



## DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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## Urban Development/Mixed-Use Council - Bronze

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Vice Chair:	Amy Cara	Phone: 303-607-7612	Email: <a href="mailto:acara@ewpartners.com">acara@ewpartners.com</a>
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## Council Reception – October 21st 2014

UDMUC Bronze Reception 5:00–6:30 PM  
UDMUC Bronze Ambassador Program Happy Hour

The Bailey NYC 52 Williams St New York, NY 10005

Please join us for our own Council Reception to welcome our guests and speakers.

### Joint UDMUC Reception

Council Reception Location: 4 World Trade Center – 57<sup>th</sup> Floor

Address: 150 Greenwich Street NY, NY

Time: 6:30

Transportation: Details to follow

RSVP contact and cost: Council Reception questions can be directed to [serena.wolfe@ey.com](mailto:serena.wolfe@ey.com).

Guests may attend for \$250 Please make checks payable to ULI. Include #2154-841101 on the memo line and mail to:

Serena Wolfe

5 Times Square

New York, NY 10036

## Council Day Agenda – October 22nd 2014

The Standard Hotel (The Highline Room), 848 Washington St, New York, NY

7:15 A.M. Transportation to be confirmed (maybe subway passes in NYC)

Note – Taxi fare is approximately \$8 and would be approximately 5 minutes (1.5 miles) from the convention center.

7:30–8:00 A.M. Networking Breakfast

**8:00–8:30 A.M. Chair’s Welcoming Remarks/Introductions/General Announcements/Business Session**

- Introduction of Members and Guests – “Lightening Round”
- Introduction of “5 minutes of Fame”
- Reminder to complete Attendance Sheet
- Reminder to complete Evaluation Form
  - Email will be sent shortly after Fall meeting
- ULIF Announcement
- Discussion re: Suggestions for future and Concurrent Council Meeting Programs
  - Announce next meeting: ULI Spring Meeting – Houston, Texas May 13 – 14, 2015

**8:30 – 9:30 A history of the Highline and the “Highline Effect”**

**Speakers:**

A history of the HighLine - America's Most Original Urban Park

*Landscape architect James Corner, the lead designer behind the High Line, provides his perspective on the history of the Highline, what it was like to take an abandoned train track and turn it into one of NYC's best loved spots of greenery.*

James Corner (c) (nm)

Principal

James Corner Field Operations

The Highline Effect – a focus on one of the newest developments surrounding the Highline – the luxury condominium designed by Norman Foster “551W21”. Hear from SR Capital’s Scott Resnick as he provides details on the development in advance of our tour in the afternoon.

Scott Resnick (c)

SR Capital, LLC

New York, NY

**9:30–10:30 A.M. The New York Metro Area Hotel Scene: a look at three hotels and the impact on the surrounding area**

**Moderator:**

Ed Balazs (c, f)

Citigroup Global Markets

Manhattan Beach, CA

**Speaker(s):**

Ben Trinder (c, nm)

Vice President

Goldman Sachs

New York, NY

Brad Wilson (c, nm)

President

ACE Hotel Group

New York, NY

Richard Miller (c, nm)

Partner

The Pegasus Group

Hoboken, NJ

10:30 – 10:45 A.M. Break

10:45 – 11:45 P.M. Foreign Capital, An Outside Perspective

**Summary:**

Media is selling news of foreign capital, particularly Chinese, paying premium prices for real property in gateway markets. Is this asset bubble fear mongering or does foreign capital see the US investment landscape differently? Hear from a diverse foreign capital panel about what internal and external forces drive their decision making.

**Moderator:**

Malcolm Davies (c, f)  
Principal  
George Smith Partners  
Los Angeles, CA

**Speaker(s):**

Sandeep Pathak (c, nm)  
Chief Investment Officer  
Infinity Capital (prior ADIA Real Estate Portfolio Manager for Americas)  
Los Angeles, CA

Peter Ballon (c, f)  
Vice President  
Canada Pension Plan Investment Board  
Toronto, CA

Roy Chen (c, nm)  
Head of US Real Estate  
China Orient Asset Management  
New York, NY

11:45 – 12:45 Whats new with UDMUC Bronze?

**Summary:**

Hear from our members about their latest (re)development projects—how and why they made the investment, what obstacles & opportunities they face, why they see their projects as filling a need, and how their projects will make an impact.

**Moderator:**

Jim McLeish (c, f)  
Partner  
Lehman Smith McLeish  
Washington, DC

**Speakers:**

Richard A. Kessler (c, f)  
Chief Operating Officer  
Benenson Capital Partners  
New York, NY

Lawrence Palumbo (c, f)  
Managing Director - Real Estate  
BlackRock  
New York, NY

Gregory N Senkevitch (c, f)  
Chief Executive Officer  
Somerset Property Trust  
Morristown, NJ

12:45 – 1:30

Networking Lunch

1:30 – 3:30 P.M. **Tour of Chelsea Markets and The High Line**  
(including 30-minute networking cocktails at Sales Office for '551 West 21<sup>st</sup> Street')

**Summary:**

The opening of the High Line in 2009, a public park built on a 1.45-mile-long elevated rail structure on Manhattan's West Side, and the decade-long planning process, introduced one of New York's premier arts districts to the world. As a result, West Chelsea and the Meatpacking District have become a premier address for galleries, retailers, high-value office tenants, and dozens of new residential developments. Our first stop will be to take a closer look at Chelsea Market with Jamestown LP. This building once housed the National Biscuit Company's baking facilities but has since been transformed into commercial office space with a through block 'market' at-grade. We will then continue our tour along High Line with James Corner's Field Operations, the lead design firm behind the High Line. We will explore the existence of the art district both before and after the High Line; and their influence on the preservation and transformation of the former rail yard; and the zoning changes that spurred billions of dollars' worth of new development in the neighborhood. We will complete our tour with networking drinks at the 20th floor Sales Center for '551 West 21<sup>st</sup> Street', a Norman Foster residential Building currently being developed by SR Capital.

**Speakers:**

Alana Berkowitz (m, c)  
Jamestown LP  
New York, NY

Tour guides from James Corner's Field Operations for HighLine

3:30 P.M. **Travel to Javits for General Session**

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.