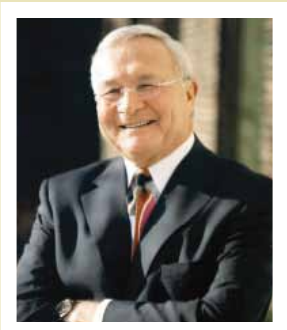


15TH ANNUAL HERITAGE CONFERENCE

**Please join us
in beautiful
Downtown Milford!**

**September 19, 2012
Milford Presbyterian Church**



L. Brooks Patterson
Oakland County Executive

A learning and networking opportunity for local communities, business owners, developers, consulting professionals and non-profit organizations



2012 Conference Theme: "Placemaking"

Learn about emerging topics and hear case studies that will help you:

- ✓ Generate an improved quality of life for your residents
- ✓ Build a stronger economic base for your community and businesses
- ✓ Enhance return on investment for developers and investors
- ✓ Marshal the power of volunteer resources
- ✓ Utilize environmental resources to drive economic development

Do you need continuing education credits?

- 4 AICP CM Credits have been approved.
- 4 Master Citizen Planner CEUs have been approved.
- AIA CES have been applied for.



Meet Me in Milford



Sponsored by:



Register before September 12, 2012!



HERITAGE CONFERENCE

September 19, 2012

REGISTRATION

2012 HERITAGE CONFERENCE REGISTRATION FORM

Please use a separate form for each registrant. **Registration deadline is September 12, 2012.**

Mr. Mrs. Ms. Dr.

First Name _____

Last Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____

Email _____

\$35 Payment and Registration due by 9/12/2012

Speaker or Sponsor (No charge)

I am interested in attending a free, hands-on Placemaking Workshop in the future

PAYMENT TYPE

Check (Make payable to OAKLAND COUNTY)

Visa (Complete authorization below)

MasterCard (Complete authorization below)

Please mail registration form and payment to:

Kim Durkin, PEDS
2100 Pontiac Lake Rd., Bldg 41 W
Waterford, MI 48328-0412

CREDIT CARD AUTHORIZATION

Credit Card Number _____

Expiration Date _____ Amount to be Charged _____

Name on Card _____ Phone _____

Authorized Signature _____

Payment is due with registration form. Faxed registrations will NOT be accepted. There are absolutely NO refunds. Seating is limited, so register early. We will not send confirmation of your registration. Please identify any special requirements you may have, such as physical limitations or dietary restrictions, on a separate sheet. **Also, please wear comfortable walking shoes for the tour.** For questions, please contact Kristen Wiltfang at (248) 975-4267 or wiltfangk@oakgov.com.

SAVE TIME AND REGISTER ONLINE TODAY!

www.AdvantageOakland.TicketLeap.com/HeritageConference2012



HERITAGE CONFERENCE

September 19, 2012

AGENDA

8:30 a.m. Registration & Continental Breakfast

9:00 a.m. Welcome in Fellowship Hall, Milford Presbyterian Church

Matthew Gibb, Deputy Oakland County Executive

Terre Rusas George, President, Milford Village Council

Recognitions & Announcements

Bret Rasegan, Oakland County Planning Group Supervisor

9:30 a.m. Keynote Presentation

Something From Nothing: Where to start when there is no “place” to be found

Jim Houk, ASLA, AICP, Managing Principal, OHM

Where does placemaking begin, if no “place” exists? Is a brick-and-mortar district of historic buildings required as a starting point, or are there other means of sparking interest and encouraging community reinvestment? This session will step outside the confines of traditional thinking about placemaking, exploring how a sense of place can be fostered in communities without a historic built environment.

10:30 a.m. What Makes Milford a Great Place

Ann Barnette, Milford DDA Executive Director

10:45 a.m. Break

11:00 a.m. Concurrent Walking Tours

A. Downtown Tour: The Making of Memorable Places in Milford

B. Historic Neighborhood Tour: Celebrating Milford's Home-Grown Past

12:00 p.m. Lunch in Center Street Park

1:15 p.m. Concurrent Early Afternoon Sessions

**Session 1:
Placemaking Through
Community Skill Exchanges**

**Session 2:
Michigan's First
Form-Based Code**

**Session 3:
Master Planning for Place-
Based Sustainability**

2:15 p.m. Break

2:30 p.m. Concurrent Late Afternoon Sessions

**Session 4:
Placemaking
With Attitude**

**Session 5:
The heART
of Placemaking**

**Session 6:
Just Add Water: Water
Trails Meet Main Street**

3:30 p.m. Adjourn

Please Note:
4 AICP CM Credits
have been approved.
4 Master Citizen Planner
CEUs have been approved.
AIA CES have been
applied for.

****Session descriptions are on the next page****

SESSION DESCRIPTIONS

Session 1: Placemaking Through Community Skill Exchanges

Kim Hodge— Executive Director, Michigan Alliance of TimeBanks
Nancy Chinn— Member, Royal Oak/Huntington Woods TimeBank
Jeff Mueller— City Administrator, City of Lathrup Village

How can a strong sense of place develop without robust community bonds? This session will feature TimeBanks, an inventive tool for building trust and connection among people in a community. TimeBanks provide a way for people to trade skills and services at a time when many are short on financial resources. In a TimeBank, time becomes a currency in which every hour of service is worth one TimeBank hour, regardless of whether that hour is spent raking leaves or providing legal advice.

Session 2: Strengthening Place Through Michigan's First Form-Based Code

Robert Gibbs— President, Gibbs Planning Group, Inc.

With a thriving historic central business district located in close proximity to walkable neighborhoods and parks, Downtown Birmingham is arguably among Oakland County's strongest and best-loved places. The Birmingham of today is the fruition of a visionary 20-year master plan to counteract a development market favoring green spaces over urban areas. Learn how the 2016 Birmingham Master Plan and Michigan's first form-based code were adopted and implemented, encouraging property owners to invest millions of dollars in renovation and new construction that resulted in the dense, vibrant and thriving Downtown Birmingham of today.

Session 3: Master Planning for Place-Based Sustainability

David Birchler, AICP, PCP— President, Birchler Arroyo Associates, Inc.
Jill Bahm, AICP— Principal Planner, Birchler Arroyo Associates, Inc.
Sean O'Neil, AICP— Planning Director, White Lake Township

Discover how a new master plan positions White Lake Township as a sustainability leader. The plan includes an innovative strategy for building a new sense of place along M-59, featuring a Lakes Town Center concept underpinned by Sustainable Development Incentives. Under the plan, new development proposals are assigned a score based on mixed-uses, stormwater management, energy efficiency, renewable energy, natural feature preservation, complete streets infrastructure, and more. Proposals achieving a certain score gain incentives including expedited permitting, reduced application and utility connection fees, and increased height and density.

Session 4: Placemaking With Attitude

Cristina Sheppard-Decius, CMSM— Executive Director, Ferndale DDA
Stacey Tobar, ASLA, LEED-AP— Principal Landscape Architect, Mckenna Associates
Chris Best— Co-Owner, Rust Belt Market

Learn how one community has leveraged the do-it-yourself attitude, creativity, willpower and know-how of its residents and businesses to transform itself from a place of destitution to one of destination. In the face of a national recession, Downtown Ferndale has evolved into one of Southeast Michigan's most sought-after places to live, work and recreate.

Session 5: The heART of Placemaking: How Policy, Planning, Partnerships and Design Promote Placemaking

Terry Croad, AICP, ASLA— Director of Planning, City of Southfield
Mark Hieber, ASLA, LEED AP— Associate, Harley Ellis Devereaux
Arthur Smith, FAIA, LEED AP BD+C, EDAC— Associate, Harley Ellis Devereaux

Placemaking is as much an art as it is science. It requires cooperation and vision on the entire spectrum of planning and design—from broad policy and planning initiatives to the physical design of specific places. When Placemaking is also able to enhance the natural environment by incorporating sustainable design principles, its benefits are magnified. This is the story of how the City of Southfield has focused its efforts to enhance the potential for great places through policy and planning initiatives and how one local institution, Lawrence Technological University, has led the way in designing and implementing a meaningful Place in the heart of its campus.

Session 6: Just Add Water: Water Trails Meet Main Street

Elizabeth Riggs— Deputy Director, Huron River Watershed Council
Anita M. Twardesky— Public Relations & Community Outreach, Riverside Kayak Connection

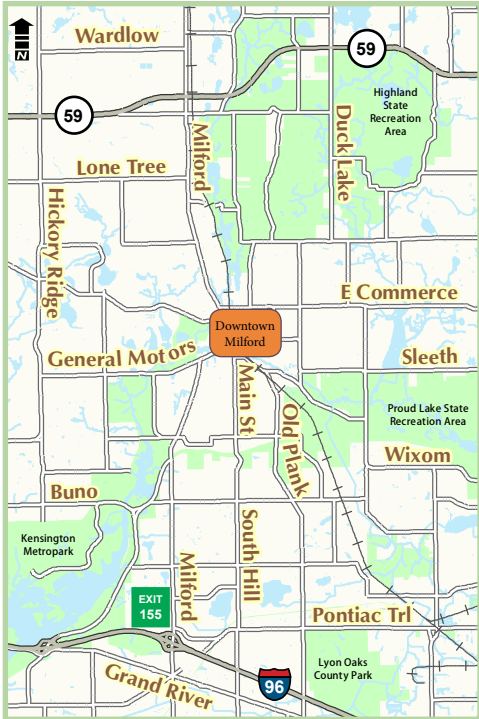
Learn how developing and promoting land and water trails in conjunction with downtown business services can create economic development opportunities that capitalize on a community's place-based assets. Trail Towns is a concept for creating a sense of place that benefits residents, local businesses, and the environment, drawing trail users into downtown and welcoming them with a snack, a hearty meal or a drink.



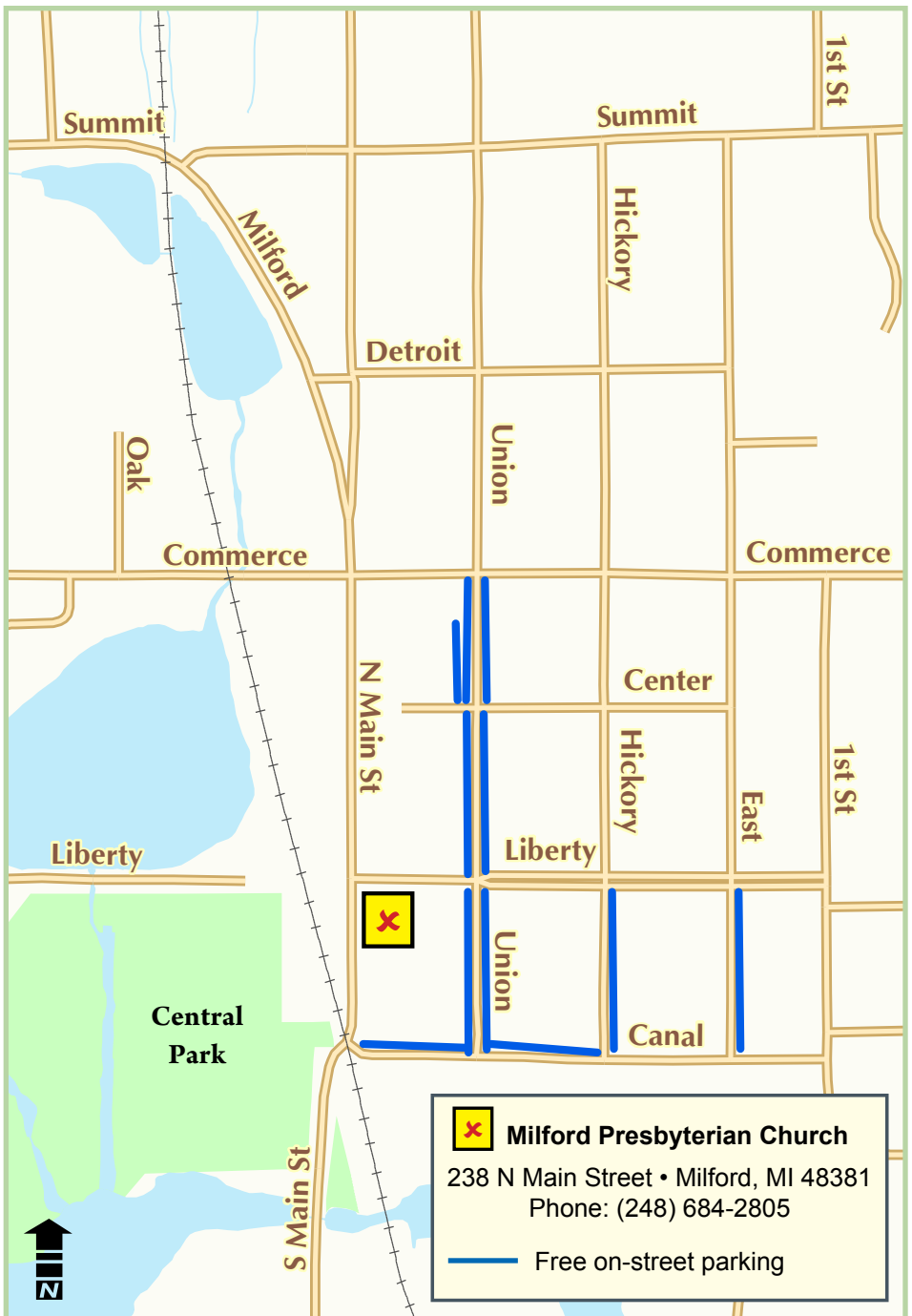
HERITAGE CONFERENCE

September 19, 2012

DIRECTIONS & PARKING



Downtown Milford
Free on-street parking is located on Union Street and Canal Street.



X Milford Presbyterian Church
238 N Main Street • Milford, MI 48381
Phone: (248) 684-2805

— Free on-street parking