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## Urban Development/Mixed-Use Council (Gold Flight) Agenda

Chair: David Sonnenblick  
 Assistant Chair: Bob Gray  
 Vice Chair: Manny de Zarraga  
 Vice Chair: Bill Maher  
 Vice Chair: Randy Evans

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## Council Reception – October 21st 2014

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

Address: 150 Greenwich Street

Time: 6:30PM – 9:30PM

Transportation:

RSVP contact and cost: Serena Wolfe, [serena.wolfe@ey.com](mailto:serena.wolfe@ey.com), Nydia Rivera, [nydia.rivera@ey.com](mailto:nydia.rivera@ey.com). Costs are included in your membership dues.

## Pre-Council Day Presentation – October 21st 2014 Location – 767 5th Avenue, 21<sup>st</sup> Floor, New York, NY

4:00PM-5:30PM Presentation on 432 Park Avenue  
767 5th Avenue, 21<sup>st</sup> Floor, New York, NY

Thanks to UDMUC Gold member, Sondra Wenger, we have been afforded the opportunity to have a special presentation on 432 Park Avenue before our Joint Council Reception on Tuesday evening. Sondra has once again arranged for her firm, CIM, to give us insight into another one of their exciting developments. Upon completion, 432 Park Avenue will be the tallest residential tower in the Western Hemisphere. ***Please note the presentation will be at 767 5<sup>th</sup> Avenue, 21<sup>st</sup> Floor.*** This will be an UDMUC Gold member's only event, unfortunately there will be no room for guests.

### Speakers:

Ryan Harter (f) (c)  
 1<sup>st</sup> Vice President  
 CIM Group  
 540 Madison Avenue, 8<sup>th</sup> Floor  
 New York, NY 10022  
 Phone: (6460) 783-4600  
[ryanharter@cimgroup.com](mailto:ryanharter@cimgroup.com)

Devon McCorkle (f) (c)  
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**Council Day Agenda – October 22nd 2014**  
**Location – The Standard, High Line, 848 Washington St. @13<sup>th</sup>, New York, NY**  
**The Garden Room**

**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 13<sup>th</sup>, 2015
  - Council Meetings on Thursday May 14<sup>th</sup>, 2015

**Speaker:**

David Sonnenblick (f) (c)  
Principal  
Sonnenblick-Eichner Company  
449 South Beverly Drive, Suite 210  
Beverly Hills, CA 90212  
Phone: (310) 286-7700  
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**8:30-9:45          Presentation on the global and domestic economy, and the U.S. real estate and capital markets.**

With great thanks to UDMUC Gold Council member and Asst. Chair, Bob Gray, Ken Rosen will open our council day with a presentation and discussion on the global and domestic economy and the U.S. real estate and capital markets. Ken Rosen is Chairman of Rosen Consulting Group, a real estate market research firm, Chairman of the Fisher Center for Real Estate and Urban Economics and Professor Emeritus at the Haas School of Business at the University of California, Berkeley. Mr. Rosen has authored four books and over 100 articles on real estate and real estate finance, has served as the special real estate advisor to The Davos World Economic Forum, and from 1985-1990 was Consultant/Managing Director of Salomon Brothers' Real Estate Research Department. Mr. Rosen received his Ph.D. in Economics from the Massachusetts Institute of Technology and a B.A. with highest honors from the University of Connecticut. Mr. Rosen was also a Professor of Economics at Princeton University. This opening session will provide an opportunity for fellow council members to discuss among themselves and with one of the nation's leading real estate experts, the driving factors and concerns in today's economy and the U.S. real estate and capital markets.

**Speaker:**

Kenneth T. Rosen (f) (c)  
Chairman  
Rosen Consulting Group  
1995 University Avenue, Ste. 550  
Berkeley, CA 94704  
Phone: (510) 549-4510  
[ktrosen@rosenconsulting.com](mailto:ktrosen@rosenconsulting.com)

**9:45-10:00          Break**

**10:00-12:15      Presentation & Tour of Chelsea Market**  
**Full Block Bounded by 9<sup>th</sup> & 10<sup>th</sup> Avenues & 15<sup>th</sup> & 16<sup>th</sup> Streets, New York, NY**

With a big thank you to UDMUC Gold Members Randy Evans and Jonah Sonnenborn, we will have a presentation and tour of New York's famous Chelsea Market ([www.chelseamarket.com](http://www.chelseamarket.com)). Owned and managed by Jamestown Properties, Chelsea Market takes up an entire city block bounded by 9th and 10th Avenues and West 15th and 16th Streets in lower Manhattan's Meatpacking District. Built in the former National Biscuit Company (Nabisco) factory complex, where the Oreo cookie was invented and produced, Chelsea Market has since become one of the greatest indoor food halls of the world, attracting 6 million national and international visitors annually. Offering 225,000 square feet of retail space and nearly 1,000,000 square feet of distinctive loft-like office space, Chelsea Market offers a unique shopping and office environment for its visitors and tenants. Learn about the unique history associated with Chelsea Market, dating back to the 1800's and its rejuvenation into one of New York's hottest destinations and attractions from Jamestown's Regional Property Manager, Ms. Alane Berkowitz.

**Speaker:**

Ms. Alane Berkowitz (c)  
Regional Property Manager  
Property Management  
Jamestown  
75 Ninth Avenue, 5th Floor  
New York, NY 10011  
Phone: (212) 652-2126  
[alane.berkowitz@jamestownlp.com](mailto:alane.berkowitz@jamestownlp.com)

**12:30 - 2:00      Networking Lunch at The Standard, High Line and Hudson Yards Presentation**  
**The Garden Room**

After our morning presentations and tours, UDMUC Gold members will enjoy a casual lunch at The Standard, High Line in our council room. Council members will be able to network among themselves, get reacquainted and catch up on what is happening among our members. With a big thank you to UDMUC Gold member, Andrea Pierce, we have confirmed Andrew Rosen, Vice President of the Related Companies, to make a presentation at the end of our lunch hour on their exciting Hudson Yards development, the largest private development in New York City history. Mr. Rosen is a Development Manager for Hudson Yards and is coordinating design, construction, financing and leasing for the project's first 1.8 million square foot commercial office tower. Mr. Rosen also leads the firm's efforts in the Moynihan Station Project, which will expand the country's busiest train station and create a new home for Amtrak in Manhattan.

**Speaker:**

Andrew Rosen (f) (c)  
Vice President  
Related Companies  
60 Columbus Circle  
New York, NY 10023  
Phone: (212) 801-3479  
[arosen@related.com](mailto:arosen@related.com)

2:00-4:15      **Presentation and Walking Tour of The High Line & Surrounding Neighborhoods**

Council members Randy Evans and Jonah Sonnenborn have arranged for a special presentation and tour of New York's High Line ([www.thehighline.org](http://www.thehighline.org)). Originally built in the 1930's as an elevated freight rail line utilized to carry meat, agricultural goods and the U.S. mail, today the High Line is a 1.45 mile elevated public park that encompasses over seven acres from the Gansevoort Market Historic District on the south to the Hudson Yards area west of Penn Station to the north. Over \$200 million has been invested into the High Line to create this public space, which has helped to spur intensive development of retail, office, multifamily, condominiums, and lodging units in the area. Learn firsthand about how the transformation and reuse of a historic rail line has helped to rejuvenate and change the landscape of Chelsea's historic neighborhood.

**Speaker(s):**

Kevin Donner (f) (c)  
Managing Director  
Eastdil Secured  
40 West 57<sup>th</sup> Street  
Suite 2200  
New York, New York  
Phone: (212) 315-7378  
[KDonner@eastdilsecured.com](mailto:KDonner@eastdilsecured.com)

**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)



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## 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.