

# CONFERENCE

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## LAND CONSERVATION ON A NEIGHBORHOOD SCALE

### Improving Life in Your City or Town

SPONSORED BY THE PUTNAM CONSERVATION INSTITUTE OF THE TRUSTEES OF RESERVATIONS,  
LOWELL PARKS & CONSERVATION TRUST, AND THE TRUST FOR PUBLIC LAND

FRIDAY, SEPTEMBER 17, 2004

8:45AM TO 5:00PM

TSONGAS INDUSTRIAL HISTORY CENTER IN THE  
BOOTT COTTON MILL MUSEUM/NATIONAL HISTORIC PARK, LOWELL, MA

**A day-long conference providing information, networking, and inspiration to people committed to protecting and managing open space in cities and rapidly growing towns in Massachusetts.**

If you are involved in identifying, protecting, funding, or caring for parks, natural areas, or trails in a city or a rapidly growing suburban area, you'll want to attend this day-long conference. Join fellow staff and volunteers from nonprofits; local, state, and federal agencies; community development corporations; land trusts; historic commissions; and others to learn about and discuss:

- Communicating the importance of urban open space
- Tackling smaller-scale projects
- Building support for your projects
- Completing challenging projects
- Taking on a brownfield project
- Land and people management issues unique to cities & neighborhoods

*Sponsored by: Putnam Conservation Institute of The Trustees of Reservations,  
Lowell Parks & Conservation Trust, and the Trust for Public Land.*

FOR MORE INFORMATION, CALL 978/840-4446 OR  
VISIT US ONLINE AT [WWW.THETRUSTEES.ORG/PUTNAMCONSERVATIONINSTITUTE.CFM](http://WWW.THETRUSTEES.ORG/PUTNAMCONSERVATIONINSTITUTE.CFM)

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## SCHEDULE

8:45AM – 9:15AM

REGISTRATION

9:00AM – 9:45AM

REGIONAL GATHERINGS, ORIENTATION &  
CONTINENTAL BREAKFAST

9:45AM – 10:45AM

MORNING PLENARY SESSION  
Charles Lord, Urban Ecology Institute

11:00AM – 12:30PM

FOUR CONCURRENT WORKSHOPS

CONTINUED ON THE NEXT PAGE



THE  
TRUST  
for  
PUBLIC  
LAND



CONSERVING LAND  
FOR PEOPLE



The Trustees  
of Reservations

# CONCURRENT WORKSHOPS

## 11:30 am-12:30 pm Four Concurrent Workshops

### IA. Strategic Thinking for Strategic Locations: Where Should City Parks Be?

"Location, location, location." This is a key ingredient for the success of a restaurant and it is also critical for successful urban and suburban parks. If they are well-situated and small-scale, neighborhood open spaces can provide environmental, social, community development, and health benefits. The challenge, however, is determining those ideal locations. For over a year, a working group comprised of representatives from several entities, including the Executive Office of Environmental Affairs and its constituent agencies, Urban Ecology Institute, Trust for Public Land, Greater Worcester Land Trust, have been striving to create a system to identify the best locations for neighborhood parks in Massachusetts' urban areas. Using Worcester, MA, as a first test city, this working group has been using GIS mapping, aerial images, census data, biological field assessment data, and surveys as determinative criteria to identify and prioritize strategic locations. Come to this panel discussion to learn about this working group's approach to see how it might help your community.

#### Speakers:

Colin Novick, Greater Worcester Land Trust  
Robert O'Connor, Executive Office of Environmental Affairs  
David Queeley, Trust for Public Land  
Clarissa Rowe, LA, Brown, Richardson & Rowe  
Aaron Toffler, JD, Urban Ecology Institute

### IB. Success Stories: Lowell's Jollene Dubner Park and the Nashua River Watershed Association's Monoosnoc Brook Greenway Project in Leominster

Land protection success stories happen at all shapes and scales -- from small parks to riparian corridor greenways. No matter the size, more urbanized projects often require the same long-term dedication, vision, and complex conservation strategies as large, rural land protection projects. Learn how: a) an abandoned tenement building was demolished and converted into a sustainably funded 8,000 square foot urban oasis amidst one of Lowell's densest, most ethnically diverse neighborhoods; and b) a long neglected and abused tributary to the Nashua River has been turned into a valuable greenway and restored waterway for the City of Leominster.

#### Speakers:

Jane Calvin, Lowell Parks & Conservation Trust  
Al Futterman, Nashua River Watershed Association

### IC. Ecological and Human Health: Communicating the Importance of Greenspace to the Health of Your Community

The importance of greenspace to the health of the community is not a new idea; community builders such as Frederick Law Olmstead manifested this idea decades ago in his numerous city parks that are now central features in cities like San Francisco, Philadelphia, New York, and Boston. However, public health researchers, environmentalists, and community activists have only recently begun to investigate the pathways through which urban greenspaces directly and indirectly impact human health. In this workshop, we will explore the ways that greenspace impacts known environmental health issues and learn how to communicate new ideas on how greenspace builds social cohesion and lowers overall morbidity and mortality in a community.

#### Speaker:

Betsy Stubblefield, ScM, Urban Ecology Institute

### ID. Turning Brownfields to Greenfields: The Nuts & Bolts

Not all existing parks and open spaces have always been inviting places for neighborhood residents. Some of these properties previously had factories, parking lots, gas stations or a variety of other uses that left behind hazardous substances, pollutants, contaminants or lots of concrete and asphalt. In some instances, such properties have been re-developed with new businesses or houses. Other times, with much work, these brownfields have been turned into parks or greenfields. This workshop will provide you with the basic information you need to initiate a project in your community to create a park from a brownfield including steps to take; agencies/departments to contact; possible funding sources; liability issues; and community concerns. Approximately one-third of this workshop will be dedicated to questions, answers, and discussion.

#### Speakers:

John DeVillars, MPA, BlueWave Strategies  
Myra Schwartz, Environmental Protection Agency

## 12:30 pm-1:30 pm

**Lunch** – Choose to sit at a *Topic Table* designated for those interested in specific topics, such as 'Brownfields,' 'Park Safety,' 'Stewardship' or 'Multi-Lingual Neighborhoods.' Send other Topic Table ideas to [afreeman@ttor.org](mailto:afreeman@ttor.org).

## 1:30 pm-3:15 pm Two Concurrent Field Trips

### 2A. Lowell Parks & Conservation Trust (LP&CT) Greenway Tour

Join us for a behind-the-scenes tour of the proposed Concord River Greenway. Learn how LP&CT has "kept the fire lit" under this project, protected much of the corridor through various land transactions, and secured funding for construction. Wear comfortable shoes, long pants and be prepared for rugged terrain.

#### Trip Leaders:

Jane Calvin, Lowell Parks & Conservation Trust  
Kristin McCauley, Lowell Parks & Conservation Trust

### 2B. Multiple Owners, Common Goals: A Walking Tour of the Lambert/National Park Service Property

Acquiring smaller parcels with high real estate values requires rapid responses and pulling together creative funding mechanisms, while coordinating partnerships, ownerships and multiple visions for a particular site. Come get inspired to take on your next "overnight challenge" while visiting one of Lowell's most historic vistas on the Merrimack River. Wear comfortable shoes.

#### Trip Leader:

Steve Conant, Lowell Parks & Conservation Trust

## 1:45 pm-3:15 pm Three Concurrent Workshops

### 2C. Building Community, Political, & Financial Support for Your Project

Parks and open spaces in densely populated areas often exist under the watchful eye (or steady scrutiny) of abutters, regular visitors, neighborhood/business associations, and elected officials. Having solid support from these stakeholders is critical to create a new park and to defend and maintain small-scale open spaces over time. This workshop will offer approaches and guidance for obtaining and strengthening support.

#### Speakers:

Kim Gilman, Trust for Public Land  
Val Talmage, Trust for Public Land

### 2D. Creating Trails & Greenways in Your Neighborhood

The ecological, recreational, and transportation benefits of neighborhood open spaces can often be improved if a trail or greenway links them. Securing land for trails can be a formidable task, given the number of landowners who may own parcels along a linear corridor and the various ways in which developers must negotiate use of these parcels. This workshop will review the basic methods of acquiring corridors, including rail-banking, easements and others.

#### Speakers:

Betsy Goodrich, Rails to Trails Conservancy  
Christine Berry, DCR

### 2E. Managing People & Neighborhood Open Spaces

Parks and other open spaces in densely populated neighborhoods often require careful stewardship to keep them enjoyable for human visitors while also providing natural habitat for wildlife and plants. This workshop will identify approaches to maximize the safety and well-being of all types of species. Approximately one-third of this workshop will be devoted to questions, answers, and discussion.

#### Speakers:

Clarissa Rowe, LA, Brown, Richardson & Rowe  
Becky Siebens, The Trustees of Reservations

## 3:30 pm-4:15 pm Afternoon Plenary Session

"Stump the Experts" – an informal time to get answers to questions that arose throughout the day

## 4:15 pm-5:00 pm Social Hour & Tour the Boott Cotton Mill Museum

CONFERENCE SPACE IS LIMITED, SO REGISTER EARLY! For questions, call 978/840-4446 x1929



### PRE-REGISTRATION IS REQUIRED.

#### Registration Deadline

September 3, 2004.

Capacity is limited so register as soon as possible. We will process registrations on a first-come, first-served basis but if we are fully subscribed early on, we reserve the right to limit the number of registrants from any one entity, in which case we will refund those registration fees.

## REGISTER

PRE-REGISTRATION IS REQUIRED. SEPT. 3 DEADLINE. ONE PERSON PER FORM—PHOTO COPY AS NEEDED.

WALK-IN REGISTRATIONS ARE NOT GUARANTEED. TO CHECK AVAILABILITY, CALL 978/840/4446 x1923.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION / AGENCY / COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

#### Workshop/Field Trip Selection CHECK ONE MORNING AND ONE AFTERNOON SESSION

MORNING SESSION:  IA  IB  IC  ID  
AFTERNOON SESSION:  2A  2B  2C  2D  2E

#### WOULD YOU LIKE US TO PROVIDE YOU WITH A BAG LUNCH?

\_\_\_\_\_ NO, I WILL BRING MY OWN LUNCH.  
\_\_\_\_\_ YES, I WOULD LIKE A BAG LUNCH (\$12). CHECK SANDWICH: \_\_\_\_\_ MEAT \_\_\_\_\_ VEGETARIAN

PAYMENT \_\_\_\_\_ \$35 (no lunch) \_\_\_\_\_ \$47 (INCLUDES BAG LUNCH)

Mail this form with check or purchase order payable to **The Trustees of Reservations** to:

Putnam Conservation Institute/TTOR, Doyle Conservation Center,  
Attn: Conference Registrar, 464 Abbott Avenue, Leominster, MA 01453

PURCHASE ORDER/CONTACT NAME \_\_\_\_\_ PHONE \_\_\_\_\_

Look for a confirmation letter with directions within two weeks of submitting your registration. To cancel your registration and receive a refund, we must receive your request in writing by September 10, 2004. You will receive a refund less \$10 administrative fee.