

Retrofitting and Planning Sustainable SUBURBS

Tuesday November 3rd, Wednesday November 4th, 2009 | Marriott Toronto Bloor Yorkville | Toronto, ON

Control Sprawl | Create TODs | Retrofit Suburban Forms
Combat NIMBYism | Increase Tax Revenue

Hear from these Leaders



Marina Khoury,
Partner, Director of Town Planning,
Duany Plater-Zyberk & Company



Ellen Dunham-Jones,
Associate Professor,
Georgia Institute of Technology;
Author, Retrofitting Suburbia



Peter Braster,
Transit Oriented Development Manager,
City of Carrollton, TX



Tony Recsei,
President,
Save Our Suburbs (Australia)

TAKE AWAY PRACTICAL SOLUTIONS

From these **8** leading case studies

- 1 Sydney, **Australia**
- 2 Charlotte, **NC**
- 3 Mississauga, **ON**
- 4 Don Mills, **ON**
- 5 MetroWest, **VA**
- 6 Carrollton, **TX**
- 7 Southlands, **BC**
- 8 Oakville, **ON**

... **AND MANY MORE!**

DELVE INTO THE INSPIRING STORIES AND
THE **6** INNOVATIVE SOLUTIONS TO MEET YOUR CHALLENGES.

Get the answers you need to:

- 1 **Control unsustainable growth:**
Real solutions to reversing sprawl
- 2 **Build transportation alternatives:**
Determine how best to implement TODs
- 3 **Increase Tax Revenue:**
Build sustainable income streams
- 4 **Combat NIMBYism:**
Learn how to meet the community objections
- 5 **Retrofit neighbourhoods:**
Urbanize unmanageable and "dead" suburban areas
- 6 **Understand suburban choices:**
Analyze why sprawl continues to grow

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Credits
Approved:



To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com





Control sprawl, retrofit existing communities, built TODs, and secure your community's long-term sustainability.

This conference will
SHOW YOU HOW!

Managing growth is key to maintaining sustainable developments in your community.

Source solutions from some of the leading experts on suburban planning and sprawl control.

Now you too can make your community a model of sustainable development. Your first step – this conference!

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Emulate their success. Learn from their challenges to save time, money and risk. Establish your community as the next leader! This first-of-its-kind conference is sure to sell out! Register today.

TAKE AWAY 8 ADDITIONAL BENEFITS

From this exclusive event:

- 1** EXTENDED learning sessions
- 2** MORE Q&A opportunities
- 3** GROUP discounts
- 4** 8 EXCLUSIVE case studies
- 5** SPECIAL transportation solution-focused sessions
- 6** INTERACTIVE peer-to-peer discussions
- 7** STRUCTURED networking with leading experts
- 8** COMPLETE binder of materials

Take this opportunity to see how your colleagues are doing; share your experiences and exchange ideas and strategies! If you want to meet with your peers in the field and form valuable alliances, this is your best opportunity.

Retrofitting and Planning Sustainable Suburbs is a new Summit in a series of prestigious annual events designed to help municipalities, provinces, architects, and planners develop and improve urban quality of life by bringing together key knowledge leaders from around the world. It brings peers together to share challenges and successes, and to give all cities and towns in Canada a clearer vision of how they can make their communities a better place to live.

Register Today – Space Is Limited And Sure To Sell Out !

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly growing field. Register for our limited spaces by calling **1-866-298-9343** or emailing registrations@strategyinstitute.com today.

This conference is specifically designed for:

Municipalities

Directors and Managers of Urban Planning | Directors and Managers of Transportation Services | Directors and Managers of Community Development

- **Encourage** more sustainable development in your community
- **Prepare** for new population and environmental trends
- **Create** alternative transportation options
- **Make** density work in suburban communities

Urban Planners, Architects, and Design Build Firms

Principals | Partners | Associates

- **Design** suburban master plans that meet community and municipal demands
- **Implement** a viable growth plan that encourages sustainability for aging populations
- **Develop** innovative strategies for retrofitting older communities

Real Estate Developers – Homebuilders and Commercial Builders

Owners | Partners | Presidents | Vice Presidents and Directors of Acquisition | Directors | Project Development

- **Build** viable and sustainable mixed-use developments
- **Meet** community expectations while increasing units per acre

Product Suppliers

Directors and Managers of Business Development | Regional and National Sales Managers | Directors and Managers of Marketing

- **Demonstrate** your expertise as a leader in urban design
- **Network** with key decision-makers and win new business
- **Generate** new sales and collaborate with industry stakeholders

Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available.

To learn more, contact **George Pollard** at 1-866-298-9343 ext 272, or email pollard@strategyinstitute.com.

Bring your team and benefit from special pricing: Develop strategies to build a successful cost-effective development plan

Ensure all members and staff of your organization understand the latest developments in urban planning by sending your team to this conference. Take this opportunity to develop a shared vision with them. Send your entire team and increase the potential success of your next challenge!

Strategy Institute is proud to be a facilitator of information sharing for the public sector for over 15 years. We strive to strengthen the foundation of Canada's economy through annual conferences such as "Transforming and Revitalizing Downtowns," "The Future of Urban Waterfronts," "The Future of Canada's Infrastructure," "Municipal Wireless Summit," "CANBuild (Brownfields)," "Urban Transportation Summit," and many more. One of our higher purposes is to provide municipal decision makers, planners and architects with the knowledge and tools they need to ensure a higher standard of life for all Canadians.



DAY ONE

TUESDAY
Nov. 3, 2009

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair

8:30 AM KEYNOTE

Retrofitting Suburbs: How Best to Urbanize Suburbs and Increase Their Sustainability

The rise of New Urbanism has shed light on how many of the suburban planning practices currently employed cannot be sustainable. With loss of farmland, wildlife habitat, and the health of a suburban population dependent on their automobile for the most basic needs, a few brave cities and towns are trying to reverse 50 years of destructive planning. Hear:

- How cities are beginning to reclaim the streets and create an urban “feel”
- How progressive cities are not only checking sprawl, but reversing it
- What the future of suburbanism might look like

Gain valuable insight into the future of suburban sustainability in your community.



Ellen Dunham-Jones,
Associate Professor, Georgia Institute of Technology;
Author, Retrofitting Suburbia

9:15 AM DESIGN CASE STUDY: SINGLE FAMILY HOMES

Sustainable Urbanism and New Alternatives for the Single Family Home

Some planners and thinkers do imagine a world in which the traditional suburb disappears, viewing it as unsustainable. Yet buyers continue to prefer single-family homes. How to marry these seemingly contradictory views of the suburbs can be a challenge, but there may be an alternative.

- Analyze how innovative designs are making single family homes possible on smaller footprints
- Consider how good design principals can provide a win-win for buyers and municipalities alike
- See how one community is implementing these concepts

Understand how design options can provide sustainable single-family units in your suburbs.



David Sisam,
Principal,
Montgomery Sisam



Santiago Kunzle,
Principal,
Montgomery Sisam

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM CASE STUDY: SOUTHLANDS, BC

Incorporating Agriculture into the Urban Form to Provide more Sustainable Development

Agricultural Urbanism is a new, cohesively designed, sustainable community type that intensifies agricultural activity throughout all different levels of urbanism, from the most rural lands to the most urban environments, creating concentrated growth and increased food production. By concentrating development, land can be liberated for agricultural uses.

- How can agricultural urbanism ensure sustainable agriculture within the master plan and urban architecture?
- Consider how intensification of agricultural activity can be applied to every level of urbanism
- Examine how agricultural urbanism is taking shape in Southlands now as well as in other communities in North America

Learn how you can implement agricultural urbanism in your community and provide alternatives to single-use suburban developments.



Marina Khoury,
Partner, Director of Town Planning,
Duany Plater-Zyberk & Company

11:15 AM SAVE OUR SUBURBS

Building and planning Sustainable Suburban Communities that will Meet the Needs of Residents

Suburban planners and suburban residents often have differing views of how best to plan developments. Both parties are interested in protecting the environment and maintaining long-term community sustainability, but how to achieve this is often fraught with challenges on both sides. In Australia, Save Our Suburbs was formed to protect suburban lifestyles, and has seen increasing numbers of backers. Some of the topics discussed include:

- How best to engage local residents to minimize confrontations
- Why more decision making power should be from within the community
- How to end forced urbanization on suburban communities
- Should suburbs be treated as heritage sites to be protected

Gain a better understanding of the goals of suburban residents.



Tony Recsei,
President,
Save Our Suburbs (Australia)

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.



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1:30 PM TOD CASE STUDY: CARROLLTON, TX

Using Rail and Public Transit as a Catalyst for Growth and Sustainability

Carrollton is only 14 miles from Dallas, but it remained an auto dependent suburb. With a new project underway to link Carrollton to the Dallas Area Rapid Transit network, a new transit-oriented community is to emerge.

- What elements had to be in place to secure the project's success?
- How did the city fund the project?
- What are the future expectations?

Gain a better awareness of how TOD can be better implemented in your suburban communities.



Peter Braster,
Transit Oriented Development Manager,
City of Carrollton, TX

2:15 PM CASE STUDIES: VAUGHAN, MARKHAM, KINGSTON, COLLINGWOOD, AND MORE!

Suburbs and Sustainable Planning: A Comparative Analysis of Suburban Sustainability to Measure Implementation Successes

Communities receiving Federal Gas Tax funds must plan for sustainability – either as a part of their official plans or through the development of integrated community sustainability plans (ICSPs). This requirement is driving innovative thinking about how suburbs can become more sustainable. Considering several standards, learn how sustainability planning:

- Improves transit oriented design
- Encourages mixed use and achieves increased density in line with Places to Grow
- Reduces the ecological footprint of suburbs
- Helps or hinders a desired outcome

Listen to lessons learned to understand what to and what not to do better.

Don Grant,
Senior Consultant, Sustainability,
Stantec

3:00 PM Networking Break

Interact with conference speakers and fellow attendees.

3:30 PM SUBURBAN RETROFIT CASE STUDY: DON MILLS, ON Urbanizing Older Suburbs to be Pedestrian Friendly and Mixed-use Communities

Don Mills is Canada's first planned suburb, but as time passed, it became tired and in need of a major transformation. Now, in order to turn this community into a more sustainable "urban village," a major retrofit has begun to take place.

- Assess the role of private developers in creating large-scale suburban change
- Learn how design elements were chosen to maximize pedestrianization in a car-based community
- Understand the long-term plans that are reshaping Canada's oldest suburb

Learn how you can repeat Don Mill's success in your city.



Dave Moore,
Partner,
pellow + associates
architects



Ralph Giannone,
Partner,
Giannone Petricone
Associates

4:15 PM EXCLUSIVE INTERACTIVE PROBLEM SOLVING SESSION

Peer-to-Peer Brainstorming Session: What Are The Challenges Facing Sustainable Suburban Development And How Do We Overcome Them?

The perspectives and experiences of individual delegates will be brought together for this exclusive exchange on strategies that have worked, and some that haven't. Conference delegates will focus on the problem:

How do you build an action plan to ensure sustainable suburbs succeed?

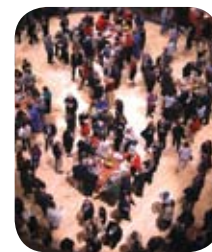
One person from each table will be nominated to share their findings from their group. A moderated exchange will highlight your challenges and present practical solutions from your peers.

Learn valuable insight from your peers in this unique, interactive session.

5:00 PM Conference Adjourns to Day Two

Evening Social Activity

Network with industry leaders and stakeholders while enjoying some of the best Toronto has to offer. Start by joining fellow delegates and speakers for complimentary appetizers at our "exclusive" end-of-day gathering. Meet in the hotel lounge.**



DAY TWO

WEDNESDAY
Nov. 4, 2009

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair

8:30 AM The Changing Suburban Form: How Did We Get Here, and Where are We Going?

Suburban communities have existed for some time, and have enjoyed a great deal of success in the 20th Century. Now, this success is bringing their future under review, with many thinkers arguing that traditional suburbs are no longer sustainable in the long term.

- How has the suburb evolved into its present form
- Where are the opportunities for urban suburbs, and how can they be realized?
- How can reliably sustainable practices be applied to new communities?

Improve your understanding of how suburbs have evolved, how they will continue to evolve, and how to better plan your community.



Daniel Leeming,
Partner,
The Planning Partnership



9:15 AM TRANSIT CASE STUDY: CHARLOTTE, NC Solutions for Controlling Sprawl by Increasing Public Transit Options

Charlotte is one of the fastest growing US cities, with most of that growth having occurred in the suburbs. In an attempt to decrease their reliance on the car, Charlotte has planned for five new transit lines to serve its suburban communities.

- Learn how Charlotte was able to secure financing for this ambitious project
- Discuss how land use and infrastructure planning is reducing car dependency
- Analyze the public's reaction to public transit and high-density nodes

Understand how your city can reverse the trend to car-dependent sprawl.

Paul Moore,
Transportation Planner,
Glattig Jackson Kercher Anglin, Atlanta, GA

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM LARGE-SCALE TRANSFORMATION CASE STUDY: MISSISSAUGA, ON

From Car to Transit: Retrofitting a Large City to Become Less Car Dependent

With over 729,000 residents, and the Canadian headquarters for over 60 Fortune 500 companies, Mississauga has grown well beyond the days of being a Toronto suburb. Originally designed for easy commuting, Mississauga is moving toward becoming more pedestrian and transit friendly. With a new master plan underway, hear how Mississauga is:

- Increasing transit options for residents
- Infilling suburban areas to build density and increase walkability
- Working with the community to create a more liveable city

Understand how large-scale, suburban transformations can take place in your community.



Jennifer Keesmaat,
Partner,
Office for Urbanism



11:15 AM The Exurb Dilemma: How can they be repaired, or should they?

As sprawl moves ever further afield, gobbling up farmland, and relying solely on new highways to connect them to employment and services, their sustainability comes into question. With oil poised to increase and transportation costs eating up more than can be saved in exurb housing prices, the collapse of many communities becomes a considerable possibility.

- Analyze the past and current trends in exurb development
- Discuss how many exurb communities are already showing signs of depopulation
- Create a strategy for preventing and/or avoiding exurb/suburb deterioration

How you can respond to the valuable insight through analyzing current trends.



John Wasik,
Author,
Cul-de-sac Syndrome, Chicago, IL

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM TOD CASE STUDY: METROWEST, VA How One Transit-oriented Development is Improving the Community's Quality of Life in Measurable Ways

Consolidating housing lots to retrofit a major subdivision will enable MetroWest to create a transit-oriented development in the Washington D.C. area. Calling for new housing, office and retail, the new community is becoming a walkable community with new streetscapes.

- Learn how policy and zoning were implemented to ease some community objections
- Analyze how the developers responded to the implementation challenges while reversing the ecological degradation
- Discuss how the development will transform this community, and the positive effect on the region's transit as a whole

Gain insight into how you can adapt MetroWest's success in your community.



Greg Ault,
Principal,
EDAW, Miami Beach, FL



WORKSHOP

Thursday, November 5, 2009

9:00 AM ~ 12:00 PM

9:00am to 10:45am

Special Site Inspection: Don Mills, ON

Join us for a special on site look at the Don Mills retrofit project, Canada's first planned suburb. This special visit will shed light on where the future opportunities lie and provide a big picture understanding of the magnitude and importance of this project. Complementary Transportation provided from the Marriott.

10:45am to 12:00pm

After our site visit, we will assemble back at the hotel for a roundtable discussion on the next steps in the process.

Putting the pieces together

- Participate in this interactive session with the architects who are working on the Don Mills project. This workshop will discuss and debate
- The scope of the Don Mills retrofit, and how it was executed
- The success of the first phase of the project, and its relation to subsequent phases

Gain a greater understanding of how the Don Mills retrofit came together, where it is going, and how to apply their success in your community.



Dave Moore,
Partner,
pellow + associates
architects



Ralph Giannone,
Partner,
Giannone Petricone
Associates

2:15 PM Stormwater Management Strategies That Increase Density And Sustainability

An important component of any sustainable community is ensuring that adequate environmental concerns are addressed, and that water sources remain safe. There are now new options for ensuring that stormwater is safely handled, while allowing for maximum density.

- What design opportunities exist to decrease catchment areas?
- How can stormwater systems be viewed as community assets, such as parks?

3:00 PM Networking Break

Interact with conference speakers and fellow attendees.

3:30 PM CASE STUDY: OAKVILLE, ON

Designing and Planning New Suburban Developments to Be More Sustainable

Retrofitting existing suburbs is difficult, because of the way they were initially planned. New developments are correcting this, with better zoning, including transportation, and applying green and urban strategies to new developments. Hear how Oakville:

- Is creating a new, mixed-use, transit first, suburb that will be sustainable
- Is incorporating high density residential areas adjacent to traditional suburbs
- Addressed the challenges of neighbouring communities

Emulate the success of Oakville in your community.



Charlie McConnell,
Manager, Long Range Planning,
City of Oakville

4:15 PM Conference Adjourns

OUR VENUE:

Marriott
TORONTO BLOOR
YORKVILLE



The Toronto Marriott Bloor Yorkville hotel is located in the center of downtown Toronto in the fashionable Yorkville district providing a unique upscale hotel experience. Guests have direct access to the Yonge & Bloor subway lines, world class shopping, dining and entertainment and are steps away from the Eaton Centre, CN Tower, the Art Gallery of Ontario.

Call before October 13th to book your hotel room and receive our conference rate of \$169/night.

Global Reservations: 1-800-859-7180 | Direct: 416-961-8000
90 Bloor Street East Toronto, Ontario | M4W 1A7 | Canada



Staying at the hotel has advantages for you!

- 1 The entire conference will take place inside the Marriott hotel. You will be just steps away from all the sessions and networking action!
- 2 Specially arranged evening SOCIAL ACTIVITIES to facilitate peer-to-peer interaction and networking will be taking place in the hotel.
- 3 Save money! With the special room block mention "Strategy Institute" you will pay only \$169/night for a standard room in this luxurious hotel.
- 4 World class amenities! Experience Marriott's dining and fitness facilities.
- 5 Bring your spouse and enjoy a mini vacation while attending the conference.

Retrofitting and Planning Sustainable SUBURBS

WHY YOU SHOULD ATTEND

- ✓ Control Sprawl
- ✓ Create TODs
- ✓ Retrofit Suburban Forms
- ✓ Combat NIMBYism
- ✓ Increase Tax Revenue

Tuesday November 3rd, Wednesday November 4th, 2009 | Marriott Toronto Bloor Yorkville | Toronto, ON

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
Manager Planning, City Manager, Architect, Partner



HOW TO REGISTER

- E-Mail:**
registrations@strategyinstitute.com
- Telephone:** 416-944-9200
1-866-298-9343 (Toll-free)
- Fax:** 416-944-0403
1-866-298-9344 (Toll-free)
- Mail:** Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A8

Please register this person for: **Retrofitting and Planning Sustainable Suburbs**



1 CONFERENCE INVESTMENT

CONFERENCE INVESTMENT	Design-Build & Engineering	Government and NGOs	Licensed/landscape Architects, Urban Planners <small>(15 OAA Core Credits Approved)</small>	Regular Investment
Conference ONLY	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$ 995	<input type="checkbox"/> \$ 795	<input type="checkbox"/> \$1,895
Conference plus Workshop	<input type="checkbox"/> \$1,890	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$2,190
Workshop ONLY	<input type="checkbox"/> \$ 395	<input type="checkbox"/> \$ 395	<input type="checkbox"/> \$ 395	<input type="checkbox"/> \$ 395

2 CONTACT DETAILS

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COMPANY/FIRM: _____

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3 METHOD OF PAYMENT

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(Invoice due upon receipt)

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SIGNATURE: _____

Regular investment: \$1895 (plus 5% GST)

This rate applies to business, industry, consultant, advisor or industry associations involved in transportation, infrastructure, technology, urban planning, construction, or any other related business.

Design-Build & Engineering (Regular Investment): \$1595.00 (plus 5% GST)

This rate applies to design-build firms, consulting engineers, environmental assessment, construction companies and advisors or industry associations involved in consulting, engineering, construction, land remediation, demolition, street furniture suppliers, or other related business in the area of engineering or construction. This rate plays an important role in subsidizing municipalities and government who are investing in infrastructure and are your clients. Strategy Institute reviews all registrations. Please respect this pricing structure, which promotes investment on the part of government.

Government (Federal, Provincial, Municipal) and NGOs: \$995.00 (plus 5% GST)

Those groups eligible for this rate include employees of municipalities, county, city, provincial and federal elected officials and civil servants. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

Licensed Architects, Landscape Architects, Urban Planners: \$795.00 (plus 5% GST)

This rate applies only to Architects, Landscape Architects, and Urban Planners only. To qualify for this rate, **YOUR FIRM** must be stand-alone and must devote 100% of its time to either urban planning or architectural design. Design-Build, Engineering Consultants, Construction or other Vendors do not qualify. We are happy to announce this conference has been approved for **15 OAA Core Learning Credits**. Proof of attendance will be provided.

CANCELLATIONS: Cancellations must be received in writing by October 20th, 2009. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

****Evening Social Activities:** You are responsible for your own beverage consumption costs.

Conference Code: 109027