studies have shown that "creative industries" come to where the "creative people" are (or want to be)!

**CM | 1.5**

Moderator: *Donna Manion*, Chair, CreativeTampaBay

Speakers: *Donald Giancoli*, Community Redevelopment Director, City of Lauderhill; *Mike Greene*, Chairman, Broward Alliance Creative Economy Committee; and *Peter Kageyama*, Partner, Creative Cities Productions and Founder, Creative Cities Summit

### **Revitalizing and Repositioning Retail in Tampa's CRA**

2:00 p.m. - 3:30 p.m.

Buccaneer Ballroom CD

Learn about a variety of initiatives Tampa's CRAs are implementing to stimulate their local economies and attract visitors to patronize their respective districts and boost retail. Different perspectives and initiatives will be



## ▼ Wednesday - October 22, 2008

shared, from grassroots retail development strategies to restructuring a large-scale retail entertainment complex to respond to today's market. Other programs include targeted special events, district marketing and public relations, as well as other economic development strategies and incentives.

Moderator: *Vince J. Pardo*, Manager, Ybor City Development Corporation

Speakers: *David W. Harvey*, Senior Vice President, M & J Wilkow, Ltd. and Centro Ybor; *Joe Howden*, Chairman, Ybor City Development Corporation Retail Development Committee; *Robert McDonaugh*, Manager, Channel District/Downtown CRA; and *Brenda W. Thrower*, Economic Development Specialist, Ybor City Development Corporation

### Refreshment Break

3:30 p.m. - 3:45 p.m.  
Regency Ballroom 2-4

### Abracadabra: Adjusting Project Plans to Changing Times

3:45 p.m. - 5:15 p.m.  
Regency Ballroom 5

The economic downturn and market fluctuations have added to borrowing impediments for CRAs, creating considerable turmoil throughout the development industry and the redevelopment community. The long-term nature of large projects through the stages of design, permitting, financing, physical development and marketing continue to cause many projects and plans to be adjusted, modified or repositioned in terms of timeframes for implementation and completion. This session will be presented in an interactive "talk show" format with seasoned veterans who will examine the issues and answer questions about the effects of shifting market trends on your plans and projects.

**CM | 1.5**

Moderator: *J. Gary Rogers*, Executive Director, Community Redevelopment, City of Lauderdale Lakes

Speakers: *Robert M. Breslau*, President, Stiles Investment Services; *Greg Brown*, Chief Operating Officer and Director of Developments, Feltrim Developments; *The Honorable Joy Cooper*, Mayor, City of Hallandale Beach; and *William P. Voegele*, Vice President, Development, Forest City Commercial Group

### Creative Industries: Tampa's Central Business, Channel District and Ybor City

3:45 p.m. - 5:15 p.m.  
Buccaneer Ballroom B

This session is about the challenges and activities that can result when youthful energy stimulates new ideas, businesses and residents. Hear experts, specialists and activists discuss how the city's three oldest CRAs are attracting museums, arts district management, creative professional firms and entrepreneurship -- with the pointer in the hands of youth.

**CM | 1.5**

Moderator: *Michael M. English*, AICP, Vice President/Corporate Manager, Community and Regional Planning, WilsonMiller, Inc.

Speakers: *Melinda N. Chavez*, Executive Director, Tampa Bay Business Committee for the Arts; *Mark Huey*, Administrator, Economic and Urban Development, City of Tampa; *Taryn E. Sabia*, AAIA, NCI, Co-Director, Urban Charrette; and *Neale A. Stralow*, ASLA, AICP, Senior Associate/Regional Manager, Community and Regional Planning, WilsonMiller, Inc.

### Inter-Disciplinary Solutions for Urban Development

3:45 p.m. - 5:15 p.m.  
Buccaneer Ballroom CD

The successful application of innovative solutions for urban development and redevelopment requires multi-disciplinary interaction. This session will explore four critical domains: urban land, transportation, facility and system technology. The integration of these professional disciplines generates unique solutions for urban problems and resolves conflicts often embedded in the social, economic and physical fabric of cities. Case study illustrations of the successful application of inter-disciplinary innovation will include cities from Toronto to Portland, from London to Athens and throughout Florida.

**CM | 1.5**

Moderator: *Kurt Easton*, AICP, Senior Principal, Urban Planning and Design, IBI Group, Inc.

Speakers: *Trevor J. McIntyre*, Director, IBI Group/IBI Architects; and *Scott E. Stewart*, Managing Director, IBI Group, Inc.

### Welcome Reception in Exhibit Hall

5:30 p.m. - 7:00 p.m.  
Regency Ballroom 2-4

*Sponsored by Burkhardt Construction, Inc.*



### **Dessert Dive-In Reception**

7:30 p.m. - 9:00 p.m.

Florida Aquarium

*Sponsored by IBI Group, Inc.*

Enjoy dessert and drinks while exploring the wonders of the Florida Aquarium, one of the star attractions in Tampa's Channel District. All exhibits will be open during the reception, but please note that the wetlands display closes at 8:30 p.m.

*Continuous transportation will be provided from the Hyatt's Jackson Street entrance beginning at 7:15 p.m. The last bus will leave the Aquarium at 9:00 p.m. Parking is available at the Aquarium for \$5.00 per vehicle.*

## **Thursday - October 23, 2008**

### **Continental Breakfast in the Exhibit Hall**

7:30 a.m. - 8:30 a.m.

Regency Ballroom 2-4

### **Exhibit Hall Open**

7:30 a.m. - 11:00 a.m.

Regency Ballroom 2-4

### **Registration Desk Open**

7:30 a.m. - 4:00 p.m.

Registration Counter

### **Standards, Regulations and Livable Communities: Sustainable Change**

8:30 a.m. - 10:00 a.m.

Regency Ballroom 5

How can we make our design standards, development codes and other regulations support our program goals for redevelopment? This session addresses ways to link the vision and the master plan with the development code in order to enable effective long-term development and redevelopment at a range of scales.

**CM | 1.5**

Moderator: *James Moore*, National Director, HDR Engineering, Inc.

Speakers: *Joseph Ehardt, Jr.*, AICP, CNU, Urban Design Manager, HDR Engineering, Inc.; and *Robert Ironsmith*, CRA Director, City of Dunedin

### **Real Urbanism**

8:30 a.m. - 10:00 a.m.

Buccaneer Ballroom B

Real Urbanism is a planning method incorporating the fundamentals of urban life regardless of context. These elements include density, diversity, employment opportunities, culture, recreation, green space, mass transportation and 24-hour activity. Because real urbanism is a process and not a formula, its practice requires a continuous search for new ways of assembling these elements.

Moderator: *J. Gary Rogers*, Executive Director, Community Redevelopment, City of Lauderdale Lakes

Speakers: *T. Neil Fritz*, Director of Downtown and Corridor Redevelopment, City of Hollywood; and *Bernard Zyscovich*, AIA, Managing Principal, Zyscovich Architects

### **New Markets, Brownfields and Workforce: Greener Horizons**

8:30 a.m. - 10:00 a.m.

Buccaneer Ballroom CD

How can you find out if projects in your area qualify for New Markets Tax Credits? Did you know that CRAs can designate their entire district as a brownfields area? What do workforce development programs have to offer redevelopment areas? Find out in this session covering the latest on these resources.

Moderator: *Jim Hosler*, Senior Project Manager and Applied Demographer, TBE Group, Inc.

Speakers: *Sherod A. Halliburton*, Executive Director, Bradenton Central CRA; *Roger B. Register*, Project Manager, TBE Group, Inc.; and *Tom Zuniga*, Managing Director, DSG Community Marketing Services, LLC

### **Congress for New Urbanism Design Salon**

9:00 a.m. - 3:00 p.m.

Regency Ballroom Prefunction

FRA is very proud to present this opportunity for you to bring your documents, maps, drawings and designs for live consultations by representatives of the CNU, Smart Growth and Urban Charette organizations. There will be expert architects, designers and planners on hand to perhaps suggest a new idea or two. There will be a place for you to sit and network, as well as consult. If you have not already signed up for a consultation, you may do so on-site.

## Thursday - October 23, 2008

Design professionals:

*David Brain, Ph.D.*, Principal, Collaborative Community Design; Board Member and Training Faculty, National Charette Institute; and Professor of Sociology, New College of Florida

*Michael Busha*, Executive Director, Treasure Coast Regional Planning Council

*Marcela Camblor*, Principal, Dover, Kohl & Partners Town Planning; and Chair, CNU Florida

*Victor Dover, AICP*, Principal, Dover, Kohl & Partners Town Planning; Vice Chair, Congress for New Urbanism; and Core Committee Member, LEED for Neighborhood Developments

*Evan Johnson, AICP*, Planner, WilsonMiller, Inc.

*Robert B. Franke, AICP*, CRA Director, City of Pompano Beach

*Todd Peetz, AICP*, Senior Planner, Miller Legg

*J. Gary Rogers*, Executive Director, Community Redevelopment, City of Lauderdale Lakes

### Refreshment Break and Door Prize Drawings

10:00 a.m. - 11:00 a.m.

Regency Ballroom 2-4

Gift drawings will begin at 10:45 a.m. You must be present to win.

### Legal, Open Government, Sunshine and Reporting Requirements for CRAs

11:00 a.m. - 12:30 p.m.

Regency Ballroom 5

Are you in compliance? Do you know how to advise your commissioners regarding the "sunshine" laws? If the Auditor General shows up on your doorstep tomorrow, are you prepared? These are real life scenarios and this session will reveal practical ways to put your best foot forward when it comes to reporting and code of ethics laws.

**CM | 1.5 | Law**

Moderator: *Jeffrey L. Oris, CEcD*, Community Development Director, Martin County

Speakers: *David E. Cardwell*, FRA General Counsel, The Cardwell Law Firm; and *Jack Gaskins, Jr.*, Financial Specialist, Special District Information Program, Florida Department of Community Affairs

### Whose TIF Is It? (And Other Questions about Financial Resources)

11:00 a.m. - 12:30 p.m.

Buccaneer Ballroom B

Increment revenue financing is more important than ever, threatened by court cases and tax cuts. Decisions on its use are hinged on legal, economic, development and political constraints. This session will review what to consider when entering into developer agreements, tips on successfully communicating to the public and other taxing entities how increment revenues are used, and how to find grants to leverage public dollars, especially in cities with populations under 10,000.

Moderator: *Rochelle W. Lawandales, AICP*, President, Lawandales Planning Affiliates, Inc.

Speakers: *Corbett Alday*, CEO, Guardian Community Resource Management, Inc.; and *Patricia Rippey*, Redevelopment Director, City of South Daytona

### Tapping the Money: Strategies for Growing Businesses

11:00 a.m. - 12:30 p.m.

Buccaneer Ballroom CD

This session is a "lender's forum" on business and real estate lending strategies for both small and large projects. Lenders will describe loans and other programs available to revitalize urban centers. The loan programs will be applicable to small business start-ups and growth, existing businesses and infill development.

Moderator: *Marilyn P. Hett, AICP, CEcD, CRE*, Business/ Industry Development Administrator, Hillsborough County Economic Development Department

Speakers: *Nelson W. Black, III*, Senior Loan Officer, Florida Community Loan Fund; *Bill Habermeyer*, Vice President, Florida Business Development Corporation; *Louis Laubscher*, Senior Vice President and Chief Operating Officer, Enterprise Florida, Inc.; and *Ken Woods*, Senior Vice President/Southern Regional Sales Manager, Wachovia Bank, N.A.

### Keynote Luncheon and Annual Business Meeting

12:30 p.m. - 2:15 p.m.

Regency Ballroom 1

Presiding: *Kim Briesemeister*, President, Florida Redevelopment Association; Executive Director, West Palm Beach CRA

Welcome: *The Honorable Pam Iorio*, Mayor, City of Tampa

Keynote Speaker: *The Honorable Joseph P. Riley, Jr.*, Mayor, City of Charleston

ICSC Alliance Presentation: *T. Neil Fritz*, ICSC Alliance Program Co-Chair

### **Redevelopment as a Growth Management Tool**

2:15 p.m. - 3:45 p.m.  
Regency Ballroom 5

The Growth Management Act, recent legislative changes to growth management law, infill, transportation concurrency, urban sprawl, infrastructure, economic development! How do all of these factors enhance or inhibit your redevelopment programs? How can you use growth management tools to create incentives for, promote, or at least not hinder, successful economic development and redevelopment? Come to this session and find out.

**CM | 1.5**

Moderator: *Rochelle W. Lawandales*, AICP, President, Lawandales Planning Affiliates, Inc.

Speakers: *Charles Gauthier*, AICP, Director, Division of Community Planning, Florida Department of Community Affairs; *Jason Nunemaker*, City Manager, City of Fellsmere; and *Tim Stillings*, Planning Consultant, Kimley-Horn and Associates

### **Affordable Housing Development in CRA Districts: Lessons from California and Florida**

2:15 p.m. - 3:45 p.m.  
Buccaneer Ballroom B

Housing affordability has been a constant concern over the past few years as rising market demand and the cost of fuel and supplies escalated. CRAs are uniquely qualified to access and leverage resources that can effectively lower development costs for affordable and workforce housing. Specific case studies from California and Florida will detail how innovative CRAs have addressed this issue and created units that are attractive and affordable, as well as adding to the overall economic renewal of a redevelopment community.

Moderator: *James Carras*, Principal, Carras Community Investment, Inc.

Speakers: *Elizabeth Seifel*, President, Seifel Consulting, Inc.; and *Mandy Spangler*, Senior Associates, Carras Community Investment, Inc.

### **Measuring Economic Impacts of Florida CRAs**

2:15 p.m. - 3:45 p.m.  
Buccaneer Ballroom CD

Explore the facts associated with redevelopment projects, their positive impacts upon short and long-term job creation and their on-going contribution to the commercial/retail economy of CRA districts. Panelists will lead participants through case-study examples of how individual projects within CRAs create construction, retail, restaurant and other types of jobs, and how to measure this effect in your own work. Participants will also learn methods to evaluate local projects to measure on-going economic stimulation from retail/restaurant sales, event revenues and other sources.

Moderator: *J. Gary Rogers*, Executive Director, Community Redevelopment, City of Lauderdale Lakes

Speakers: *Kim Briesemeister*, Executive Director, West Palm Beach CRA; *Phil Gonot*, Vice President, PMG Associates, Inc; and *Louis Orosz*, AICP, Director, Zoning and Change, Growth Management Group, Inc.

### **Refreshment Break**

3:45 p.m. - 4:00 p.m.  
Regency Ballroom Prefunction

### **Historic Preservation as Sustainable Economic Development**

4:00 p.m. - 5:30 p.m.  
Regency Ballroom 5

Sustainable development is crucial for economic competitiveness. But what role does historic preservation play in sustainable development? In economic development? We will be talking about the key elements of what it takes to make it happen with historic places.

**CM | 1.5**

Moderator: *Joan Jefferson*, Coordinator, Florida Main Street Program

Speaker: *Donovan D. Rypkema*, Principal, PlaceEconomics

### **Neighborhood Economic Vitality**

4:00 p.m. - 5:30 p.m.  
Buccaneer Ballroom B

The historic West Tampa neighborhood, though not a CRA, is a powerful story of grassroots efforts and public/private partnerships. Economic revitalization and urban redevelopment is gaining momentum after many years of frustrating attempts. Organic interest and commitments in the area by green developers and designers, radical architects and residents old and new are making it happen.

**CM | 1.5**

## Thursday - October 23, 2008

Moderator: *Lea D. Del Tosto*, CLARB, ASLA, Senior Associate/Landscape Architect, WilsonMiller, Inc.

Speakers: *Jason Busto*, President, Busto Plumbing; *Jeanette La Russa Fenton*, CRA Manager, Drew Park and West Tampa Redevelopment, City of Tampa; *Thomas J. Marler*, Chief Executive Officer, Intelident Solutions; and *Ed Turanchik*, President, InTown Homes

### Cost Effective Green Development: Fantasy or Fantastic?

4:00 p.m. - 5:30 p.m.

Buccaneer Ballroom CD

What can natural gas really offer your redevelopment project? Get a better understanding of some natural gas technologies that are making communities environmentally and economically greener. Learn more about the benefits and safeguards of back-up generation and savings from tankless water heating. You'll also get a first-hand look at the tremendous opportunity Florida has for natural gas vehicles with a demonstration of emerging and easy-to-use fueling compressors for homes and business.

Speakers: *Bill Cantrell*, President, Peoples Gas; and *Keith Gruetzmacher*, Senior Manager of Marketing Services, TECO Partners

### Salsa Under the Stars

6:30 p.m. - 10:00 p.m.

Ybor City Museum and Gardens

Sponsored by *HDR Engineering, Inc.* and *WilsonMiller, Inc.*

Enjoy Latin food and the spicy sounds of Orquesta INFINIDAD at this special event. The museum is within walking distance of all Ybor City's exciting nightlife.

*Continuous transportation will be provided from the Hyatt's Jackson Street entrance beginning at 6:15 p.m. The last bus will leave Ybor City at 10:00 p.m.*

## Friday - October 24, 2008

### Breakfast and Urban Land Institute Panel: Sustainable Green Development

8:00 a.m. - 9:30 a.m.

Regency Ballroom 5-7

This session is an opportunity to hear from significant players in the trenches who have "walked the walk" with regard to green development.

Moderator: *Christine M. Burdick*, President, Tampa Downtown Partnership

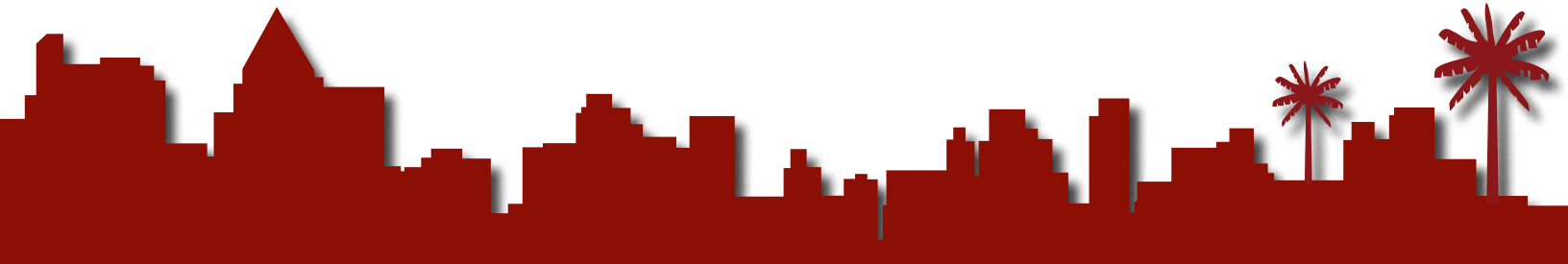
Speakers: *James Moore*, National Director, HDR Engineering, Inc.; *Chris Norton*, Senior Project Director, Liberty Property Trust; and *Elizabeth Seifel*, President, Seifel Consulting, Inc.

### Port of Tampa Boat Tour

9:30 a.m. - 11:00 a.m.

All aboard the *Bay Spirit* for an informative tour of the Port of Tampa! The Florida Aquarium's catamaran crew will provide an up-close look at the impact the Port has on the economy of central Florida. Pay parking is available in the Aquarium lot or the city garage just across the street on Channelside Drive. Please arrive 5-10 minutes before launch and check-in at the Aquarium's main gate. Thanks to the Port of Tampa and Don Eddings, V.P.-Operations at the Florida Aquarium, for making this tour possible.

*There is no fee for this tour, but space is limited so advance registration is required. Please check at the FRA registration desk for availability.*



# Florida Redevelopment Association

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West Palm Beach CRA

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Community Development Director  
Martin County

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Executive Director –  
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#### The Honorable Eric Haynes

Commissioner  
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#### Kurt Easton

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#### Rick Stauts

Executive Director  
Florida City CRA

### General Counsel

#### David E. Cardwell

The Cardwell Law Firm  
Orlando

### Regional Representatives

#### Apalachee

#### Rick McCraw

Community Redevelopment Coordinator  
City of Tallahassee CRA

#### Central

#### Bruce Lyon

President  
Swan Development Advisors, Inc.

#### East Central

#### Gus Gianikas

Assistant Director - Planning and  
Development  
City of Mount Dora

#### Northeast

#### Brenna Durden

Attorney  
Lewis, Longman and Walker, P.A.

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#### Leigh Eby-Scrabis

Deputy Director  
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#### Tampa Bay

#### Jim Hosler

Senior Project Manager  
and Applied Demographer  
TBE Group, Inc.

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#### Joseph Gray

Executive Director  
Delray Community Land Trust

#### West Florida

#### Ray Greer, AICP

Regional Manager, Community &  
Regional Planning  
WilsonMiller, Inc.





**“Building Better Communities for Florida”**



This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).

