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## DOWNTOWN REVITALIZATION INSTITUTE



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DECEMBER 5, 2008

### MASTER PLANNING DOWNTOWN

*Why do it? How does it work? How is it funded?*  
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### AGENDA

**Networking Breakfast** 8:30 AM – 9:00 AM

**Welcome** 9:00 AM

**Design and Visual Components of Master Plans** 9:10 - 10:30 AM

David Spillane

*Principal and Director of Planning and Urban Design, Goody Clancy, Boston MA*

**Case Study:**

**Two Connecticut Towns and the Benefits of Master Planning** 10:45 – 12 noon

Patrick McMahon

*Director of Economic Development, Town of Suffield*

*and Economic & Industrial Development Coordinator, Town of Windsor Locks*

**LUNCH** 12:00 Noon

**Case Study:**

**The Downtown Lowell (MA) Development Renaissance** 1:00 – 2:30 PM

Adam Baacke

*Assistant City Manager / Director of Planning & Development, City of Lowell MA*

James Cook

*Executive Director, Lowell Development & Financial Corporation and The Lowell Plan, Inc.*

**Downtown Master Planning: The Developer's Perspective** 2:45 – 4:00 PM

Kenneth Olson

*President & CEO, POKO Partners, LLC – Real Estate Development*



*Charting Your Course to a Vibrant Downtown*