



New Partners for Smart Growth

Practical Tools & Innovative Strategies for Creating Great Communities

presented by



January 29-31, 2015 ■ Baltimore

Highlights from 2014 - Parklets 2.0



The Re-Adapted Gallery

Designed by UC Denver landscape architecture students, this art installation included tires stacked and manipulated to convey a path and create a private space for attendees to gather and network.

A Gathering Place

PlaceMatters' provided opportunities for attendees to learn more about cutting-edge smart growth tools and technologies, as well as provided networking spaces in a comfortable indoor streetscape.

Get Outdoors!

Sponsored by the U.S. Forest Service and Yonder, featured seating, backdrops, and landscaping that highlighted "National Get Outdoors Day", plus showcased a special appearance by Smokey the Bear!

A Place to Play

Design Concepts and DesignScapes Colorado collaborated with a focus on play. The space reflected a microcosm of a park playground, including climbing, jumping, imagination, and sound.

Parklet participants:

- + Participate in planning calls
- + Provide materials and design for a 10'x20' parklet space
- + Share potential recourses and ideas with other parklet participants
- + Provide a title and description for their parklet, which will be included on the website and printed program booklet

Parklet participants receive:

- + One (1) full conference registration
- + Name/logo on website and printed program booklet
- + Name/logo on Parklet poster, located prominently throughout conference space
- + Special thanks in the printed program booklet
- + Mention in follow-up post in ASLA's blog, *The Field*



14th Annual New Partners for Smart Growth

January 29-31, 2015 ■ Baltimore

Hilton Baltimore Hotel

The 2015 New Partners Conference is coming back to the East Coast – Baltimore and the surrounding Washington-Chesapeake region.

The nation's largest smart growth and sustainability event, the theme for New Partners 2015 is "Practical Tools and Innovative Strategies for Creating Great Communities," underscoring this year's stronger emphasis on implementation tools, strategies and new technologies that will help communities NOW.

A significant factor in this event's tremendous success is its appeal to so many different disciplines. The conference draws a national audience of:

- + Local policymakers and city/county staff
- + State and federal agency leaders
- + Professionals in planning, transportation, architecture, landscape architecture, housing, parks and recreation, public works, public health and crime prevention
- + Realtors, developers, builders and bankers
- + Advocates for equity and environmental justice, youth, older adults, and walking and biking
- + Labor representatives
- + School leaders and staff
- + Environmentalists

1,300+
Expected Attendance

This event will bring together a diverse, multi-disciplinary audience from across the country.

Attendance at recent venues:

- + 1,200 in Denver, CO (2014)
- + 1,200 in Kansas City, MO (2013)
- + 1,400 in San Diego, CA (2012)
- + 1,400 in Charlotte, NC (2011)
- + 1,700 in Seattle, WA (2010)
- + 1,350 in Washington, DC (2008)

In Baltimore, we expect participants will represent:

- + 80% public sector and nonprofits
- + 20% private sector
- + 35% from Eastern U.S.
- + 30% from Midwest and Southern U.S.
- + 35% from Western U.S.

NewPartners.org

To participate in the New Partners Parklet project or for additional information:

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"It's exciting to see a growing number of communities rethinking how to use public space. One of the great benefits of parklets is how easily they can be installed or modified with little capital expense to meet community needs."

- Deborah Steinberg, Professional Practice Manager,
American Society of Landscape Architects