

# Annual Report

FY2015 (JULY 1, 2014 – JUNE 30, 2015)



**Urban Land  
Institute**

Washington



# Message from the Chair

I am honored to serve as the new Chair of ULI Washington. EYA has been an active developer in the region for over 25 years. I understand the value of being connected with others to accomplish our goals and projects. I work in many jurisdictions around the region and in each one, I recognize the commitment of the public sector and the development community to creating thriving, healthy communities. We are blessed to have a robust economy, a strong transportation network, educated and creative workers, a burgeoning arts and restaurant scene, and an excellent group of developers working in this region. We are leaders in green buildings and infrastructure, vibrant mixed-use walkable communities, sports and entertainment venues, creativity and innovation.

We must stay focused on preserving the quality of life enjoyed by most in the region. We cannot, however, ignore the facts that our infrastructure needs major investment, housing affordability eludes a segment of our population, poverty continues to grow in the suburbs, and cooperation among states and jurisdictions will be necessary to achieve continued prosperity.

ULI Washington has over 2,100 members and a committed staff of six professionals, both of which contribute to the regional view of our organization as one that provides high level knowledge and unparalleled networking opportunities. As Chair, I will be focused on leveraging our position in the community to bring about positive change and growth for our members and the region.

Many thanks to Matt Klein, President of Akridge who skillfully led the district council activities during the last two years. Under Matt's capable guidance, several new elements were added to the already robust work program, including:

- **INAUGURAL TRENDS AWARDS PROGRAM.** In its first year, the program identified six projects that demonstrated excellence in real estate development in the Metropolitan Washington Area. The Awards

recognize innovative projects, policies, and initiatives that contribute to the enhancement of vibrant neighborhoods, exemplify creative problem solving, and celebrate visionary thinking.

- **OPPORTUNITIES FOR INTERNATIONAL DIALOGUE.** Early in the fiscal year, ULI Washington members got an opportunity to attend a private dinner with Henry Cheng, Chairman of ULI China. Mr. Cheng is the CEO of Chongbang Group, a Shanghai based mixed use development firm, operating in Shanghai, China's most dynamic city. The intimate setting provided members with unparalleled access to Mr. Cheng and his insights on development in China.
- **BIKE TOUR DE DC: FROM BROOKLAND TO NOMA.** The Young Leaders Group (YLG) created an opportunity for members to explore repurposed industrial buildings along the Metropolitan Branch Trail's emerging neighborhoods in Washington, D.C.
- **ULI NEXT.** Washington is an initiative council that was formed during this fiscal year. The Council engages members who age out of the Young Leaders Program (at age 35). ULI NEXT Washington is both an educational and network building group. The first ULI NEXT Washington Council has an initial membership of 25 members who meet bimonthly to hear presentations of topical interest and engage in candid discussion from a variety of perspectives.

I look forward to meeting and working with many of you over the next two years.



Bob Youngentob  
Chair, ULI Washington and President, EYA

# Why ULI



**Brant Snyder**  
VICE PRESIDENT  
LOWE ENTERPRISES REAL ESTATE  
GROUP, INC.

My participation in ULI has been invaluable to me, helping to expand my knowledge-base, improve my connections and advance my career. Not only has ULI provided me with the opportunity to connect and interact with a diverse range of industry participants, but it has also helped foster some of my closest professional friendships. Most importantly, I believe that my participation in ULI has made me a more well-rounded real estate professional, giving me a depth of knowledge and level of insight that I would otherwise lack.



**Alison Mosle Williams**  
DEVELOPMENT MANAGER  
FEDERAL REALTY INVESTMENT TRUST

ULI is an integral part of my career and has invited me to share in idea generation and problem solving as we face the urban evolution of place. Owing to ULI's many educational programs, I've learned about new ways to design sustainable and affordable neighborhoods. Because of Urban Plan and various community service events, I've been empowered to give back to my community and teach the next generation of future developers the importance of smart growth fundamentals. Throughout, ULI has allowed me to create connections among the extensive development community and foster life-long friendships, making ULI priceless!



**Stephanie Pankiewicz**  
PARTNER  
LANDDESIGN

I value my participation in ULI because the organization encourages personal and professional excellence in its members. As a landscape architect, it is about raising the quality of the communities and projects on which I work, by learning about the honest challenges and complexities of other leading developments. From my early experience with the Young Leader Group to current District involvement in the Women's Leadership Initiative, Regional Land Use Leadership Institute, TAPs and other activities, I've found that ULI has helped to increase my knowledge base at all experience levels. The valuable programming and case studies tackle interesting and difficult subjects that inform my designs. And I appreciate that ULI provides an avenue to build meaningful relationships with colleagues, both locally and nationally.



# Kudos

In 2015, the winners of the National ULI Hines Student Competition were from the University of Maryland for the second year in a row. The UMD team won over 120 teams competing from 60 universities in the United States and Canada. The project this year was to create a plan for the Tulane/Gravier and Iberville neighborhoods in New Orleans, Louisiana. The team was one of four finalists including two teams representing Harvard University, the University of Maryland, and a joint team from the University of Wisconsin-Madison and the University of Wisconsin-Milwaukee as finalists. The finalists were given the opportunity to expand their original development proposals, which they presented to the competition jury in April during a public forum in New Orleans. The University of Maryland team was awarded the \$50,000 grand prize, marking the second consecutive year that the university won the Hines competition.



ABOVE:  
The members  
of the team



LEFT:  
A portion of  
the award  
winning  
design for  
the  
neighborhood  
which the  
team named  
the Crossing.

# Thought Leadership

## REAL ESTATE TRENDS CONFERENCE

The 2015 Real Estate Trends Conference On Tuesday, April 28th, nearly 700 real estate professionals convened at the Ronald Reagan Building for ULI Washington's 18th Annual Washington Real Estate Trends Conference. The conference, themed, Common Ground: Building Partners, Projects, and Potential was jam-packed with high quality content and speakers. Of special note were two keynote speakers:

- Jenn Lim, Chief Happiness Officer, Delivering Happiness, who discussed how happiness in our lives can contribute to our success both individually and as companies and regions, and
- Michael Rogers, a Practical Futurist, who believes that futurism is not really about the future but about the act of stimulating creative thoughts about the future that, in turn, influences how we act today.

## FULL MEMBER EXECUTIVE CONVERSATIONS

On three occasions throughout the winter, small groups of Full Members met for facilitated discussions of real estate industry issues. The highlight of these Executive Conversations is the high level small group interaction among developers, lawyers, architects, brokers, and others. This year's series focused on multifamily housing, the inner workings of a real estate investment committee, and general market trends.



# Professional Growth And Learning

## POWER UP YOUR LEADERSHIP SERIES

The Women's Leadership Initiative (WLI) offered a three part seminar program for women leaders who are already in strategic roles within their organizations. The series targeted those who are ready to move forward to accept greater areas of responsibility and influence. In addition to examining their own leadership potentials, the 63 participants became part of a cohort of talented women, creating solid, supportive business relationships.



## YLG LEARN FROM THE BEST

On a single night in the spring, over 150 Young Leaders come to meet and learn from the most experienced practitioners in the real estate industry. In small groups, the YLG members are able to hear the stories of seasoned professionals and ask questions that mirror their own future paths. A robust networking reception follows, with excellent intergenerational conversation.

## PUBLIC LAND FOR AFFORDABLE HOUSING REPORT

ULI Washington, in partnership with the Center for Housing Policy, the research division of the National Housing Conference, prepared and released a report that highlights several Washington region projects that leverage the value of public land to subsidize the rents in multifamily housing projects. The Bonifant, a senior housing project in Silver Spring, MD, the Arlington Mill Residences in Arlington, VA, and a small condo project in DC were featured as case studies of this practice. A breakfast event to share the findings was held for public and private members.

## NORTHEAST CORRIDOR LEADERSHIP

The 2015 Northeast Corridor Exchange, now in its third year, explored new ideas and best practices in “The Growing Power of Urban Retail” from Washington to Boston. The day-long event explored ways in which urban retail has changed over the past decade—its effect on the urban core, the changing retailer experience, and an increasingly sophisticated demand for “authenticity.” The agenda included a panel discussion on the transformation of Center City Philadelphia, followed by a luncheon with Maureen McAvey, a ULI Senior Fellow, on the challenges and opportunities in urban retail.

# Practical Market Based Technical Assistance

## **TECHNICAL ASSISTANCE PANELS (TAPS)**

In this program, the region's most experienced real estate professionals work together to provide expert, multidisciplinary advice to public agencies and non-profit organizations in the Washington metropolitan area. Drawing from ULI Washington's extensive membership base, panels offer objective advice on a variety of land use and real estate issues ranging from site-specific projects to public policy questions.

## **MINI TECHNICAL ASSISTANCE PANELS (MTAPS)**

As part of the Regional Land Use Leadership Institute, participants are divided into teams and assigned specific challenges being faced by local governments. The group uses their professional knowledge, and information gained from the Leadership Institute to come together as a team to provide guidance on possible solutions to the problems.

# Strategic Partnerships

6

## **REGIONAL ROADMAP STUDY**

ULI Washington is participating in the funding of a research proposal by George Mason University's Center for Regional Analysis, led by the 2030 Group that is chaired by developer Bob Buchanan. The project is preparing a "road map" for the region's economy in a post-sequestration era. The study will focus on growth targets and public policies that offer solutions on how to maintain the region's economic competitiveness.

## **GEORGE WASHINGTON UNIVERSITY CENTER FOR REAL ESTATE AND URBAN ANALYSIS**

For the third year in a row, ULI Washington partnered with GWU to convene a day long workshop on Walkable Urban Analysis to convene a day long workshop on Walkable Urban Places. The focus this year was on the importance of place management to the success of these places.

## **USGBC GREENBUILD PARTNERSHIP**

In November 2015, Greenbuild, the national conference of the U.S. Green Building Council will be held in Washington, DC. ULI Washington will participate in promoting the event throughout the region. Greenbuild is the world's largest conference and expo dedicated to green building.

## **NOMA METRORAIL STATION ECONOMIC ANALYSIS**

In conjunction with the NoMa Business Improvement District (BID), ULI Washington assisted in preparing an analysis of the economic impact of the new station ten years after it came on line. The study concluded that new transit, under the right conditions, can attract meaningful investment and cause remarkable growth. In the case of the NoMa station, the District realized a net increase of almost \$58 million in annually recurring municipal revenues from 2006, and will likely see that figure continue to grow for years to come.





### FY2015 TAPS

- Re-Envisioning Rhode Island Avenue
- Development Opportunities in the City of Falls Church
- Investing in Prince George's Plaza
- Land Assemblage Strategies for the Glenmont Shopping Center

### FY2015 MTAPS

- Opportunities for Development in the Gordon Road Triangle
- Repositioning the Hyattsville Justice Center
- Revitalization of the Occoquan Riverfront Historic Business District
- Suitland Federal Center Master Planning
- Establishing a Cultural District in Southwest

# Celebration And Service

## **LIFETIME ACHIEVEMENT AWARD**

Now in its 12th year, this event is held every fall to honor the region's most distinguished real estate leaders. This year's awardee was Bill Alsup, Senior Managing Director of Hines Interests Limited Partnership in the Washington, DC region.

## **INAUGURAL TRENDS AWARDS PROGRAM**

The annual ULI Washington Trends Awards program identifies and sets new standards of excellence in real estate development in the Metropolitan Washington Area. The Awards recognize innovative projects, policies, and initiatives that contribute to the enhancement of vibrant neighborhoods, exemplify creative problem solving, and celebrate visionary thinking. Six Trends Awards winners were selected this year in the categories of Residential, Office, Mixed-Use, Institutional, Legacy, and IMpact.

## **SUITED FOR CHANGE PHILANTHROPIC PARTNERSHIP**

The Women's Leadership Initiative (WLI) group has entered into a partnership with a nonprofit organization called Suited for Change. As its first event, WLI held a clothing drive and women members donated gently used clothing and accessories to the organization. These items will be made available to women who need professional clothing for job interviews as they reenter the workforce.

## **BACKSTAGE AT THE ATLAS: CATALYST FOR REDEVELOPMENT**

As part of a series on the Arts as catalyst for redevelopment, WLI planned and executed a reception, tour, and program at the Atlas. Originally built in 1938, the Atlas was one of four movie theaters which once thrived on Washington, DC's H Street Northeast. After the 1968 riots, the Atlas sat abandoned for over 30 years. In 2001, Jane Lang, a local philanthropist and lawyer, formed a nonprofit committed to renovating the historic Atlas movie theatre and restoring it as a performing arts center. Spurred by Lang's vision, the Washington, DC city government adopted a plan in 2003 to rebuild the H Street corridor and identified the Atlas as a cornerstone of the revitalization. After a four-year renovation, the Atlas fully re-opened in 2006 as a 59,000 square foot performing arts center. Today, the Atlas serves as the cultural hub of the H Street, Northeast Community and is a treasured resource to artists and arts organizations seeking a performance home in Washington.

## **YLG COMMUNITY SERVICE**

A cadre of ULI Washington members under 35 year of age participated in volunteer activities with the following organizations:

- So Others May Eat (SOME) Landscaping
- C & O Canal Cleanup
- Common Good City Farm
- Habitat for Humanity: ReStore

These opportunities are coordinated by Young Leaders, ULI members under 35 years of age.



# Focused Education

## URBANPLAN

UrbanPlan, a national ULI program takes members into high schools and universities to engage in a realistic and academically demanding classroom-based curriculum in which students learn about the forces that affect development. ULI members act as facilitators and judges to enhance the student learning experience. The program curriculum was updated this year and the district council held a volunteer refresher course for members to learn the new elements, as well as a new volunteer training.

## MEMBERS ONLY CASE STUDIES

Members Only Case Studies offer an opportunity for members to “kick the tires” on recently completed development projects. In FY15, case studies were held at Pike & Rose in Rockville, and Monroe Street Market and The Yards in DC.

## YLG EDUCATION AND PROGRAM COMMITTEES

The YLG Education and Program Committees organize robust panel discussions and project tours throughout the year, some open only to members under 35 years of age, others open for all ULI members. Over the past year, topics for these programs have included:

- Revitalizing D.C.'s Forgotten Spaces
- Career Trajectory
- Demystifying Entitlements
- Rise of Foreign Investment in US Real Estate
- Hotel: A Project or Firm Diversification Strategy



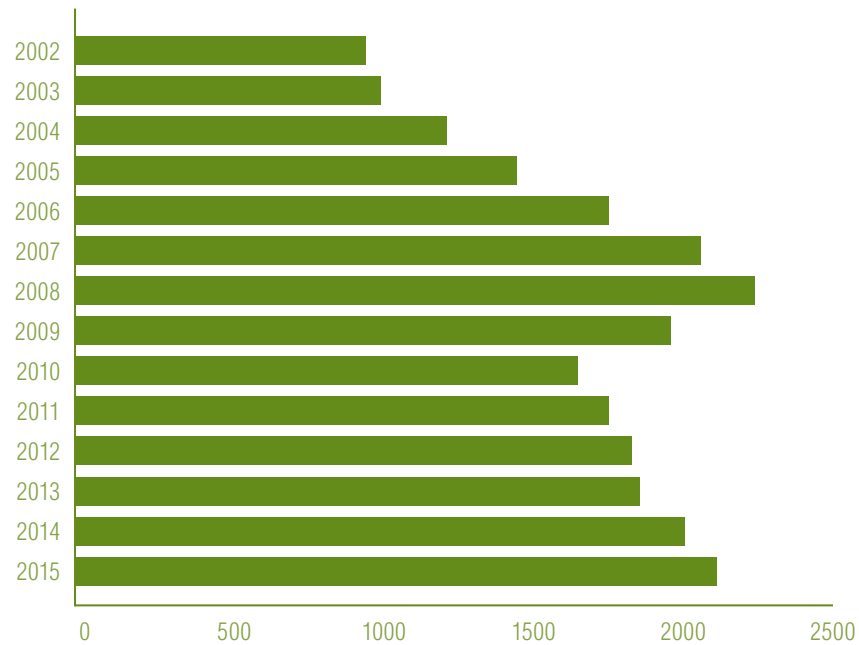
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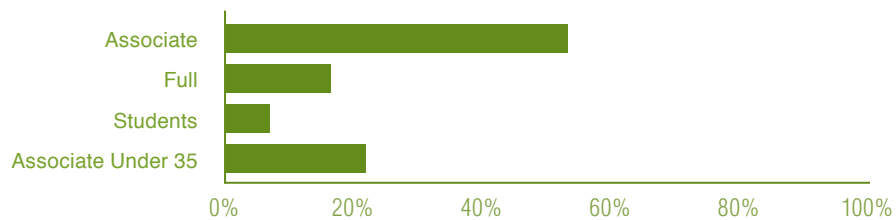
# By The Numbers

10

## MEMBERSHIP GROWTH BY YEAR



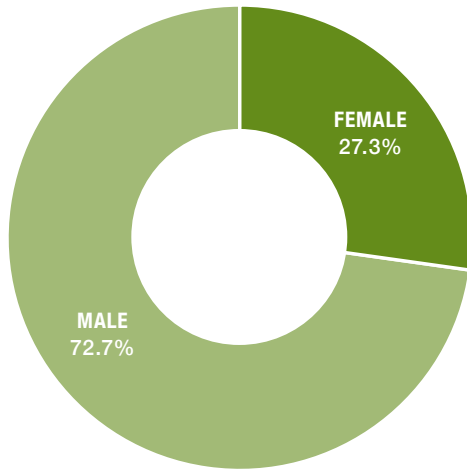
## MEMBERSHIP BY CATEGORY



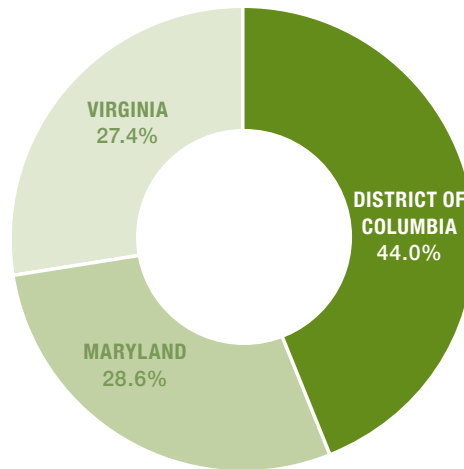


## MEMBER DEMOGRAPHICS

### GENDER OF MEMBERS

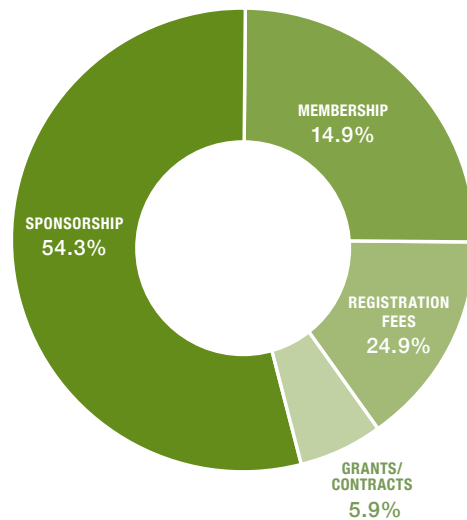


### MEMBER GEOGRAPHY

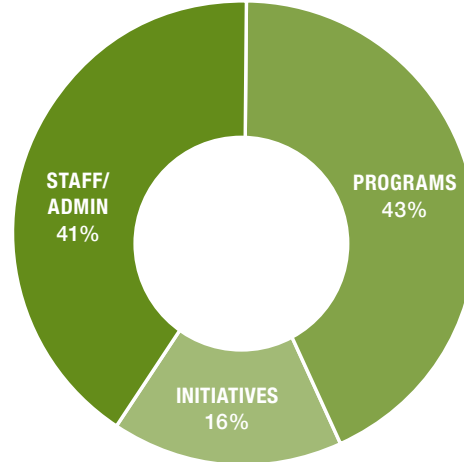


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16

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