



DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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Transit Oriented Development Council

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Vice Chair: John Hempelmann	Phone: (206) 254-4400	Email: jhempelmann@cairncross.com

Council Reception – October 21st 2014

Council Reception Location: Brasserie 8 1/2

Address: 9 West 57th Street, New York, NY

Time: Reception 6:30pm – Dinner 7:30pm-9:30pm

Transportation: Self

RSVP contact: Kathryn Schmidt Email: kathryn_schmidt@avalonbay.com Phone: (408) 551-5520

Council Day Agenda – October 22nd 2014 US Trust Building, 114 West 47th Street, 11th Floor

7:30-8:00 Networking Breakfast

8:00-8:30 Chair's Welcoming Remarks/Introductions/General Announcements/Business Session

- Introduction of Members and Guests
- Reminder to Complete Attendance Sheet
- Reminder to Complete Evaluation Form
- ULIF Announcement
- Review of ULI Priorities & Council Member Expectations (see back page of your agenda)
- Discussion re: Suggestions for Future Council and Concurrent Meeting Programs
- Announce Next Meeting:
 - ULI Spring Meeting – Houston, TX
 - Receptions on Wednesday May 13th, 2015
 - Council Meetings on Thursday May 14th, 2015

8:30-10:30 Hudson Yards District – Project history and overview – Capital Markets
Executive Sponsor: Robert Paley, Peter Cavaluzzi and John Wolff

Description: The Hudson Yards district is the new high density neighborhood on Manhattan's formerly industrial west side that has been made possible by the coordinated upzoning and extension of the #7 subway. Hudson Yards also refers to the project being developed by the Related Companies which anchors the district and has been referred to by Fortune magazine as the largest private real estate development in the history of the United States. The Related site which is primarily above an active MTA commuter rail yard will ultimately include more than 17MM sf of commercial and residential space, a unique cultural space, 14 acres of public open space, a 750 seat public school and a 150 room luxury hotel – all offering unparalleled amenities and easy access to transportation - both the newly constructed subway station and the existing transit facilities in the nearby Penn Station area.

8:30-9:30 Project History, Planning and Subway Financing

Description: An overview of the Project History including NYC planning and zoning changes that created the Hudson Yards District as well as an overview of the \$3B municipal bond underwriting to finance the #7 Subway extension and parklands.

Moderator:

Robert Paley
Director of Transit Oriented Development, NYC – Metropolitan Transportation Authority
New York, NY

Speaker:

Sandy Hornick, Principal – Hornick Consulting
Formerly Deputy Executive Director for Strategic Planning
NYC Department of City Planning

Speaker:

Marvin Markus
Managing Director, Goldman Sachs
New York, NY

9:30-10:30 Hudson Yards: Related's Master Plan, Development Projects and Private Financing

Description: An overview of Related's project design and current status of the project's horizontal deck and vertical developments. An overview of the infrastructure financing for the horizontal deck as well as financing for vertical developments including Coach, Time Warner buildings.

Moderator:

John Wolff
CRE Market Executive, Bank of America Merrill Lynch
Boston, MA

Speaker:

Michael M. Samuelian
Vice President, The Related Companies
New York, NY

Speaker:

Richard O'Toole
Executive Vice President and General Council, The Related Companies
New York, NY

10:30-10:45 Break

10:45-11:30 **Crowdsource Planning Presentation**

Description: This presentation revolves around the changing dynamics of urban living, specifically the growth of UNiS - Urban Nodes in Suburbia. A primary topic of discussion will be pertinent demographic trends that support downtown redevelopment and national best practices to overcome the hurdles that have traditionally stood in the way of such developments in the past. The Unified Development Approach(tm) is a collaborative, Public-Private Partnership model that provides incentives for private property owners to work with a Master Developer and with one another. Crowdsourced Placemaking is a nationally recognized public outreach and engagement program that utilizes traditionally grass roots efforts in conjunction with social networking and social media, guided by the Triple Bottom Line of social, environmental and economic responsibility.

Speakers:

Donald Monti
CEO, Renaissance Downtowns
Plainview, NY

Brandon Palanker
Vice President – Marketing & Public Affairs, Renaissance Downtowns
Plainview, NY

Joel Russell
Executive Director – Form-Based Codes Institute
Chicago, IL

11:30-12:15 **Foot Traffic Ahead: Ranking Walkable Urbanism in America’s Largest Metros**

Description: The report ranks the country’s top 30 metropolitan areas based on the amount of commercial development in Walkable Urban Places (WalkUPs) and is written by the Center for Real Estate and Urban Analysis at George Washington University School of Business in conjunction with LOCUS: Responsible Real Estate Developers and Investors.

Speaker:

Christopher Leinberger
President, LOCUS
Washington, D.C.

Panelist:

Christopher Coes
Managing Director, LOCUS
Washington, D.C.

Panelist:

Zachary Smith
Associate, LOCUS
Washington, D.C.

Panelist:

Megan Pierce
Associate, LOCUS
Washington, D.C.

12:15-1:00 **Lunch**

1:00-1:15 **Walk to Bryant Park**

1:15-2:45 Bryant Park Presentation

Description: From Needle Park to the Finest Park in the World; The private sector solution to great parks that result in the highest real estate values in the country.

Speaker:
Daniel Biederman
President, BRV
New York, NY

Speaker:
Dan Doty
Managing Director, Hines
New York, NY

2:45-3:15 Transit from Bryant Park to Google Building

3:15-4:30 Meatpacking District & Highline Tour

Description: From Industrial/Warehouse District to Silicon Alley; The Meatpacking District emerges as a worldwide center for high tech, art and walkable urbanism.

Speaker:
Charles Bendit
Co-Chief Executive Officer, Taconic
New York, NY

Jacob K. Javits Convention Center

4:30-6:00 General Session: Capital Markets: A Global Perspective

Capital users and providers from across the globe will engage in a provocative conversation on where the money is coming from and how it is being used.

Speakers:

Jeff T. Blau
Chief Executive Officer
Related Companies

Kok Huat Goh
Chief Operating Officer and President
GIC Real Estate

6:00-7:30 Cocktail Reception, Jacob K. Javits Convention Center

KEY:

(f)=Full Member

(m)=Member

(nm)=Nonmember

(i)=Invited Speaker/Moderator/Panelist

(p)=Proposed Speaker/Moderator/Panelist

(c)=Confirmed Speaker/Moderator/Panelist

For more information about ULI please visit www.uli.org



ULI's Priorities

1. Promoting Intelligent Densification and Urbanization

- What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanized?
- How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
- What is the relationship between a thriving economy and a thriving city (and vice versa)-the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities

- What are the best new business models in the real estate and land use industry and how can we support their development?
- How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
- How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces

- How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term
- How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
- How will changing technology influence building and buildings, and how will people's use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value

- How can we best generate value in the built environment that is greater than its cost?
- What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
- What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses

- How can we best reduce the negative impact of the built environment on our natural resources and climate?
- What are the best ways to use the world's energy resources and protect the built environment from volatile and unpredictable conditions?
- How will trends in energy and resources impact the future best use of land?



ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE: Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY: Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS: The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

RESPECT FOR OTHERS: Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION: Councils members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES OR BLACKBERRIES: It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

ATTEND EVERY MEETING AND ATTEND ALL DAY: Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RECRUIT THE BEST AND BRIGHTEST: Council members often come into contact with new leaders in the industry, ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP: Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
- Attend and participate as speakers and panelists at Council meetings.
- Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
- Serve as panel members for Advisory Services assignments scheduled throughout the year.
- Contribute to ULI publications through the contribution of articles and papers.
- Contribute to the ULI Foundation.
- Participate as Committee/Subcommittee/Task Force members.
- Participate in research and education programs.
- Participate in District Council programs in each member's area.