



2010 FPZA State Conference Friday Focus on Redevelopment

On Friday, the FPZA State Conference will provide a day-long track of classes focused on redevelopment. The morning will kick off with the Plenary Session, with an update of the Florida Redevelopment Association's ongoing programs and a panel discussion led by FRA Executive Director Carol Westmoreland. Sharon Jenkins-Owen and James LaRue will follow with their session, Redevelopment Toolbox: Hybrid Planning Solutions that Work. This session will teach you about redevelopment tools that you can customize for your community, blending best practices with implementable regulatory options. After lunch, join us on a mobile tour of Sarasota's Newtown Neighborhood and learn about how the City has used their Community Redevelopment Area, Enterprise Zone, and other programs to encourage redevelopment and implement programs anchored in asset based community development. Friday evening will be capped off by the FPZA Installation Banquet featuring Tampa-based author Tim Dorsey, known for his humorous take on Florida in novels such as Hammerhead Ranch, Stingray Shuffle, and his newest novel Gator A-Go-Go.

Register for Friday only (\$200/\$225 after May 19th) and earn 6.5 AICP CM Credits, or register for the entire Conference (\$375 / \$425 after May 19th) and earn up to 16 AICP CM Credits. Registration is available through the FPZA website - www.fpza.org or contact Ellen Wile at ewile@najmythompson.com.

Friday, June 11, 2010

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| 7:30am-8:30am | Continental Breakfast |
| 8:00am-12:00noon | Conference Registration |
| 8:30am-10:00am | Plenary Session - Redevelopment |
| 10:15am-11:45am | Redevelopment Toolbox* |
| 12:00noon-1:15pm | Awards Luncheon |
| 1:30pm-5:00pm | Mobile Tour - Newtown* |
| 7:30pm-9:30pm | Installation Banquet / Tim Dorsey |

* Additional session selections available during this time period.

PROGRAM DETAILS:

Plenary Session: Florida Redevelopment Association

The Florida Redevelopment Association (FRA) promotes the improvement of downtown and certain other urban areas through redevelopment and development activities, provided under Chapter 163, Part III, Florida Statutes. The FRA provides a forum for networking, including formal training programs or technical assistance through peer sharing; offers career development through high-quality conventions, seminars, newsletters and the information bank; advocates for its membership in the development of important legislation; pursues new methods of funding; monitors legal issues; provides litigation support to protect the interests of the association; and pursues liaisons with organizations sharing common objectives. Carol Westmoreland, Executive Director of FRA, will lead a panel discussion regarding FRA's programs, success stories and challenges that we face within our local communities and statewide.

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PROGRAM DETAILS:

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Redevelopment Toolbox: Hybrid Planning Solutions That Work

Communities throughout the State face similar planning challenges. They are seeking the balance between maximizing the unique features of their community, correcting or minimizing neighborhood design issues, and reaching public and political consensus on the Community Vision...all within very tight budgets and while responding to strengthening State regulations. Each Community is unique. One size does not fit all. This presentation will focus on the redevelopment process and how to blend best planning practices with regulatory options that implements your community's vision.

Discussion is geared to the community planner or zoning administrator that are seeking knowledge on when it is best to choose conventional zoning over other regulatory options, when form based codes would best implement the community's visions, when a CRA would be the best financing opportunity, identifying when certain solutions would work best for your community, and how to blend regulatory practices to meet the community's needs.

About the Speakers:

Sharon Jenkins-Owen, AICP: *Ms. Jenkins-Owen is a certified planner offering over 24 years of public- and private- sector experience in regional and comprehensive land use planning. She has extensive experience in land use and growth management practices and has provided innovative and effective solutions to land planning profession. She is widely recognized in both the private and public sectors as an authority in land planning and development issues. She is currently is the Owner/Manager of SJO Land Consultants, LLC and is a Senior Consultant for LaRue Planning and Management Services.*

James G. Larue, AICP: *Mr. LaRue has over three decades of Florida government and consultant experience with a strong background in local government administration and planning. He has held government positions ranging from city planning and zoning director to county administrator. In 1988 Mr. LaRue founded LaRue Planning & Management Services, Inc. (LPMS) a consulting firm which has assisted over 100 Florida communities providing specific management and planning solutions customized to each entity.*

Tools for Revitalization: Exploring the Newtown Neighborhood of Sarasota (Mobile Tour)

From the initial development in 1914, this core African American community has experienced the turn of many life-changing events. Recently, the Newtown Community has undertaken a grass-roots effort to promote holistic change in North Sarasota, including visions for economic development and neighborhood-based improvements. Addressing the needs of the Newtown Community was established as the number one priority for Sarasota by its City Commission, and continues to remain a high priority. Changes are being realized through a variety of governmental programs, private initiatives, and a strong neighborhood leadership. Recent redevelopment projects that will be visited include the first phase of the Janie's Gardens public housing project which has made the transformation from extreme blight into a vibrant mixed-income community, the Robert L. Taylor Community Center, and smaller projects such as storefront improvement grants for local business owners. Many of these changes have been based on the Asset-Based Community Development (ABCD) philosophy that considers local assets as the primary building blocks of sustainable development. The use of Community Redevelopment Areas, Enterprise Zones, and other programs to help leverage investment will also be discussed.

Register for the Conference Today at www.fpza.org. See you in Sarasota!