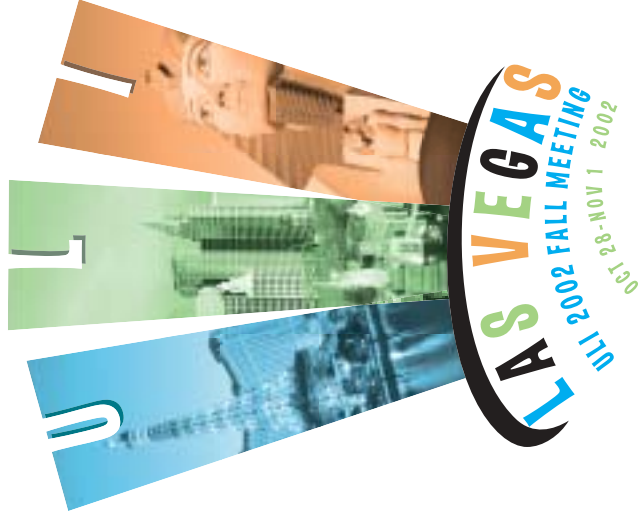



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Fourth Annual Conference

Place Making:

Developing Town Centers, Transit Villages, and Main Streets

September 9-10, 2002
Hilton Pasadena
Pasadena, California

Highlights:

- Learn how private and public entities are developing successful new town centers, transit villages, and main streets.
- Tour some of the most successful town centers in the United States.

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Urban Land Institute



Conference Chair



Lee H. Wagman
President
Trizec Retail &
Entertainment, Inc.
Los Angeles, California

Wagman is President of Trizec Retail & Entertainment, Inc., a wholly owned subsidiary of Trizec Properties. Trizec is one of the largest publicly traded REITs and, through Trizec Retail and Entertainment, has developed, owned, and operated over 50 regional malls and mixed-use developments in the United States and Europe, including such precedent-setting projects as Horton Plaza in San Diego, Fashion Show and Desert Passage in Las Vegas, Hollywood & Highland in Los Angeles, West End City Center in Budapest, and Paseo Colorado in Pasadena.

Keynote Speaker



Storm Cunningham
Restorative Development Analyst, CEO
RestorAbility
Alexandria, Virginia

Storm Cunningham, Restorative Development Analyst, is CEO of RestorAbility, an Alexandria, Virginia, firm providing research and strategic guidance for corporations and communities seeking economic growth. From 1996 to 2002, he was Director, Strategic Initiatives at the Construction Specifications Institute, a 52-year-old association of 18,000 architects, engineers, contractors, and manufacturers. Cunningham is the author of The Restoration Economy, the first book to reveal the "hidden" trillion-dollar-plus economic sector that is already restoring the built and natural environments worldwide.

Focuses of This Specialized Event

The development of lively and pedestrian-friendly, mixed-use environments in America's cities and suburbs has emerged as one of the most important trends in real estate and planning today. The concept of urban place making, including both new and revitalized town centers, urban and transit villages, and main streets, has become an increasingly viable and preferred strategy for development, from both public and private perspectives. This conference will focus on how both private and public sector entities can develop successful new town centers, transit villages, and main streets.

Who Should Attend

Mixed-use property developers; master-planned community developers; shopping and entertainment center developers; local government officials and planners; transit officials and planners; redevelopment officials; architects and urban designers; smart

growth and new urbanist advocates; apartment developers; office and hotel developers; REIT executives; real estate market and business consultants; investment bankers; commercial bankers; institutional investors and advisers; real estate brokers; and real estate lenders.

You Will Walk Away with a Compelling Strategy

The spotlight will focus on several issues of interest today. *You will learn:*

- What the risks and rewards are in mixed-use development.
- How housing is being developed and designed in town centers.
- How public and private ventures are being structured.
- How to get the right mix of retail tenants in town centers.
- What role town centers play in TNDs, MPCs, and resorts.

Speakers

Michael Beyard
Senior Resident Fellow
ULI—the Urban Land Institute
Washington, D.C.

Richard Bruckner
Director of Planning, Development
& Housing
City of Pasadena
Pasadena, California

James Constantine
Principal
Looney Ricks Kiss
Princeton, New Jersey

Steve Coyle
Principal
Lennertz Coyle & Associates
Portland, Oregon

Art Cueto
Project Manager
Los Angeles County MTA
Los Angeles, California

P. Vaughan Davies
Principal
Ehrenkrantz Eckstut &
Kuhn Architects
Los Angeles, California

Paul Evans
Community Development Planner
Village of Schaumburg
Schaumburg, Illinois

Richard A. Froese
President
Montgomery Lane Inc.
Encinitas, California

John Given
Senior Vice President
CIM Group, LLC
Hollywood, California

Robert Heineman
Vice President, Planning
The Woodlands Operating
Company, LP
The Woodlands, Texas

Richard E. Holt
President and CEO
Holt & Haugh, Inc.
Portland, Oregon

Kenneth H. Hughes
President
UC Urban
Dallas, Texas

David W. Marks
President
Marketplace Advisors, Inc.
Maitland, Florida

Robert A. Mayhew
Vice President
The Newhall Land & Farming
Company
Valencia, California

Frank Ricks
Managing Partner
Looney Ricks Kiss Architects, Inc.
Memphis, Tennessee

Charles Terry Shook
President
Shook
Charlotte, North Carolina

Michael Sizemore
Partner
Sizemore Group
Atlanta, Georgia

Glenn Stephenson
Director of Retail Operations
Highwoods Properties, Inc.
Kansas City, Missouri

Ian F. Thomas
President
Thomas Consultants, Inc.
Vancouver, British Columbia

Marilee A. Utter
President
Citiventure Associates, LLC
Denver, Colorado

Greg Vilkin
President
Forest City Development
Los Angeles, California

Kenneth P. Wong
Partner
Related Urban Group
New York, New York

Visit the ULI Web site for program and speaker updates at <http://conferences.uli.org> or call ULI Customer Service at 800-321-5011.

Place Making: Developing Town Centers, Transit Villages, and Main Streets

**Monday,
September 9, 2002**

7:00 a.m.–8:30 a.m.

Registration

8:30 a.m.–8:40 a.m.

Welcoming Remarks

Lee H. Wagman, President
Trizec Retail & Entertainment, Inc.
Los Angeles, California

8:40 a.m.–10:10 a.m.

Place Making and Mixed-Use Development: Risks and Rewards

Mixed-use and town center developments can provide attractive returns, yet they are complicated and risky, and there is no formulaic approach that is tried and true. Hear from developers building mixed-use and town center projects about what they have learned. Learn what the place-making dividends are. Learn also what the additional risks are and how they can be effectively managed, and what strategies can be used to enhance feasibility and profitability. What benefits will accrue to the larger community, and what role the public sector should play in fostering these developments.

10:30 a.m.–12:00 p.m.

CONCURRENT SESSIONS

I: Public/Private Ventures in Town Center and Urban Village Development

Many public sector entities are pursuing new town center and urban village projects for their

communities, and some are initiating the process themselves, developing plans and programs, providing public uses and infrastructure, selecting developers, and subsidizing the project when necessary. In this session, you will discover 1) what public sector development strategies are being employed today, and how these public/private ventures are being structured; 2) what a public entity must do to attract developers and development to a town center; and 3) what role the public sector should play in town center development.

II: The Retail Tenant Mix in Town Centers: Getting It Right/Keeping It Right

Retailing in town centers differs from retailing in other shopping centers, and development often does not follow the tried-and-true formula of some other retail formats. Join this panel of experts as it examines what retail and entertainment tenant mix strategies have worked best in town centers. Which retail and entertainment venues prosper in town centers, and which do not? Why are retailers attracted to these developments? What level of sales and rents are being achieved in town centers? What are the pitfalls in developing retail in town centers? The panel will address these and other questions.

12:00 p.m.–2:00 p.m.

Luncheon and Featured Keynote Speaker

Storm Cunningham will share an insider's look into the "hidden" trillion-dollar-plus economic sector that is already restoring the built and natural environments worldwide. Cunningham will communicate how restorative development, as it's known, is not just huge but how it's growing explosively. During this session,

Cunningham will point you toward restorative development as a smarter, more economically compelling alternative to sprawling new developments.

2:00 p.m.–3:30 p.m.

CONCURRENT SESSIONS

I: Town Centers for MPCs, TNDs, and Resorts: When, Where, and Why

Today, town centers are common elements in master plans for traditional neighborhood developments (TNDs), master-planned communities (MPCs), and resort communities. But developers face numerous thorny issues in developing town center components, including timing, phasing, and location. Hear from the leading developers of MPCs, TNDs, and resorts about the role town centers play in these large developments. At what stage of the development process for the larger community should the town center be built? What phasing strategies work best for these locations and settings? How should town centers be sited within the community and surrounding area?

II: Developing Town Center and Urban Village Housing

Housing is critical to town centers, and the development of attractive urban housing to reduce sprawl and create more housing choices is a significant policy objective in many local jurisdictions across the country. Join this panel of experts as it discusses how housing is being developed and sold in town centers today. What design strategies are being used to create new and attractive urban village housing? What are the characteristics of the buyers and renters who are being attracted to town center and urban village housing, and what kinds of units

are most in demand? How can town centers and urban villages be used to address community housing needs?

3:50 p.m.–5:20 p.m.

Interactive Workshops

Past ULI conference attendees consistently agree that interactive programs provide incomparable take-home value and networking opportunities. Join other conference participants, and many of the day's speakers, in small informal roundtables and talk directly with the experts on specific interests, questions, and problems regarding:

■ **Effective/Workable Land Use Controls**
Issues of zoning, design guidelines, community relations, and managing the approval process for town centers and mixed-use projects will be discussed.

■ **Civic and Cultural Uses in Town Centers**
The importance of civic and cultural uses for town centers will be discussed—including attracting and financing these uses and urban design strategies that best feature these uses.

■ **Urban Design Details**
This workshop will concentrate on the more fine-grained design details, such as storefront design, street furniture, building entrances, landscaping, sidewalk dimensions, parking, and others.

■ **Financing Town Centers**
Topics will include debt, equity, risk, returns, public financing, exit strategies, phasing, and other issues in financing town center and mixed-use development.

5:30 p.m.–6:45 p.m.

Reception

Tuesday, September 10, 2002

8:45 a.m.–10:15 a.m.

CONCURRENT SESSIONS

I: Creating Urban Villages Around Transit

Transit-oriented development and transit villages are popular subjects in land use planning today, but how do they work in reality? What mix of uses best supports transit in a transit village? How can mixed-use development best be programmed and designed around a transit station? What are the pitfalls in developing mixed-use projects around transit stations? How are public and private efforts being coordinated in new transit-oriented development projects? These topics and many more will be addressed.

II: Energizing and Promoting Town Centers and Urban Villages

Energizing town centers and urban villages requires a multifaceted approach that involves choosing uses that create activity at different times of the day and week, promoting the project with events and activities, and marketing and branding the development as a new “must-see, got-to-be-there” kind of place. Leading developers of today’s most innovative town centers and urban villages will

tell you about the kinds of events and activities that have worked best for them in town center environments. They will discuss the marketing, promotion, public relations, and branding strategies that are being used to attract tenants, customers, and public interest to these new developments. And they will examine the role the public sector plays in furthering the success of these new town centers.

10:35 a.m.–12:00 p.m.

Paseo Colorado and the Pasadena Story

Pasadena is one of the most interesting suburban downtown redevelopment stories in the country, and the recently added Paseo Colorado development offers a fascinating new element. This session will profile downtown Pasadena and its progress, and will focus specifically on the transformation of the Plaza Pasadena mall into the new Paseo Colorado retail/residential urban village.

12:00 p.m.

Conference Program Ends

Optional Tours

Tours are limited to 50 registrants. A box lunch is included. See tour descriptions on adjacent page.

See the Best in the West: Optional Tours September 10, 2002*

In conjunction with this year’s conference, ULI has organized two optional tours of the area’s most successful and unique projects. While touring the projects, you will meet those intimately involved with the development. They will share with you the project’s history, financing, marketing plans, and much more. **Additional fee applies; see registration form.*

12:30 p.m.–3:30 p.m.

Old Pasadena and Paseo Colorado (Walking Tour)

A city within a city, Paseo Colorado is an open-air urban village fully integrated into the heart of Pasadena’s historic Civic Center. This unique shop/live/dine/work/play environment balances the area’s heritage with the contemporary demands of city residents influenced by trends of the new decade. To create a new Pasadena landmark, building partners have labored to provide shoppers and guests of Paseo Colorado with a convenient and aesthetic new setting. Just one block from Paseo Colorado lies Old Pasadena—one of the best success stories of revitalization due to public/private partnerships and risk taking. Old Pasadena provides a unique and proven model for revitalization that communities across the country are emulating.

12:30 p.m.–5:30 p.m.

Valencia Town Center Drive

Located 30 miles north of downtown Los Angeles in the master-planned community of Valencia, *Valencia Town Center Drive* is a new 80-acre town center and main street that has been developed and designed as a genuine community hub and downtown for the



entire Santa Clarita Valley. With a broad mix of uses that attract residents, workers, and visitors from early morning until late at night, this one-half-mile-long main street is anchored on the east end by the Valencia Town Center regional mall. It includes apartments, a health club, a six-story 244-room Hyatt Hotel and conference center, several office buildings, a 130,000-square-foot entertainment/retail complex, several restaurants, and numerous retailers. During the tour, you will learn how the project was developed and will experience the diversity of the place, including the arrangement and design of the various uses and the urban design details.



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This list of sponsors is current as of July 31, 2002. For information on sponsorship or showcase opportunities, contact Susana Romero at 202-624-7153 or E-mail sromero@uli.org.

Conference Audio Recordings



Audio recordings of conference sessions are now available through ULI. To order, call 800-321-5011

(outside the U.S., call 410-626-7500) or visit the ULI Bookstore at www.uli.org. Conference recordings may be purchased as com-

plete sets only. Please specify cassette tape or CD. Each set includes a free MP3 CD that includes all sessions on one handy disk.

\$175 ULI Members/\$195 Nonmembers, plus a \$6 shipping charge. Conference #581501.

ULI—the Urban Land Institute

The Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to provide responsible leadership in the use of land in order to enhance the total environment. Established in 1936, the Institute has more than 17,000 members and associates representing all aspects of land use and development disciplines.

ULI sponsors education programs and forums to encourage an international exchange of ideas and sharing of experience; initiates research that anticipates emerging land use trends and issues and proposes creative solu-

tions based on that research; provides advisory services; and publishes a wide variety of materials to disseminate information on land use and development.

For more information about ULI, visit its Web site at www.uli.org or call 1-800-321-5011.

Program Planner

Dean Schwanke

Vice President, Development Trends and

Analysis

ULI—the Urban Land Institute

Washington, D.C.

COMING FALL 2002

Place Making: Developing Town Centers, Main Streets, and Urban Villages

Charles Bohl

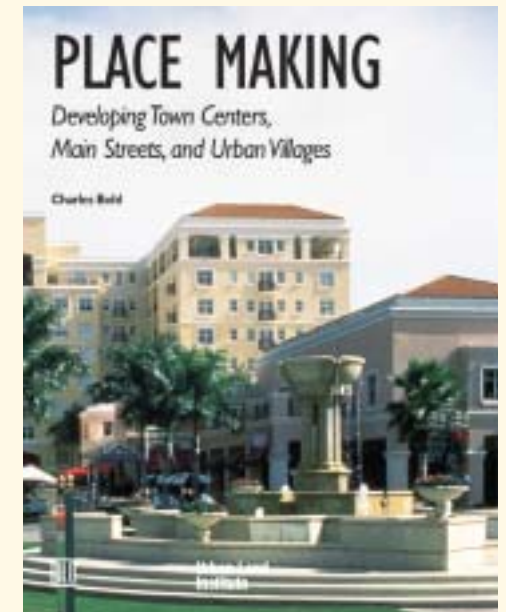
One of the hottest trends in real estate is the development of town centers and urban villages that include a mix of uses in a pedestrian-friendly setting. This new book will help you navigate through the unique development issues and options and show you how to make all of the elements work together.

*2002/approximately 150 pages/
paperback/color/
ISBN 0-87420-886-6*

Order #P45

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Visit the ULI bookstore at
www.bookstore.uli.org.



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Pasadena, California 91101
Reservations: 1-800-Hiltons or 626-577-1000
Guest fax: 626-584-3148
Room rate: single/double \$149
Reservation deadline: **August 16, 2002**

When calling to reserve your room, identify yourself as a ULI Place Making Conference registrant to receive the discounted group rate. The hotel requires a one-night deposit (credit card) to confirm a reservation. Contact the hotel directly for details on its cancellation policy. Check-in time is 3 p.m. and checkout time is 12:00 p.m. (noon).

Airline Discounts

To save 5 to 10 percent on your airfare, call or have your travel agent call either United Airlines at 800-521-4041 and refer to ULI file #581PT or Delta Airlines at 800-241-6760 and refer to file #180154A.

Advertising Opportunities



Urban Land magazine, the flagship publication of the Urban Land Institute, reaches more than 60,000 development professionals worldwide. Advertisers can reach these top-tier professionals through the Institute's 11 monthly *Urban Land* issues as well as ULI's special-interest publications.

Contact Laura Templeton at 202-624-7044.

Registration Information

You can register four ways before **September 3, 2002** (see adjacent page of this brochure for registration and form). After that date, an additional \$100 fee will apply. Written confirmation will be sent to participants who register and pay in full by September 3, 2002.

Registrations will be processed only when full payment is received.

Cancellation Policy

Registrants who send a written cancellation that is received at ULI's Meetings and Events Department (fax to 202-624-7147) by **September 3, 2002**, will receive a refund, subject to an administrative fee of \$100. Refunds will not be granted for cancellations received after this date. However, you may transfer your registration to another member of your organization. A \$50 transfer fee will apply.

Transfer Policy

You may transfer your registration to another member of your organization. A \$50 fee will apply. If a registration is transferred to a ULI member, the ULI member fee applies. If registration is transferred to a nonmember, the non-member fee applies.

ULI Membership

Membership in ULI is held by individuals, not companies. Membership benefits therefore cannot be transferred to other individuals with the same company or public agency. For information on ULI membership, call 800-321-5011 or 410-626-7500, or visit our Web site at www.uli.org and click on "join."

Questions

Content of conference program: Contact Dean Schwanke at dschwanke@uli.org or 202-624-7115.

Registration or special needs: Contact ULI Customer Service at 800-321-5011 or 410-626-7500.

REGISTRATION FORM

Place Making

SEPTEMBER 9-10, 2002 • CONFERENCE #581503

You can register four ways before **September 3, 2002**; after this date, plan to register on site.

(An additional \$100 fee will apply.):

- Mail completed registration forms to ULI at Department 188, Washington, D.C. 20055-0188.
- Fax your form with credit card information to ULI at 202-624-7147.
- Call 800-321-5011 with credit card information.
- Visit the ULI Web site and register online at www.uli.org.

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| <input type="checkbox"/> Optional Tour #1: | \$75 | Old Pasadena and Paseo Colorado |
| <input type="checkbox"/> Optional Tour #2: | \$95 | Valencia Town Center Drive |

Total \$ _____

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** Valid full-time student identification card is required.