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## Urban Development/Mixed-Use – Blue Flight

|                        |                     |                     |   |
|------------------------|---------------------|---------------------|---|
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| Vice Chair:            | Thomas McCarthy     | Phone: 714-427-1827 | Email: <a href="mailto:tem@mccarthycook.com">tem@mccarthycook.com</a>                   |
| Membership Vice Chair: | Jenna LaPietra      | Phone: 201-320-9260 | Email: <a href="mailto:jenna.lapietra@accenture.com">jenna.lapietra@accenture.com</a>   |
| Vice Chair:            | Susan Stupin        | Phone: 212-956-2100 | Email: <a href="mailto:slstupin@prescott-group.com">slstupin@prescott-group.com</a>     |
| Vice Chair:            | Gentry Ashmore Hoit | Phone: 212-626-6546 | Email: <a href="mailto:ghoit@parkmadisonpartners.com">ghoit@parkmadisonpartners.com</a> |

## Council Reception – October 21st 2014

UDMUC Blue ONLY Private Reception and Dinner (We have arranged a very special private dinner just for our council members and are NOT registered to attend the Joint UDMUC Reception.)

Location: Tiro A Segno  
 Address: 77 MacDougal St, New York, NY (212) 254-2500  
 Time: 6:30 pm – 9:30 pm  
 Transportation: Bus. Departure details will be forthcoming.  
 RSVP: [valerie.walter@clarionpartners.com](mailto:valerie.walter@clarionpartners.com)  
 Cost: Covered in Council Dinner Fee  
 Dress Code: *Men: Jacket & Tie / Women: Business Professional*

## Council Day Agenda – October 22nd 2014 New York, NY

- 7:30-8:00      **Networking Breakfast**  
 Millennium Broadway Hotel (Gotham 1&2), 145 West 44th Street
- 8:00-8:45      **BUS DEPARTS PROMPTLY FROM The Millennium Broadway – 145 W. 44th St. (Pickup/Drop off - 44th Street between Broadway and 6th) @ 8:00 AM for Brooklyn. Please don't be late!!**

On board the bus - 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 13<sup>th</sup>, 2015
  - Council Meetings on Thursday May 14<sup>th</sup>, 2015

8:45-10:00 **Tour of Brooklyn Navy Yard ["BNY"] (Organizer: Jenna LaPietra)**  
**"Building 92" - 63 Flushing Ave, Brooklyn, NY**

The Brooklyn Navy Yard Development Corporation (BNYDC) is pleased to host ULI on a tour of the historic Brooklyn Navy Yard. Matt Hopkins, VP of Development & Planning, and Aileen Chumard, Executive Director of Programs & Exhibits will co-lead a bus tour exploring the Yard's transition from America's premier naval shipbuilding facility to a national leader for sustainable urban industrial parks. While touring the 300 acre facility, participants will learn more about the 330 businesses at the Yard today as well as sustainable development efforts including preservation, adaptive reuse, waterfront resiliency efforts, energy efficiency, storm water management, community outreach and more.

Speaker:

Aileen Chumard (c)  
Executive Director, Programs & Exhibits  
Brooklyn Navy Yard Development Corporation

Matt Hopkins AIA (p)  
Assistant VP – Commercial & Residential Development  
Forest City Ratner Companies

10:00–10:30 **Bus to "Dumbo Heights" Project**  
55 Prospect St (Corner of Adams St and Prospect St), Brooklyn, NY

10:30-11:15 **Tour of Dumbo Heights properties**

RFR Realty, Kushner Companies, LIVWRK Holdings and Invesco Real Estate have acquired a six-property portfolio in Dumbo from the Watchtower Bible and Tract Society of New York for \$375 million. The sale is the latest in a series of transactions for the Jehovah's Witnesses, who are in the process of transitioning their headquarters. The 1.2-million-square-foot portfolio of properties consists of 117 Adams Street, 175 Pearl Street, 55 Prospect Street, 81 Prospect Street, 77 Sands Street and are in contract to acquire 90 Sands Street in 2017. The properties, located in the heart of the Brooklyn Tech Triangle are being redeveloped as a high tech campus with creative office and retail space

Speakers:

Gregg A Popkin  
Chief Operating Officer RFR Holding LLC  
RFR Realty

Asher Abehsera  
Principal  
LIVWRK Holdings

Daniel Bodner  
Vice President of Leasing  
Kushner Companies

11:15-11:45 **Walk to Pierhouse Sales Gallery**  
41 Clark Street, Brooklyn, NY 11201

11:45-12:15 **Pierhouse Presentation at Sales Gallery and Tour of Construction Site (60 Furman Street, Brooklyn, NY)**

Pierhouse is a joint venture between Starwood Capital Group and Toll Brothers, Inc. The project is comprised of the 193 room 1 Hotel, an environmentally conscious luxury hotel brand, and Pierhouse Condominium, which features 106 expansive townhome style condominiums. The project sits at the entry point to Brooklyn Bridge Park, an 85 acre waterfront park developed atop the shipping piers of what was once one of the world's busiest ports.

Speaker:

John W. Gullixson, Esq. (c)  
Senior Project Manager  
Toll Brothers City Living

12:15-12:45 **Brooklyn Bridge Park Tour**

Brooklyn Bridge Park, an 85-acre sustainable waterfront park stretching 1.3 miles along Brooklyn's East River shoreline. Brooklyn Bridge Park Corporation is a not-for-profit entity established to create and maintain a world class park that is a recreational, environmental and cultural destination enjoyed by the residents of, and visitors to, New York City. The Corporation operates under a mandate, embodied by its General Project Plan, to be financially self-sustaining, which includes the activation of certain development sites within the project's footprint.

Speaker:

David McCarty (c)  
Project Manager  
Brooklyn Bridge Park Corporation

12:45-2:00 **Lunch – Atrium DUMBO**  
15 Main Street, Brooklyn, NY

Fresh, market-driven cuisine coupled with classic European technique

2:00-2:30 **Bus to The World Trade Center ("WTC")**

2:30-3:30 **Tour and Presentation of 1 WTC – Includes walk to Brookfield Place**

At 1,776 feet tall, developed by The Port Authority of New York and New Jersey, One World Trade Center sets new standards of design, construction, and prestige, and heralds the renaissance of Downtown Manhattan. Managed, operated and leased by The Durst Organization, One World Trade Center is the new icon of New York's skyline and the most recognized and desirable office address in the world. We will visit the 64th floor One World Trade Center sky lobby and then move on to the 63rd floor marketing center for a meeting with the Durst Organization and The Port Authority of New York and New Jersey. Additional information can be found at [www.OneWTC.com](http://www.OneWTC.com).

Speakers:

Nicolas W. Houselog  
Principal Property Representative  
World Trade Center Redevelopment Department  
Port Authority of NY & NJ

Eric Engelhardt  
Director of Leasing – One WTC  
The Durst Organization

**3:30-4:15 Brookfield Place**

Representatives from Brookfield Properties will present the \$250M repositioning of Brookfield Place, an 8 million square foot office and retail complex along with an overall downtown update. Brookfield Place is the former World Financial Center, re-made, re-designed, re-tenanted and re-imagined. On their marketing floor, we will take an interactive tour of Lower Manhattan and see all that has happened since 9/11/01.

Speaker:  
David Cheikin  
Vice President, Leasing  
Brookfield Properties

**4:15-4:30 Bus to Jacob Javits Convention Center: Pick up at 250 Vesey Street**

**4:30-6:00 Jacob K. Javits Convention Center**

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](http://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.