



# COMMUNITIES OF **TODAY.**

# VISIONS OF **TOMORROW.**

**FLORIDA**  
REDEVELOPMENT  
ASSOCIATION

**2009**  
ANNUAL CONFERENCE

October 28-30, 2009 • ORLANDO HILTON I DRIVE  
[www.redevelopment.net](http://www.redevelopment.net)

***WilsonMiller***

*New Directions In Planning, Design & Engineering*

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Kimley-Horn and Associates, Inc.

URBAN RESOURCE GROUP

**ROCKLEDGE**  
COMMUNITY REDEVELOPMENT AGENCY

# COMMUNITIES OF TODAY.

## VISIONS OF TOMORROW.

### Tuesday October 27, 2009

#### FRA Certification Program Redevelopment 101

9:00 a.m. - 4:00 p.m.

Applications for this program are due August 20, please go to [www.redevelopment.net](http://www.redevelopment.net) or call Jan Piland at (850)701-3622 for more information.

### Wednesday October 28, 2009

#### Coffee Service

7:30 a.m. - 8:00 a.m.

#### Registration Desk Open

7:30 a.m. - 5:30 p.m.

#### Exhibit Hall Open

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

#### Mobile Tours

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

South of Downtown Orlando (SODO) Award-Winning Mixed Use Project SODO was a severely blighted area that has been turned around through a unique mixed use project using award-winning strategies. Opened in late 2008, it includes 308 condos, 180,000 square feet of retail space, 75,000 square feet of office space and a unique 184,000 square foot Target with roof-top parking. You will learn about the project from conception to completion, all the aspects of SODO, including the challenging staging, security, infrastructure, parking and leasing. The history of how this happened, and all of the retail that is there now, all relates in a very interesting way to this innovative redevelopment project.

*Sponsored by Kimco Realty Corporation*

#### Osceola County Parkway West 192 and Kissimmee Redevelopment Areas

This tour will visit Osceola County's Redevelopment District, the Kissimmee Community Redevelopment Agency and a future redevelopment project. All have integrated commercial and residential areas with two high-traffic state roads, which connect directly with even higher-traffic connectors. Each has a different history and a different feel; one county and the other a historic city. Come see how Osceola County and the Kissimmee have successfully strived to hold onto their identities while achieving community goals.

*Sponsored by Osceola County and the Kissimmee Convention and Visitors Bureau*

#### Extreme Makeover Orlando: Downtown Edition

See and experience Orlando's Downtown makeover, where more than \$3.5 billion worth of new development is under way. Find out how the city was able to stimulate the urban core of the city's economy and help create thousands of new residential units, dozens of new office buildings and two university campuses through public-private partnerships. Hear about the challenges of redevelopment in the downtown's west side Parramore Neighborhood, and learn about the city's civic improvement projects that will deliver a new Orlando Events Center, a world-class performing arts center and a renovated Florida Citrus Bowl stadium.

*Sponsored by the City of Orlando*

#### Welcome Luncheon in the Exhibit Hall

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

Come see what this conference is all about! Public and private sectors combine for exciting dialog about redevelopment in Florida COMMUNITIES today. The VISIONS of tomorrow can be seen in the latest products, as well as fellow members' projects and programs. Don't miss the opportunity to meet and network with the movers and shakers of redevelopment — our members and partners. They can help you jettison your program or business into the future with positive, sustainable results.

*Sponsored by Zyscovich Architects*

#### Plenary Session

12:00 p.m. - 2:00 p.m.

**Presiding:** J.Gary Rogers, FRA President, Executive Director, Lauderdale Lakes CRA

**Welcome:** The Honorable Buddy Dyer, Mayor, Orlando and the Honorable Richard T. Crotty, Mayor, Orange County

**Keynote:** New Urbanism, Relevance in The New Economy

**Speaker:** John Norquist, CEO, Congress for the New Urbanism



**John Norquist**

**President, Congress for the New Urbanism**

Former mayor of Milwaukee, John Norquist has dedicated himself to promoting New Urbanism as an alternative to sprawl and antidote to sprawl's social and environmental problems. He has drawn widespread recognition for championing the removal of a .8 mile stretch of elevated freeway, clearing the way for an anticipated \$350 million in infill development in the heart of Milwaukee. In addition, he is the author of *The Wealth of Cities*.



### **Keep Your Seats for an Exciting Round Chair Panel Discussion**

1:15p.m. - 2:00 p.m.

This panel of highly experienced, innovative redevelopers who are also exceptional leaders will discuss and debate the pros and cons of redevelopment strategies being used in Florida today. Are we learning anything, what does the future hold and what obstacles must be overcome to improve the quality of life in our state's urban areas?

**Moderator:** *J. Gary Rogers*, President, Florida Redevelopment Association; Executive Director, Lauderdale Lakes CRA

**Speakers:** The Honorable *Buddy Dyer*, Mayor, City of Orlando; *John Norquist*, *Bernard Zyscovich*, AIA, President and Managing Principal, Zyscovich Architects; and *John M. Crossman*, President, Crossman & Company

### **Session**

2:15 p.m. - 3:45 p.m.

#### **Changing Roles of CRA as Public Partners**

In these difficult economic times, CRAs are trying to focus on their mission, while at the same time addressing the changes all around them. Creativity, negotiation, partnerships, strategic thinking and leveraging funds are more important than ever. There is usually more than one way to move forward with CRA-funded projects, and this session is designed to present alternative political, financial, intergovernmental and planning methods to accomplish your community's goals. The beauty of CRAs is self-determination and flexibility, so let's go!

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

**Speakers:** The Honorable *Joy Cooper*, Mayor, City of Hallandale Beach; *Kurt Easton*, AICP, Senior Principal, Urban Planning and Design, IBI Group, Inc.; *Jeremy Earle*, ASLA, AICP, Executive Director, Dania Beach CRA; *Martin Black*, Senior Consultant, Kimley-Horn and Associates, Inc.

### **Session**

2:15 p.m. - 3:45 p.m.

#### **The National Economic Recovery – Top Ten Things You Can Do Now, and How**

The effects of the global economic downturn are now impacting the bottom line: decreasing public revenues for investment in redevelopment projects. Leveraging limited local funds has become even more critical for partnerships with private development to initiate economic activity. This session will discuss strategies for planning better now; adjusting roles and tools for surviving in a transitioning economy; federal, state and local stimulus opportunities; and entrepreneurial and small business development strategies.

**Moderator:** *Kevin P. Fall*, CECd, Director, New Smyrna Beach CRA

**Speakers:** *Tanja Gerhartz*, Gerhartz and Associates; *Ralph Basile*, Basile Baumann Prost & Associates, Inc.; and *Liefke Cox*, Enterprise Florida, Inc.

### **Session**

2:15 p.m. - 3:45 p.m.

#### **Navigating the Changing Scape of Retail Development**

What are the new strategies for successful retail development, tenant mixes, design and how can you maximize the opportunities and minimize the risks? What does it take in today's economy? What is this concept of "economic gardening" all about? You can take these tools home and keep the retail and economic development conversations moving forward.

**Moderator:** *Cynthia E. Stewart*, Director, Community Relations, Office of Global Public Policy, International Council of Shopping Centers

**Speakers:** *John M. Crossman*, President, Crossman & Company; *Craig Ustler*, MAI, CCIM, Owner and President, Ustler Development, Inc.; and *Steve Quello*, President, CEO Nexus

### **Refreshment Break in Exhibit Hall**

3:45 p.m. - 4:00 p.m.

### **Plenary Session**

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

#### **Part I**

##### **What Has the FRA Done for Me?**

The FRA Board of Directors, regional representatives and staff work hard to stay ahead of what you need, when you need it. We thought you might like to know what we have planned for the next few months, designed to benefit your ability to carry out the CRA mission. (Clues: Housing, Economic Impact and Diversity.)

**Moderator:** *J. Gary Rogers*, FRA President, and Executive Director, Lauderdale Lakes CRA

**Speakers:** *Reports from Your Committees*

### **Plenary Session**

5:00 p.m. - 6:00 p.m.

#### **Part II**

##### **Legal and Ethical Issues in Redevelopment**

Ch-ch-changes are upon us. Is Hometown Democracy good or bad? How do the 2009 SB 360 growth management changes affect CRA's? This session will also cover the latest on pending legislation and court cases, what increment can pay for, the Honest Services Act, and top ethical considerations for redevelopers.

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

**Speakers:** *Steve Lindorff*, Agency Administrator, Jacksonville Beach CRA; *David Cardwell*, The Cardwell Law Firm; and *William Peebles*, FRA Lobbyist

### **Exhibit Hall Dinner Reception**

6:00 p.m. - 8:00 p.m.

Relax after a big day with your most excellent peers and partners in Florida redevelopment!

*Sponsored by Kimley-Horn Associates, Inc.*

## Thursday October 29, 2009

### Exhibit Hall Continental Breakfast

7:00 a.m. - 8:30 a.m.

### Exhibit Hall Open

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

### Registration Desk Open

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

### Design Studio is Back! Plans "R" Us

2:00 p.m. - 5:00 p.m.

We are proud to present this opportunity for you to bring your documents, maps, drawings and designs for live consultations by representatives of the CNU and Smart Growth organizations. There will be expert architects, designers and planners on hand to suggest a new idea or two. Doug Suisman, Suisman Design; Debra Hempel, AICP, HDR, Inc.; and Marcela Cambor, Principal, Dover, Kohl & Partners Town Planning; and Chair, CNU Florida, are just some of the experts. There will be a place for you to sit and network, as well as consult. Advanced registration is required. *Sponsored by HDR, Inc. and the Florida Congress for New Urbanism*

### Session

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

#### Housing and Markets

How can you adapt to the new housing paradigm with overbuilt and over-entitled conditions in an area? Are conventional housing programs doomed for the next several years? Stalled projects, foreclosures, abandonment and unexpected rental housing are impacting how we must think about and develop programs, activities and techniques. Can we differentiate CRAs from suburban development over the next several years? How can you take control, understand local market potential, and avoid impractical and infeasible development proposals? Are we responsible for understanding potential and guiding investment?

**Moderator:** Bruce Lyon, Swan Development Advisors, Inc.

**Speakers:** Jeffrey L. Oris, CECd; Anthony Lyons, Executive Director, Gainesville CRA Manager; and Vivian Brooks, Assistant Executive Director, Boynton Beach CRA

### Session

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

#### Financing Partnerships for CRAs and Other Special Districts

In today's challenging times, CRAs must find innovative methods for financing capital projects and redevelopment efforts. The panel will discuss partnerships among CRAs, CDDs and other special districts using non-ad-valorem sources.

**Moderator:** Susan F. Delegal, Billing Cochran, Lyles, Mauro and Ramsey, P.A.

**Speakers:** Jon Kessler, Director-Investment Banking, FMSBonds, Inc.; Irving Rosenbaum, President, New Community Strategies; Heather Encinosa, Attorney, Nabors, Giblin and Nickerson; and Susan F. Delegal, Billing Cochran, Lyles, Mauro and Ramsey, P.A.

### Session

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

#### Turning "Rocks" into "Gems"

Even in the Flintstone Age, they advertised and marketed-you can do many things on a shoestring budget. This session features panelists with broad experience and knowledge, and will focus on smaller communities. This will be an interactive session with shared ideas, tools and methods to accomplish the goals set by your CRA. This is not a lecture. This is a vibrant interactive session just like the vibrant downtowns we want to create. At the end of the session, a "Best Practices" summary will be provided on the FRA Web site to share with all members in the profession.

**Moderators:** Caryn Miller, Director, Flagler Beach CRA

**Speakers:** Marjorie Ferrer, Executive Director, Downtown Marketing Cooperative, Delray Beach DDA; Eleanor Matthews, Marketek Inc.; Dustin Benedict, Project Manager, ADG Business and Governmental Consultants; and Peggy Heiser, Vice President of Tourism Development, Flagler County Chamber of Commerce

### Exhibit Hall Refreshment Break and Door Prize Drawings

9:30 a.m. - 10:15 a.m.

### Session

10:15 a.m. - 11:45 a.m.

#### Role of Public Health in Redevelopment

Pandemics on the rise, diapers in ditches, pride of place, ownership and entrepreneurship? What role do we have as practitioners to promote better health in our communities? What role does public health have in making redevelopment programs successful? How do we integrate urban health programs into our service delivery and projects? What about community and urban gardens, green markets, agriculture in small and rural urban areas, and healthy practices in areas of compact development?

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

**Speakers:** Julianne Price, PACE-EH Statewide Coordinator, Florida Dept of Health; Jason Nunemaker, City Manager/CRA Director, City of Fellsmere; Thomas Chatmon, Jr., Executive Director, Orlando CRA; and Mimi Reggentin, AICP, Program Manager, Office on Aging, Orange County Government

### Session

10:15 a.m. - 11:45 a.m.

#### Transportation Visions of Tomorrow

Transit and mobility are integral and critical elements of city re-building. We all face bad roads and how to make them bearable, but do we really work in support of broader mobility options, i.e., livable streets, bicycle and pedestrian mobility, traffic calming, transit options (now and in the future), and what is the difference in applying these concepts in communities of different sizes? We will plan for a generous question and answer period to discuss practical applications for cities and communities of different sizes.

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

**Speakers:** Cassandra Ecker, AICP, Sr. Transportation Planner, Carter & Burgess, Inc.; Angelo Rao, P.E., Program Manager, Volkert and Associates; Michael English, WilsonMiller, Inc.

## Session

10:15 a.m. - 11:45 a.m.

### Placemaking in Florida: FRA 2009 Award Winners

This session will highlight all of the winning strategies, people and programs that went into the success of these award winning projects. You will have the opportunity to ask questions and share your thoughts as well.

**Moderator:** *Charles C. Bohl*, Ph.D., Associate Professor and Director, Knight Program in Community Building, University of Miami's School of Architecture

**Presentations:** 2009 FRA Award Winners

### Luncheon and Annual Business Meeting

12:00 p.m. - 1:45 p.m.

**Presiding:** *J. Gary Rogers*, FRA President, Executive Director, Lauderdale Lakes CRA

**Introduction:** *Rochelle W. Lawandales*, AICP, FRA President Elect, Lawandales Planning Affiliates, Inc.

**Keynote:** American Public Spaces at \$7 a Gallon: What are the Opportunities for Urban Areas as the Price of Energy Rises and Climate Change Accelerates?

**Speaker:** *Doug Suisman*, Principal, Suisman Urban Design



#### Doug Suisman

**FAIA, Principal, Suisman Urban Design**  
Doug Suisman founded Suisman Urban Design in 1990. An award-winning urban designer and licensed architect, he has gained international recognition for his ideas and designs of urban public space. In 1999, he was made a Fellow of the American Institute of Architects. In partnership with RAND Corporation, Mr. Suisman developed a national physical plan for a new Palestinian state in 2005. In 2006, he was named by the U.S. General Services Administration as a National Peer in urban design.

## Session

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

### Ideas About the Future Form of Our Cities

Form Based Code provides a new format for guiding new development toward understandable and predictive urban form. However, broad implementation across a diverse community is complex. This session will be an overview of the Form Based Model, example applications and lessons learned. It will include short presentations by public planning officials, commentary from the Form Based Code Institute, the developer's perspective and planning consultant best practices. Open discussion will follow the presentation summaries.

**Moderator:** *Peter C. Sechler*, RLA, AICP, Principal, Glatting Jackson

**Speakers:** *Dianne Kramer*, Development Services Director, City of Eustis; *Samuel E. Poole, III*, Esquire, Berger Singerman and Board Member, Form Based Code Institute; *Bruce Kistler*, Planning Manager, City of Lakeland; *Dean Barberree*, Crosland Development; and *Tara Salmieri*, AICP, Senior Planner, Glatting Jackson

### Small City and County Redevelopment Issues

Small CRAs can have large challenges. Whether you're a large CRA in a small county or small CRA in a big county, this session will present three viewpoints: the city and county administrator; a successful city-county joint CRA; and an elected official. CRAs can have a proactive, strained, developing or cautiously optimistic relationship with the taxing entities, with citizens, with businesses, and community groups. You will hear some news you can use to better deal with your challenges.

**Moderators:** The Honorable Mayor *Mary Lou Hildreth*, City of Keystone Heights and *Dottie Keedy*, Economic Growth and Redevelopment Director, Lake County

**Speakers:** The Honorable Mayor *Mary Lou Hildreth*, City of Keystone Heights and *Dottie Keedy*, Economic Growth and Redevelopment Director, Lake County; *John Metsopoulos*, Coordinator, Seminole County US17-92 CRA

## Session

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

### Energizing Cities, Literally and Conceptually

Wind, solar, algae, sorghum, LEED, USBGC, FGBC, FSEC, FSEIA, net metering, cap and trade – aaaahhhh! What does all this mean!?! How do we assess renewable energy opportunities for property owners downtown? What are the big boxes and mom 'n pops doing? Who's going green and what kind of "green" are they saving? Are you seeing "REDs"? There will be examples of what others are doing, around the state, country, and world.

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

**Speakers:** *Colleen Kettles*, Esquire, Executive Director, Florida Solar Energy Research & Education Foundation; *John Hutchens*, Financial Analyst, Casto Properties; and *Dana W. Jones*, Executive Director, Florida Biofuels Association

### Refreshment Break

3:30 - 3:45 p.m.

## Session

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

### Parking as Essential Infrastructure

Just as downtown developments couldn't operate without sewer and water, communities should approach parking as an essential part of their infrastructure for quality growth management. Panelists will highlight the market demand, design, and financing approaches to parking facilities.

**Moderator:** *Thomas R. Kohler*, Senior Vice President, Real Estate Research Consultants

**Speakers:** *Thomas R. Kohler*, Senior Vice President, Real Estate Research Consultants; *Keith Denton*, KSD Consulting, Inc.; *Russell Fritz*, Director of Business Development, Finrock DMC, Inc.; and *Thomas Harmer*, Senior Director, Public Private Projects, Pizzuti Solutions



## Session

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

### Diversity and Redevelopment

How can you make diversity a goal of your program, and how can you empower disenfranchised groups to get excited about redevelopment? In redevelopment, demographic analysis is becoming crucial for redevelopment, as well as with stimulus and the 2010 census on the horizon.

**Moderator:** *Paul Rutledge*, CLS, SCSM, EVP/COO, Casto Properties

**Speakers:** The Honorable *Eric Haynes*, Commissioner, City of Lauderdale Lakes; *Jim Hosler*, Owner, Demographic Decision Dynamics, LLC; and *Toni Shamplain*, Downtown-North Program Manager, Panama City CRA

## Session

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

### Brownfields in Florida: Money and Process

Redeveloping brownfield sites is a challenge due to real or perceived environmental contamination. Often, these sites fall into disuse or become blighted - many can be found in our own CRAs. Public and private agencies offer various incentives to remediate the contamination, redevelop the sites and encourage environmental justice. This panel will address these and other issues.

**Moderator:** *Sue Trone*, Operations Analyst, Collier County CRA

**Speakers:** *Matthew J. Robbins*, U.S. Environmental Protection Agency, Region 4 (Atlanta); *Kim Walker*, Florida Brownfield Liaison, Florida Department of Environmental Protection; *Teri Hasbrouk*, Development Manager, Brownfields Redevelopment Program, Pinellas County Community Development Department; *Mary Yeargan*, Outreach Chairperson, Florida Brownfields Association; and *Roger Register*, Past-President, Florida Brownfields Association, Director, Cardno TBE, Tallahassee

## Awards Dinner

### Dancing With the (Redevelopment) Stars at Seaworld

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

**Master of Ceremonies:** *J. Gary Rogers*, FRA President, Executive Director, Lauderdale Lakes CRA

**Award Presentations:** *Gail Hamilton*, Past FRA President, Executive Director, Kissimmee CRA

Dress up, dress down, wear a mask or come as a clown, but you'll want to be seen on the red carpet joining the stars of Redevelopment, our 2009 Award Winners! After dinner and the awards ceremony, visit with the whales and polar bears at SeaWorld's Wild Arctic attraction, or enjoy dessert and dancing under the stars!

*Sponsored by WilsonMiller, Inc.*

## Friday October 30, 2009

### Breakfast with the Experts

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

Free expert advice, all in one place, on any topic! We will have experts ready to discuss what we learned at the conference and what the future holds at topic tables. Also, talk with the award winners and pick their brains on various issues involved in their projects. We will cover whatever you have questions including legal, design, streetscaping, affordable housing, intergovernmental relations and financing redevelopment issues.

## FRA Certification Program

9:00 a.m. - 4:00 p.m.

If you have registered for the Housing certification course please sign in onsite. For additional information, go to [www.redevelopment.net](http://www.redevelopment.net) or call Jan Piland at (850)701-3622.

### Mount Dora and Lake County Mobile Tour

10:30 a.m. - 4:30 p.m.

Get on board the Mount Dora express! We will bus participants to Lake County's "Golden Triangle" cities of Mount Dora, Eustis and Tavares, to learn about their redevelopment programs. Lunch is included and pre-registration is required. *Sponsored by Lake County, City of Mount Dora, City of Tavares and the City of Eustis*

### Orange County's International Drive Resort Area

10:30 a.m. - 12:30 p.m.

Redevelopment on a grand scale. The International Drive Resort area is a thriving tourist destination with a world-class collection of theme parks, tourist attractions, restaurants, hotels, shopping, the nation's second largest convention center and more than 28 million visitors annually. International Drive representatives will provide insights into the history of the area, current redevelopment and development projects, strategies to meet the needs of leisure and business travelers, and exciting plans to urbanize the district with new amenities and improved transit. Participants will tour the International Drive corridor, visit a tourist-oriented mixed-use redevelopment project, and stop at the Orange County Convention Center. Casual attire and comfortable shoes are recommended. Refreshments and snacks provided. Pre-registration is required.

*Sponsored by Orange County*