Urban Land Institute Colorado

District Council Spotlight Special Section Colorado Real Estate Journal March 2020

Leadership in Responsible Land Use **Colorado.ULI.org**

From the Chair New for 2020 : ULI to focus on strategic priorities... and the South Platte

During my two-year term as chair of ULI Colorado, I am striving to make the organization even more effective by broadening our influence on key issues identified in a September 2019 strategic planning workshop. These issues get to the core of ULI's ability to fulfill its mission of creating thriving and sustainable urban places.

We live in a time when this mission is under attack by those who are opposed to creating compact, sustainable urban infill development. Issues such as traffic congestion, gentrification, and general fear of change have put ULI members at times on the wrong side of public opinion.

While ULI is not political, we do not shy from honest discussion of critical policy issues. We need to provide the facts about the benefits of compact urban infill development; communicate much better with political leaders; and strive to find new solutions for mobility.

So here are our 2020 strategic priorities:

1. Affordable housing. Affordable housing

is a linchpin of healthy people, healthy communities and a healthy environment. Lack of affordable housing hurts long-established neighborhoods otherwise experiencing revitalization. It hurts employers seeking to fill jobs at almost every level; and spurs sprawl and traffic congestion by making employees live much farther from work (and away from convenient transit). As stated in our 2016 report, "Overcoming Barriers to Affordable Housing in Colorado," ULI will continue to push for the "2%" solutions (a broad spectrum of finance, land, policy, and design innovations) rather than seeking the "silver bullet" that does not exist.

2. Mobility. This issue becomes more complex in the era of disruptive technology. As I learned last year on the Urban Exploration in thriving Copenhagen, population growth does not have to mean more cars. There, the combination of compact, walkable development, an amazing cycling network, and excellent public transit limits auto use to less than 10 percent of trips. In sharp contrast here at home, transit ridership is falling as RTD faces competition and financial problems. The rise of Amazon delivery services contributes to our overburdened roads and parking. Where are the solutions? First, we have to recognize



Affordable housing is a key focus area for ULI Colorado year. Pictured is 5800 in Lakewood, an adaptive use of a vacant office building that won a ULI Colorado IMPACT Award in 2019.

and increasing congestion only leads to more opposition to growth, which in turns makes housing less affordable and spurs sprawl. We need to frame the discussion in terms of economic vitality, as well as the health of our environment, landscapes, and people.

4. Sustainability, Resilience & Healthy Places. These core issues of ULI permeate everything we do. Sustainability includes sustaining our economy, the environment and the fabric of our communities. Resilience is vital as Colorado continues to face rising incidences of natural disasters affecting communities. Healthy places provide the physical environments and economic opportunities that allow residents to enjoy economic progress and personal health at a time when many indicators are heading in the wrong direction.

To those four you can add a fifth: **Enhanced communications.** Today's anti-growth advocates enjoy the tools of social media and the power of citizen-based ballot initiatives. Too often their arguments are based on fear, rumor and general misinformation. ULI must step up to balance this public dialogue. Particularly important is communicating with public officials and providing *Continued on last page*

that development is not the sole source of traffic growth; that driverless cars are not taking over next year; and then look for ways to boost (and finance) walking, bike commuting, TDM, TOD, and other transit alternatives. 3. Addressing **Concerns about** Growth. In this case, 1+2 (see above) definitely equals 3. ULI will expand its role to provide public officials with real facts about issues like density and congestion. The shortage of affordable housing

From the Executive Director The real estate world comes to Colorado next year

s I complete my 15th year with ULI, I eagerly look forward to the 16th, when Denver and Colorado welcome ULI's Spring Meeting from May 10-12, 2021.

Spring Meeting is one of two global meetings hosted by ULI each year. Unlike Fall Meeting, which is open to all, Spring Meeting is limited to ULI Full Members. Nonetheless the meeting will draw more than 4,500 leaders from around the globe in real estate, finance, design, policy, and more.

There will also be many chances for Colorado's 1,400+ ULI members to participate. This spring, ULI Colorado will form a local Host Committee charged with organizing around 30 tours, raising money to support the meeting, and scouting venues for dozens of panel discussions, product councils and other activities. Also, because we are the host, any Colorado ULI member may attend regardless of their membership level.

Colorado has not hosted a national meeting since Fall Meeting 2012. Think of the sweeping changes since then and how much we have to show off. At that time Union Station was closed and under wraps while awaiting rebirth; the Central Platte Valley was a construction zone; communities like Colorado Springs and Fort Collins were just awakening; Stock Show redevelopment was but a dream; the River Mile, not even; and major projects like 9th and Colorado were barely on the drawing board. RiNo was just blossoming.

The A Line to the airport was not yet open; nor were the B, R, G, and W lines, now drawing major transit-oriented developments to Aurora, Arvada, Lakewood, and Westminster, among other spots in the region. Mountain towns like Frisco, Silverthorne, and Vail had yet to unveil award-worthy projects such as Base Camp and the Silverthorne Performing Arts Center.

ULI Colorado had yet to launch successful programs such as Building Healthy Places Workshops, Colorado Product Councils, NEXT, and the Women's Leadership Initiative, which *Continued on last page*

Meet the Executive Leadership





Ferdinand L. Belz

Vice Chair, 2019-2021

President

Fulenwider



Meet ULI Colorado's Staff

ULI Colorado is a 1,450-member District Council of the 45,000-member global Urban Land Institute. ULI Colorado consists of a four-person staff, 25-member executive committee, and 15 committees with more than 250 volunteers. More than 50 programs a year include advisory panels, leadership and mentoring programs, panels, project tours, publications, and community service. For 2020, strategic initiatives include addressing affordable housing, antigrowth sentiment, mobility, and sustainability.



Mike Zoellner Chair, 2019-2021 Managing Partner ZF Capital





Marilee Utter Chair of Mission Advancement Principal, Citiventure LLC





Mark Tompkins Treasurer Principal Strae Advisory Services

> Past chairs: James DeFrancia Julie Underdahl Marilee Utter V. Michael Komppa Bill Mosher Chris Achenbach Kirk Monroe Amy Cara Tracy Huggins



Michael Leccese Executive Director Director

g Sarah Franklin Director Elise Martinez Associate

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ULI Colorado Executive Committee Descriptions and Contacts

Building Healthy Places

meets 2nd Thursday, 8:30am-10:00am, KEPHART (2555 Walnut Street, Denver) Works to integrate best practices in Building Healthy Places focused on sustainable design, active living and transportation, access to healthy food, safe public spaces, and economic development. Holds monthly meetings focused on these topics areas. Partners with the Colorado Health Foundation to organize Building Healthy Places workshops in communities across the state.

Chairs: Katie Blum, East West Partners; Bill Mahar, Norris Design **Staff contact:** Marianne Eppig

Explorer Series

meets 3rd Tuesday, 8:30am-9:45am, Alliance Center (1536 Wynkoop Street, Denver) Offers the straight story on key trends and projects like Convention Center Redevelopment, Design in Denver, disruptive technology, water policy and more. Explorer Series programs and tours are led by the developer, architects, and public officials who worked on the project, and provide great opportunities for networking and socializing.

Chairs: Susan Brown, Valerian; Michele Decker, 4240

Staff contact: Sarah Franklin

Housing

meets 1st Tuesday, 12pm-1pm, Hord Coplan Macht (1800 Wazee Street (Dairy Block), Denver) Mediates among real estate, homebuilder, affordable housing, and housing-the-homeless interests and helps generate interest in Colorado's housing diversity as an economic development asset. Creates educational programming, white papers, and keeps up to date on affordable housing issues in Colorado.

Chairs: Chelsey Hume, Denver Metro Habitat for Humanity; Mark Marshall, Urban Land Conservancy

Staff contact: Sarah Franklin

TOD Best Practices/Mobility

meets 1st Wednesday, 11:30am-1pm, Stantec (1050 17th St. #A200) Focused on important transit and development issues facing Colorado, hosting annual programs focused on issues like center-city transit, regional connections, and the numerous development opportunities around these transit lines. Hosts TOD Marketplace intermittently, bringing together 500 developers and transit advocates. Chairs: Jordan Block, HDR, Inc; Terry Willis, KTGY Staff contact: Sarah Franklin

Young Leaders Group (YLG) **Steering Committee**

Organizes and leads activities providing education, mentorship, and networking to young professionals under 35 years of age in the real estate industry. The group is 250 members strong and hosts its own full menu of tours, volunteer days and networking. YLGs schedule a networking event each month, two Discovery series educational programs, and the Partnership Forum and Development 360 mentoring programs. A list of YLG committees is available on our website: https://colorado. uli.org/get-involved/young-leaders-group/ **Chairs:** Mariel Beaudoin, Urban Ventures; Tim Welland, Palisade Partners Staff contact: Elise Martinez

Business Development

Builds networks with community leaders to encourage their participation in ULI as members, sponsors and volunteers. Manages annual sponsorship campaign in conjunction with staff, raises hundreds of thousands of dollars annually.

Chairs: Ferdinand Belz III, The Fulenwider Company; Sarah Rockwell, Kaplan Kirsch Rockwell **Staff contact:** Michael Leccese

Impact Awards

ULI Colorado's biannual Awards program has taken place in 2013, 2015, 2017, and 2019. Our next program will be in 2021. The program has built on the international success of the ULI Awards for Excellence and J.C. Nichols Prize, with project and personal awards. View past winners on our website.

Chairs: Tom Kooiman, Brinkmann Constructors; Rebecca Stone, OZ Architecture **Staff contact:** Sarah Franklin

Membership Committee

Hosts New Member Coffees every other month; reaches out to recruit and orient new members.

Chairs: Jon Meyers, Calibre Engineering, Michael Kane, CBRE; Kurt Schoffstall, PGIM Real Estate Finance; Adam Zard, Marcus & Millichap Staff contact: Elise Martinez

Colorado Product Councils (CPC)

CPCs have offered a similar experience as ULI's national Product Councils, but at the local level. ULI members must apply to be included and are rewarded with the highest level of education and networking at two special meetings a year. Each CPC is limited to 40 members and is guided by local leaders. Application is limited to senior professionals in their field. **Councils:** Multi-family Product Council; Resort Entertainment Tourism and Leisure (RETL) Council; Commercial Office & Industrial (COIC); Community Development Product Council **Chairs**: Sam Kasparek, Karoi Residential; Kim Sperry, RangeWater Real Estate; Craig Cohn, Vail Health; Elena Scott, Norris Design; Scott Chomiak, Koelbel & Co.; Jim Johnson, Otten Johnson; Susan Wade, Redlands; Whitney Hake, Transwestern; Elaine Kanelos, GE Johnson. Staff contact: Sarah Franklin

Technical Advisory Panels (TAPs)

Brings ULI Colorado expertise directly into communities on tough real estate problems. Provide one and a half day (or longer) advisory panels consisting of ULI Colorado members for local communities. Recently ULI has convened TAPS on critical sites in Denver, Boulder, Arvada, Erie, Evergreen, and Castle Pines. Chairs: Alan Colussy, Alan Colussy Architecture LLC, LaDonna Baertlein, Dig Studio; Anna Jones, CliftonLarsonAllen; Andrew Knudtsen, EPS Denver

Staff contact: Marianne Eppig

Regional Committees

Staff contact: Marianne Eppig

ULI Colorado Boulder

meets 2nd Wednesday, 8am-9am, WW Reynolds (1375 Walnut Street, Suite #10, Boulder): In 2009 ULI Boulder became a satellite committee of ULI Colorado serving this city of 100,000 and its 100+ ULI members. ULI Boulder's goal is to work directly with community leaders on difficult issues such as affordable housing, density, and town-gown relations with CU. ULI Boulder hosts successful programs and advisory panels and has become a trusted resource among public officials.

Chairs: Melissa McGinley, Boulder Housing Partners; Co-Chair TBD

ULI Southern Colorado

meets 2nd Wednesday, 10-11am, HB&A (102 E Moreno Ave, Colorado Springs): In 2016 Colorado Springs became a satellite committee of ULI Colorado. It has since grown to be ULI Southern Colorado with the goal of working directly with local developers and community leaders to highlight the region's growth from a multiplicity of perspectives.

Chairs: James McMurray, HB&A, Jariah Walker, Colorado Springs Urban **Renewal Authority**

ULI Northern Colorado

meets 2nd Tuesday, 4-5:30pm, The Neenan Company (3325 S Timberline Rd, #100, Fort Collins): ULI Northern Colorado's goals are to bring together leaders from diverse real estate perspectives, plan high-quality events, and educate local leaders on relevant issues.

Chairs: Sam Garry, Neenan; Jake Hallauer, NAI Affinity

Mentoring & Leadership

Real Estate Diversity Initiative (REDI)

Launched in 2009 in cooperation with the Denver Office of Economic Development (OED), this program has mentored more than 320 women and minorities seeking to advance their careers in real estate. The program runs from June-October, with applications opening in May. **Staff contact:** Marianne Eppig

NEXT

Champions the ULI mission by engaging members between the ages of 35 and 45. The program will enhance the value of the ULI membership by offering programs that promote leadership development, career advancement, and the opportunity to expand and enhance a participant's professional network. Applications open toward end of each year.

Chairs: Erik Clore, Lowe Enterprises; Jeff Friedman, Hall Estill

Staff contact: Sarah Franklin

Partnership Forum

Started in 2007, ULI Colorado's oldest career development program has served 700 + Young Leaders in forums led by such industry veterans as Amy Cara, Don MacKenzie, Susan Powers, and Charlie Woolley. Current moderators include: Chris Achenbach, Urban Roots; Austin Kane, Unico; Paul Washington, JLL; and Becky Zimmermann, Design Workshop.

Chairs: Emily Felton, Kimley-Horn; Danielle Vachon, MGL Partners Staff contact: Elise Martinez

Development 360

A hands-on crash course in development led by veteran developers who take a class of Young Leaders from A-Z on a particular project. With leaders such as Paul Books, Cameron Bertron, Matt Joblon, and David Jaudes, past classes have focused on Welton corridor, SLOANS, Cherry Creek redevelopment, and microunits in RiNo.

Chairs: Andrew Hanna, McCaffery; Natalie Satt, the Highland Development Company

Staff contact: Sarah Franklin

Etkin Johnson Student Scholars Program

Funded by Bruce Etkin through the Aspen Community Foundation, this program hosts 25 students a year who receive free membership, special programming and access to all ULI content, committees and programs.

Staff contact: Elise Martinez

"We believe it is important to give locally to the mission of sustainable land use, and at the same time get the benefit of ULI Colorado's broad knowledge, all while staying connected to the best and brightest in our industry." - Craig Ferraro, Managing Partner, East West Partners



Women's Leadership Initiative

In 2013, ULI Colorado joined this national ULI program to advance the careers and leadership of women within ULI, the greater community, and their professions. WLI seeks to increase the numbers of women who join ULI, become leaders of ULI committees, and are featured as speakers and panelists. Watch for WLI's newest mentoring program, "Breaking the Glass Ceiling," coming soon! **Chairs:** Sarah Nurmela, City & County of Denver; Co-Chair TBD Staff contact: Sarah Franklin

Staff Contact Info:

Executive Director: Michael Leccese, 303.893.1760 ext.4, Michael.Leccese@uli. org Director: Marianne Eppig, 303.893.1760 ext. 3, Marianne.Eppig@uli.org Director: Sarah Franklin, 303.893.1760 ext. 2, Sarah.Franklin@uli.org Associate: Elise Martinez, 303.893.1760, ext. 1, Elise.Martinez@uli.org

Event Highlights 2019-20: Awards, breakfasts, panels, career building







Clockwise from upper left: Emerging Trends panel; Jeff Friedman introduces ULI NEXT; graduation of Real Estate Diversity Initiative; Brad Buchanan briefs Product Council on Stock Show development; McGregor Square membersonly tour; Technical Advisory Panel at work in Arvada; IMPACT Awards video interview; Awards program drew 450 to Seawall Ballroom.





Thank you ULI Colorado's 2020 Annual Sponsors

A record 56 organizations are sponsoring ULI Colorado in 2020. As we support our work entirely in state through sponsorships, grants, memberships, advisory services, and registration revenues, we want to issue a special thanks to all our contributors.

Our sponsors support 50+ programs a year, including insider project tours, panel discussions, Technical Advisory Panels, Product Councils, mentoring/career development programs, publications, and policy work—all leading to the implementation of best practices in real estate to support the ULI mission of leadership in responsible land use.

We couldn't do it without you and put your dollars to work! The hours and expertise donated by 250+ ULI volunteers each year leverages our budget by a factor of 5.5.

Special thanks to Ferd Belz and Sarah



Rockwell of our Business Development committee.

For information on annual and event sponsorship opportunities (and substantial benefits), contact Colorado@uli.org. You may also choose to sponsor a particular program or initiative.

"ULI Colorado has been a great partner since starting my real estate company in 2009. Whenever I had questions, I knew that ULI could be a resource through its classes and fantastic membership base. In addition, ULI has been a great place to get to know key players. We have been excited to give back through our sponsorship for all that ULI continues to do."

- Paul Books, President, Palisades Partners

DISTRICT COUNCIL SPOTLIGHT



Calling all women (and all kinds of people)!

Diversity, an established best practice in business, is a key goal of the global ULI, historically not a very diverse organization.

However, ULI is making strides through such programs as the Real Estate Diversity Initiative (REDI), which has served 300+ women and people of color through hands-on education since 2009.

Founded in 2013, the Women's Leadership Initiative has doubled the number of women ULI members since 2013.

One of ULI Colorado's goals is to create new leadership opportunities both within ULI and the land-use professions it serves. Our newest program is "Breaking the Glass Ceiling," a mentorship program for mid-career women is open for application through March 31.

The program will pair six leaders in the field (men and women) with six mid-career women professionals for four months of mentoring, learning and networking.

The program is funded by a seed grant through the ULI Foundation and \$5,000 in sponsorship from Shaw Construction.

We are pleased to announce the six mentors in this year's pilot project:

- Jesse Adkins, principal, SA+R
- Erin Clark, vice president of master site development, Urban Land Conservancy
- Amy Kiefer Hansen,

Executive Director Continued from page 1

have made the ULI Colorado tent much more inclusive, while spreading ULI expertise to such communities as Canon City, Colorado Springs, Edwards, Loveland, and Pueblo.

In other words, we have many new examples of best practices to present. At the same time, Colorado will benefit from the global knowledge coming to town, potentially suggesting new ways to grapple with the key issues identified in our 2020 Strategic Plan. For more information on that, see our chair Mike Zoellner's



WLI Co-Chairs, Cindy Harvey, Principal, Stantec & Sarah Nurmela, Neighborhood Planning and Implementation Manager, City and County of Denver

- shareholder, Polsinelli Tracy Huggins, executive director, Denver Urban **Renewal Authority**
- Heidi Majerik, vice president and general manager, Southern Land Company
- Bruce O'Donnell, principal, Starboard Realty Group

For more information and to apply go to Colorado.uli.org.

Breaking the Glass Ceiling is one of six mentoring/career development programs offered by ULI Colorado.

Stay posted for other deadlines: May: Real Estate Diversity Initiative (for women and people of color)

June: Development 360 (for young leaders)

Summer: Etkin Johnson Student Scholars (for college and university students in real estate, finance, design, planning, related fields)

Fall: Partnership Forum (for young leaders) Fall: ULI Next (for mid-career professionals, ages 35-45)

programs and events each year). ULI offers many opportunities for career development, advising communities, peer-to-peer networking, education, and most of all working together toward a better Colorado. So check us out at Colorado.uli.org.

Meanwhile, I hope you will join me in welcoming the world to Colorado in 2021. And please reach out to me and my staff (directors Marianne Eppig and Sarah Franklin and associate Elise Martinez) with any questions about how to get involved with ULI and

Product Councils: Insider info for ULI Leaders

ULI Colorado Product Councils are groups of senior ULI leaders who meet twice annually to connect and collaborate across similar areas of the real estate industry. ULI Colorado has four local Product Councils. In addition to general trends and insider project tours, each covers (among many other topics):

- Multifamily: affordable housing, finance, construction defects, policy updates
- Community Development: land and entitlements, new product types, master planned communities, mixed-use infill, amenity

Chair –

Continued from page 1 them with solid facts to back up important decisions.

I have another major initiative during my two-year term as chair. In 2020, I want to bring in a national ULI Advisory Services Panel (ASP) to study the urban portions of the South Platte River, from Adams County in the north to the Denver border in the south. The South Platte has amazing yet unrealized potential to become the non-motorized transportation hub for the entire region. Since the great flood of 1965, the Greenway Foundation, local government and others have brought progress to the riverfront.

packages, community programming, public private partnerships, smart cities, and metro districts

- Commercial, Office, and Industrial (COIC): Leasing trends, finance, new product types,
- Resort Entertainment Tourism and Leisure (RETL): Hospitality, Colorado in global context, ski base development, retail, employee housing, arts/creative districts (meets in such locations as Aspen, Breckenridge, the Broadmoor, Steamboat, Winter Park, etc.)

Projects like River Mile and National Western Stock Show are poised to redevelop major portions of waterfront. What is lacking is a comprehensive vision to tie these all together and to improve the riverine environment and waterfront developments as a whole, not in fragments.

ULI's ASPs have a track record of transforming major sites in Colorado. ULI weighed in on site selection for Coors Field (which could have ended up in the suburbs) and the location of Colorado Convention Center; ULI made recommendations that led to the transformation of

Through the exchange of information and sharing of best practices, Product Council meetings offer industry leaders vital opportunities to further ULI's mission of providing leadership in responsible land use

ULI Colorado Product Councils are open for application on an ongoing basis at https://colorado.uli.org/ uli-in-action/colorado-productcouncil/. Applications are reviewed in June and July each year. For more information on joining a local Product Council, please email sarah.franklin@uli. org.

the shuttered Fitzsimons Army Medical Base into a world-class medical center.

We are currently raising support for this week-long ASP process, which will cost \$150,000. Organizations such as the Downtown Denver Partnership, Greenway Foundation, and Associated General Contractors (AGC Colorado) have signed on as partners in our working group. If you'd like to get involved, send a note to Colorado@uli.org.

Mike Zoellner ULI Colorado Chair

Get involved with **ULI Colorado**

Ok, you joined ULI.

What's the best way to get value from your membership?

Attend an event	In addition to ULI's national convenings, ULI Colorado hosts 50+ programs a year, from intimate salons and networking events to large conferences for 500+
Join a committee	Meet your peers, plan an event or initiative (see page 2).
Become a mentor or mentee	ULI Colorado hosts seven leadership / mentorship programs for students, Young Leaders, women, minorities, and mid-career professionals.
Apply to join a CO Product Council	Twice-a-year small-group meetings for industry leaders in retail, multifamily, community development, resorts, hotels, and more.
Volunteer to advise a CO community	Since 2004, ULI Colorado has organized 60+ Technical Advisory Panels (TAPs) and workshops in Arvada, Aurora, Boulder, Central City, Commerce City, Denver, Edwards, Lakewood, Steamboat Springs, Wheat Ridge and more. Put

column in this issue.

We hope you will join us as a host committee volunteer (or participate in one of our 50+

its mission.

Michael Leccese Executive director ULI Colorado

ULI Resources For Members

Thinking about joining ULI? In addition to participating in our District Council, you may access hundreds of case studies, reports, and webinars available to ULI members only; receive discounts to attend national and global conferences; and more. Go to uli.org/join.

your expertise to work to help communities solve tough land-use issues.

Join the 56 Colorado companies who are annual sponsors, or sponsor an Support ULI Colorado event, leadership program, or Technical Advisory Panel. ULI Colorado's core of 250+ volunteers will leverage your investment by a factor of 5.5. We are supported entirely within Colorado!

More Info? Contact: colorado@uli.org or 303.893.1760, or visit http://colorado.uli.org. Or attend our New Member Coffee, usually, the first Thursday, every other month, or our Young Leader monthly social, last Thursday of each month.

"ULI's Technical Advisory Panel (TAP) process gave that guidance so we weren't just guessing. We didn't have to spend hundreds of thousands more on studies to get to a vision. We were able to fast-forward a deep conversation on urban change. After the TAP, we woke up the next day with a clear vision that we had to build a real neighborhood." - Chris Parr, Sun Valley Eco District