

# **Technology, Smart Growth, and Future Form of the Baltimore Region**

**A symposium to be held in Baltimore  
Thursday, April 29, 2004; 9:30 am – 4:30 pm  
Johns Hopkins University Downtown Center**

## **Theme**

In the Baltimore region and worldwide, strong social and economic trends facilitated by changing technology—of both economic activity and civil infrastructure—are shaping patterns of human settlement. These trends challenge the viability of older urban places and the environmental quality of areas attracting new development. In the face of these trends, “smart growth” strategies and other public policy initiatives intended to preserve older landscapes, encourage more intensive activity in already-developed areas, and revitalize central cities and inner-ring suburban areas face particular challenges. The symposium’s goals are twofold: first, to improve our understanding of these trends, technology’s influence, and the implications for the Baltimore region and, second, to consider how judicious investments in advancing the region’s technology base and managed development policies together may achieve desirable and sustainable patterns for our future metropolitan development.

Speakers of international prominence and local decision makers will interact to explore how new technologies and public policy can be applied effectively to produce vibrant communities and a high quality of life for all of their members.

Participation will be open to the public but limited to approximately 150 people. A fee of \$95.00 will be charged to cover the costs of lunch and refreshments, and documents to be provided to participants. The organizers plan to produce a proceedings or other documentation following the symposium.

## **Organizers and Principal Contact**

The symposium is being organized by the Baltimore Chapter of Lambda Alpha International, an honorary society providing a forum for advancement of land economics, in cooperation with other local groups such as the American Institute of Architects, American Planning Association, 1000 Friends of Maryland. (A complete list of sponsors is attached)

For additional information, contact  
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Registration and payment (\$95) must be received by April 23, 2004, and will be confirmed by email or telephone. Checks payable to LAI-Baltimore, attendee’s name, affiliation, postal address, and email address should be sent to

T&SG Symposium  
c/o AIA Baltimore  
11 1/2 West Chase Street  
Baltimore, MD 21201

## Opening Speakers and Theme Presentations

**Michael Joroff: Technology and the Form of Business, Cities, and Regions** How physical environment and cyberspace are converging by embedding knowledge and social connectivity into the workplace and community, as exemplified by the “Digital Media City,” a new-town incubator for the creation of digital media, cultural fusion, and urban innovation being developed by the city government of Seoul, Korea, and other examples. A senior lecturer at MIT’s School of Architecture and Urban Planning, Joroff heads a team advising on the new DMC’s development. He lectures frequently around the world and has co-authored such publications as *Excellence by Design: Transforming Work and the Workplace* and *The Agile Workplace*.

**Robert Stacey: Creating a Smart Region in a Technological Society** How Portland, Oregon, has defined smart growth and implemented policies to apply the principles that place matters, and central place matters most. Stacey is executive director of 1000 Friends of Oregon and an attorney with extensive experience in land use law and growth management. He previously was chief of staff to Congressman Earl Blumenauer (Dem, OR), and executive director of policy and planning for Tri-Met, the regional transit agency serving metropolitan Portland. As chief of staff to then-city commissioner Blumenauer; as director of the City of Portland Planning Bureau; and as growth management policy advisor to former Oregon Governor Barbara Roberts, Stacey has been deeply involved in crafting and implementing groundbreaking public policy initiatives for the Portland region and the state of Oregon.

**David Goldberg: Technology and Smart Growth: Tension and Resolution** How technology influences and smart growth initiatives are coming together to shape the Atlanta region, one of the nation’s fastest growing metropolitan areas. A journalist and three-time Pulitzer Prize nominee who spent more than a decade reporting on urbanization and growth issues for The Atlanta Journal-Constitution, Goldberg was recognized by the Georgia legislature for helping to focus public attention on these issues and shaping the public agenda balancing for the Atlanta region’s future. He has written a widely-circulated guidebook for journalists covering growth issues, and is currently the communications director for Smart Growth America, a nationwide coalition of environmental, urban development, and social equity groups.

## Session and Discussion Leaders and Panelists

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|------------------------|---|
| Armando J. Carbonell   | Senior Fellow and Cochairman, Department of Planning and Development, Lincoln Institute of Land Policy, Cambridge, MA; Design Critic In Urban Planning, Harvard University Graduate School of Design; Visiting Professor, University of Pennsylvania; <i>Final panel MC</i>   |
| Gerrit Knaap           | Director, National Center for Smart Growth Research and Education, University of MD, College Park; <i>breakout discussion on Political And Regulatory Issues And Responses, With Respect To Land Use</i>  |
| Andrew C. Lemer        | President, the MATRIX group, LLC, Baltimore; and President, Baltimore Chapter, Lambda Alpha International; <i>Symposium MC</i>  |
| Douglas B. McCoach     | Vice President and Director, Applied Technology Group, RTKL Associates Inc., Baltimore; <i>breakout discussion on Urban Design And Planning Issues And Responses</i>  |
| Marsha R. B. Schachtel | Senior Fellow, Institute for Policy Studies, Johns Hopkins University, Baltimore; Formerly Technology Development Director of the Maryland Department of Business and Economic Development, and executive assistant for economic development to Mayor Kurt Schmoke and Governor William Donald Schaefer; currently chair of national Advisory Committee for the Advanced Technology Program of the National Institute of Standards and Technology; <i>breakout discussion on Implications For Employment, Workforce, Housing, And Neighborhoods In The Baltimore Region</i> |
| Scot T. Spencer        | (not confirmed), Senior Associate, Annie E. Casey Foundation, Baltimore; <i>breakout discussion on Implications For Education, Social Equity, And Community In The Baltimore Region</i>   |
| Bill Streuver          | President and CEO of Struever Bros. Eccles & Rouse (developer of commercial and residential projects combining Smart Growth and high technology, including such adaptive reuse efforts as The Can Company, the former Bagby Furniture Building, and the former Procter & Gamble manufacturing plant, and Baltimore’s “Digital Harbor,” a hub of activity for Internet-based companies and new economy start-ups, that is one of the largest private urban redevelopment of projects in America); <i>Final panel, development examples in the Baltimore region</i>           |

## Symposium Program

	Time	Content (Chairs or Facilitators)
	8:30 am – 9:30 am	Registration
1	9:30 am – 9:45 am	Opening remarks and introductions (Lemer)
	9:45 am – 11:45 am	Theme presentations Michael Joroff – Technology and the Form of Business, Cities, and Regions Robert Stacey – Creating a Smart Region in a Technological Society
		break
2	12:00 noon – 1:30 pm	Lunch David Goldberg – Technology and Smart Growth: Tension and Resolution Informal discussions among participants, as prelude to local-issue discussions
		break
3	1:45 pm – 2:30 pm	Local issue concurrent roundtable discussions. Symposium participants will be distributed among the following roundtable topics, each chaired by one or more of the Discussion Leaders. Political and regulatory issues and responses, with respect to land use (Knaap) Urban design and planning issues and responses (McCoach) Implications for employment, workforce, housing, and neighborhoods in the Baltimore region (Schachtel) Implications for education, social equity, and community in the Baltimore region (Spencer?)
		break
4	2:45 pm – 4:15 pm	Panel discussion & response to roundtables (Carbonell) Michael Joroff – M.I.T. Robert Stacey – 1000 Friends of Oregon David Goldberg – SmartGrowth America Bill Struever – SBER Gerrit Knaap — National Center for Smart Growth Research and Education, U of MD Doug McCoach — RTKL Marsha Schachtel — JHU Institute for Policy Studies Scot Spencer — Casey Foundation ( <i>not confirmed</i> )
	4:15 pm - 4:30 pm	Closing remarks (Lemer)