



RE-ENGINEERING THE REGION'S CENTERS

Regional Plan Association's
ELEVENTH REGIONAL ASSEMBLY

Friday, April 27, 2001

The Grand Hyatt New York

KEYNOTE SPEAKER

RICHARD FLORIDA

*H. John Heinz III Professor of Regional Economic Development
Carnegie Mellon University's Heinz School of Public Policy and Management*

Paul A. Crotty

*Group President - NY/CT, Verizon Communications
Co-Chair, Regional Assembly 2001*

Brendan J. Dugan

*President & COO, European American Bank
Co-Chair, Regional Assembly 2001*

Peter W. Herman, Esq.

*Chairman
Regional Plan Association
Partner, Milbank, Tweed, Hadley & McCloy*

H. Claude Shostal

*President
Regional Plan Association*



RE-ENGINEERING THE REGION'S CENTERS

Across the Tri-state Region, large and small urban and suburban centers are re-engineering and reinventing themselves—creating new economic foundations and new relationships with the larger Tri-state economy. These centers are emerging as engines of the Region's "new economy" sectors and as the key assets in the effort to contain sprawl. Workshops will bring public and private sector leaders who have been working to transform the Region's centers to talk about their experiences, and to answer these and other questions:

- How can we promote the expansion of the Region's Central Business District to embrace "Midtown-West," Long Island City, Downtown Brooklyn and Jersey City?
- What are the successful strategies for reinventing smaller city and town centers, including historic preservation, loft and live-work housing, improved public spaces, arts and cultural attractions and upgrading waterfronts?
- How can edge cities create new pedestrian friendly, mixed-use focal points to fight the negative consequences of sprawl and improve their quality of life?
- How can residential communities in and adjoining these growing centers share in the benefits and avoid the pitfalls of rapid growth?

The Keynote Speaker will be Richard Florida, H. John Heinz III Professor at Carnegie Mellon University, the nation's leading expert on how the new economy is reshaping America's metropolitan regions. Join us as we examine the success that a number of centers have already had, and ways that other places can learn from their experiences.

P R O G R A M

- 7:30 AM REGISTRATION AND CONTINENTAL BREAKFAST
- 8:15 AM WELCOME
H. Claude Shostal
President, Regional Plan Association
- 8:20 AM "RE-ENGINEERING THE REGION'S CENTERS"
Robert D. Yaro
Executive Director, Regional Plan Association
- 8:30 AM KEYNOTE ADDRESS
RICHARD FLORIDA
*H. John Heinz III Professor of Regional Economic
Development, Carnegie Mellon University, Heinz
School of Public Policy and Management*
- 9:15 AM WORKSHOP SESSION I
(see workshop descriptions)
- 10:45 AM WORKSHOP SESSION II
(see workshop descriptions)
- 12:15 PM NETWORKING/COCKTAIL HOUR
- 1:00 PM LUNCHEON PROGRAM



ABOUT RPA

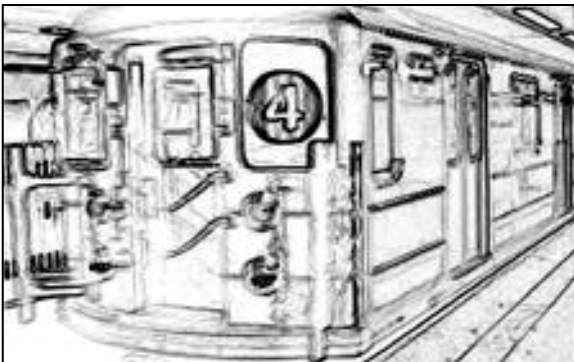
For more than 75 years, Regional Plan Association has been the nation's most influential independent regional planning organization. Since 1922, RPA has worked to improve the quality of life in the 31-county New York-New Jersey-Connecticut metropolitan area by creating long-term comprehensive plans and promoting their implementation across political boundaries. On the basis of rigorous professional study, RPA recommends policy initiatives and physical and human infrastructure investments and involves the public in considering and shaping its future. RPA takes positions on major current public policy issues and works constructively and cooperatively on a non-partisan basis with public and private sector interests to advance its agenda.

ATTENTION NON-MEMBERS!!

Save 50% on membership

For \$115 you can both register for the Assembly and purchase a one-year membership in RPA if you submit your payment by April 20

DIRECTIONS TO THE GRAND HYATT NEW YORK



By SUBWAY & TRAIN:

4,5,6,7,S to Grand Central
MetroNorth to Grand Central Terminal

VALET PARKING IS AVAILABLE AT THE GRAND HYATT

AT THE PARK AVENUE RAMP ENTRANCE.
Rates are \$29 for 4 hours, \$37 up to 24 hours.

Parking facilities in the immediate area charge similar rates.

SESSION I - 9:15 AM to 10:30 AM

MIDTOWN WEST: MANHATTAN'S LAST GREAT DEVELOPMENT OPPORTUNITY

The Far West Side of Midtown Manhattan, a roughly 50-block neighborhood dominated by warehouses, the Lincoln Tunnel, Long Island Rail Road yards and the Jacob Javits Center, is the last great development opportunity on the island. As the rest of Manhattan is built out, "Midtown West" has become the focus of a number of proposals for new commercial and sports-related projects, as well as an expansion of the Javits Convention Center. Unfortunately, these proposals have been made largely in a vacuum, without benefit of a master plan that considers transportation, utilities and other infrastructure needs and the proper balance of commercial, residential and open space of a true downtown. This panel will discuss these issues and the process that will lead to a plan that would have broad-based stakeholder support.

MODERATOR: Max Bond, *Architect*

PANELISTS: L. Jay Cross, *President, Jets Development, LLC*; C. Virginia Fields, *Manhattan Borough President*; Jane Thompson, *Architectural Designer and Writer, President, Thompson Design Group*



COMMUNITY PLANNING AND REGIONAL CENTERS

Throughout the Region, communities are taking the lead role in determining the direction and extent of their economic development futures. Several communities have created community development plans to help guide development and protect local residents from the negative impacts of unbridled growth and gentrification. As the Central Business District (CBD) expands to Manhattan's Far West Side, Long Island City, Downtown Brooklyn and Jersey City, how can community-based planning help to integrate local planning efforts and regional initiatives? How can communities pursue sustainable economic development without losing the cultural integrity of the neighborhood? What role can manufacturing play in the new growth economy, and how can community planning efforts help to sustain the local job base?

MODERATOR: Edward Blakely, *Dean, Milano Graduate School of Management, New School for Social Research*

PANELISTS: David Givens, *Community Board 11 (Harlem)*; Eva Hanhardt, *Director of the Planning Center at the Municipal Arts Society*; Linwood Ogelsby, *Executive Director, Newark Arts Council*; Teresa Williams, *Executive Director, Southwest Brooklyn Industrial Development Corporation (SWBIDC)*



AFFORDABLE HOUSING: A HUMAN AND ECONOMIC CHALLENGE

Lack of affordable housing in the New York Metropolitan region affects quality of life for everyone who lives and works here. One often-neglected aspect of this multi-faceted issue is the plight of the lower level professionals and service workers in our suburban communities. The inability to live near where they work often means long hours on the road. This in turn causes virtually round-the-clock frustration of congestion in many of our communities. Often, communities across the Region have resisted affordable housing projects citing concerns over density. But as the middle class and service workforce move to ever more distant communities seeking viable affordable housing, sprawl becomes the norm, which destroys the charm and rural character of our towns. This workshop will explore methods for overcoming community resistance to affordable housing, providing incentives and modifying local ordinances in order to improve the Region's affordable housing stock primarily for lower middle-income families.

MODERATOR: James L. Lipscomb, *President & Chief Executive Officer, Conning & Company*

PANELISTS: Mark Forlenza, *Vice President - Development, AvalonBay Communities, Inc.*; John Madeo, *Executive Director, Fairfield 2000 Homes Corp.*; Robert Holmes, *Director, Rutgers Community Law Project*



NEW INSTITUTIONS AND FINANCING FOR THE NEW YORK/NEW JERSEY HARBOR WATERFRONT — PART I

The 800-mile New York/New Jersey Harbor is the Region's front yard. There is a widespread regional consensus that transforming the industrial waterfront of the past into a place of new parks, homes, businesses and communities is a key to improving the future livability of the New York Metropolitan area. But how much of the transformation is actually going to happen? Is the level of available funding equal to the task? Does the Region have the right institutional mechanisms to achieve such an ambitious goal and find the right balance between public and private interests? In Part I of this two-part program, RPA will present the draft findings from its upcoming report on new institutions and financing for the New York/New Jersey Harbor waterfront, and panelists will review some of the active Region-shaping initiatives now underway on the New Jersey and New York Waterfront.

MODERATOR: Robert Pirani, *Director, Environmental Programs, Regional Plan Association*

PANELISTS: Albert Appleton, *Senior Fellow, Infrastructure, Regional Plan Association*; Robert C. Janiszewski, *County Executive, Hudson County, NJ*; Joanne Witty, *President, Brooklyn Bridge Park Development Corporation*



TRAVELS THROUGH A TRANSIT-FRIENDLY REGION — PART I: A RIDE IN THE COUNTRY

Large areas of the Region are settled in patterns and at densities that do not support transit. The primary principle of transit-friendly town planning—that new development should be within a ¼ mile walk of a transit stop—simply is not practical in some areas. What alternative modes of transit are appropriate in suburban environments? What role does suburban design play in creating transit-friendly places? How can public-private partnerships promote suburban transit? Building on RPA's recent experiences in the Region—including Stamford, Somerset County and Wassaic—as well as featuring best practice experiments elsewhere in the country, this workshop will explore the potential and limitations of transit in lower density environments.

MODERATOR: Robert Lane, *Director of Design Programs, Regional Plan Association*

PANELISTS: Todd Bressi, *Communication Associate, Visiting Assistant Professor, Pratt Institute*; Steven Dragos, *Somerset County RideWise, President, Somerset Alliance for the Future*; Howard Permut, *Vice President Planning & Development Division, MetroNorth Railroad*; Jeffrey Zupan, *Senior Fellow, Transportation, Regional Plan Association*

SESSION II - 10:45 AM to 12:00 PM

LONG ISLAND CITY: THE REGION'S NEXT MAJOR CENTER?

With its proximity to Midtown Manhattan and its potential to become a hub for intermodal transit service, Long Island City could become the Region's next major commercial center. However, Long Island City also has more manufacturing jobs than any New York City community outside of Manhattan and stable mixed-use neighborhoods in Hunter's Point and Dutch Kills. This workshop will explore the following questions: What are the prospects for a new central business district in Long Island City? How can Long Island City balance its potential for commercial development and the importance of its industrial and mixed-use neighborhoods? What type of place could it become, and what should be its role in the Region's economy?

MODERATOR: Christopher Jones, *Director, Economic Programs*, Regional Plan Association

PANELISTS: Gayle Baron, *Executive Director*, Long Island City Business Development Corporation; Michael Kwartler, *Director, Environmental Simulation Center*, Ron Shiffman, *Director*, Pratt Institute, Center for Community and Environmental Development (PICCED); John Young, *Director, Queens Office*, NYC Department of City Planning



REINVENTING THE ROLE OF THE REGION'S SMALLER DOWNTOWNS: FORMULAS FOR SUCCESS

The 1990s found that many of our Region's smaller downtowns had lost their old identity after "Main Street retail" moved to suburban malls and industry and manufacturing were made nearly obsolete by the new economy. Today a number of communities are working to create new downtown purposes, with amenities such as a historic past, a waterfront reclamation, or an arts magnet—attracting visitors and enhancing the community's quality of life. This panel will explore strategies and approaches that can make our smaller communities viable after the old economic base has been lost.

MODERATOR: Kathleen Madden, *Vice President*, Project for Public Spaces

PANELISTS: Helga Crowley, *Executive Director*, Perth Amboy, NJ Redevelopment Authority; Robert Gregory, *Director*, Community Development, Milford, CT; David Kapell, *Mayor*, Greenport, Long Island; Edward Sullivan, *Executive Director*, Scenic Hudson



DESIGNING HEALTHY COMMUNITIES

More than a century ago came the recognition that the design and management of cities had a direct relationship with the public health concerns of American city-dwellers. While diseases such as tuberculosis, polio and dysentery have all but been eradicated, there now is an epidemic of asthma, diabetes, obesity, heart disease and other illnesses which are afflicting almost half of our residents. Public health professionals have concluded that the growing epidemics are a direct result of sedentary lifestyles, which in turn are related to the automobile-oriented design of most Tri-state communities. How can public health and planning professionals collaborate to promote healthier lifestyles? How can we design communities that promote more physical activity? Can we promote community schools and parks in new and existing communities? Can state and local highway and subdivision designs incorporate sidewalks and other features that will promote walking? RPA's Robert Yaro and Tom Schmidt from CDC will present a brief overview of the situation, followed by a moderator-led response panel.

MODERATOR: Peter W. Herman, Esq., *Partner*, Milbank, Tweed, Hadley & McCloy

PRESENTERS & PANELISTS: Richard N. Gottfried, *New York State Assembly District 64*, and *Chair*, Assembly Health Committee; Toni N. Harp, *Senator, Assistant Senate Majority Leader*, State of Connecticut, *Chair*, Legislature's Public Health Committee; Tom Schmid, *Physical Activities Health Branch, Centers for Disease Control and Prevention*; Peggy M. Shepherd, *Executive Director*, West Harlem Environmental Action, Inc. (WEACT); Thomas K. Wright, *Deputy Director*, New Jersey Office of State Planning; Robert D. Yaro, *Executive Director*, Regional Plan Association



NEW INSTITUTIONS AND FINANCING FOR THE NEW YORK/NEW JERSEY HARBOR WATERFRONT — PART II

Strategies adapted from housing programs could help provide the financing needed for successful waterfront development. Linking public and private sector interests might provide a tool for managing privately created public spaces along the waterfront. In Part II of this special two-part session, experts and leaders of successful waterfront development efforts will respond to the recommendations of RPA's upcoming report on overcoming the financial and institutional obstacles to rebuilding waterfronts in New York and New Jersey.

MODERATOR: Robert Pirani, *Director, Environmental Programs*, Regional Plan Association

PANELISTS: Albert Appleton, *Senior Fellow, Infrastructure*, Regional Plan Association; Adolfo Carrion, Jr., *New York City Councilman* District 14 (The Bronx); Richard Kahan, *President*, The Urban Assembly, Take the Field; Edward M. Weinstein AIA, *Principal*, The Hastings Design Group; Kathryn S. Wyld, *President & Chief Executive Officer*, New York City Partnership



TRAVELS THROUGH A TRANSIT-FRIENDLY REGION — PART II: A RIDE TO THE CENTER

The proposition that new development should be in existing centers—where infrastructure and access to transit already exist—is fundamental to sound metropolitan planning. And yet, resistance to increased density and obstacles to small-scale in-fill development keep this strategy unrealized in much of the Region. How can community-based planning processes promote transit-friendly development? What development and zoning practices can stimulate higher densities and in-fill development? How can transit agencies partner with communities for joint development? Building on RPA's recent experiences in the Region—in Stamford, CT (Glenbrook & Springdale and the Downtown), Hastings-on-Hudson, NY and Rutherford, NJ—as well as featuring best practice experiments elsewhere in the country, this workshop will provide real lessons learned and proven strategies to promote transit-friendly centers of different scales and in varied locations.

MODERATOR: Todd Bressi, *Communication Associate, Visiting Assistant Professor*, Places Magazine, Pratt Institute

PANELISTS: Mark Forlenza, *Vice President - Development*, AvalonBay Communities, Inc.; Cynthia Nikitin, *Program Manager*, Project for Public Spaces; Carlos Rodrigues, *Manager - Special Projects*, New Jersey Office of State Planning; Ken Snapp, *Director, Passenger Facility Planning*, NJTransit

REGISTRATION FORM

(Please use one form per registrant. Photocopy this form to register additional participants.)

FEES: Early Registration (*before April 20*) Late Registration (*after April 20*)
 \$90 for RPA members \$110 for RPA members
 \$105 for non-members \$125 for non-members
 Continental breakfast and luncheon are included in the registration fee. Each participant will also receive a packet of conference materials.

TIME & DATE: Friday, April 27, 2001, 7:30 AM to 2:30 PM

LOCATION: THE GRAND HYATT NEW YORK
 42nd Street at Lexington Avenue atop Grand Central Station, New York City
 The Grand Hyatt New York is accessible for the physically disabled.

TO REGISTER: Send this form with your payment to *Assembly Registration*, Regional Plan Association, 4 Irving Place, 7th floor, New York, NY 10003. Or, fax this form with your credit card information to 212-253-5666. If you have any further questions or would like to register by phone, please call 212-253-2727 x309. All registrations must be received by April 20, after which you may register in person at the Grand Hyatt on April 27th.
You may also register on-line via our secure website at www.rpa.org/regionalassembly/ra2001.html.

REFUNDS: Cancellations must be sent by written notice (mail or fax) and must be postmarked on or before April 20, 2001. *Cancellations will not be accepted after that date and absolutely no refunds will be made to those received after that date.* Substitutions may be arranged at no additional cost.

CONFIRMATION: You will receive a postcard or e-mail confirming your registration.

NAME (*please write legibly*) _____

PLEASE CALL ME (*e.g. Bob*) _____

TITLE _____

COMPANY/ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ **E-MAIL** _____

Please indicate which two workshops you would like to attend. Please select only one workshop per session.

SESSION I

- Far West Side
- Community Planning
- Affordable Housing
- NY/NJ Harbor, Part I
- Transit-Friendly Communities, Part I

SESSION II

- Long Island City
- Downtowns
- Healthy Communities
- NY/NJ Harbor, Part II
- Transit-Friendly Communities, Part II

Enclosed is my check in the amount of \$ _____ made payable to Regional Plan Association

Please charge \$ _____ to my: AMEX MasterCard Visa

Acct. # _____ Exp. Date ____ / ____

Signature _____

Return this form with your payment to Assembly Registration, Regional Plan Association, 4 Irving Place, 7th floor, New York, NY 10003. Or fax this form with your credit card information to 212-253-5666.

