



**Urban Land  
Institute**  
Pittsburgh

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## ULI Pittsburgh Pulse Newsletter

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COVID-19 and the subsequent economic implications are unprecedented. In these extraordinary times, [Knowledge Finder](#) provides the latest research and best practices on the topics that matter most to the real estate development industry. From building management and tenant safety to leadership strategies and long-term financial planning, ULI members can find actionable information for better decision making all in one place.



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Urban Land Institute

## On The Pulse

ULI Pittsburgh's On The Pulse question is meant to engage our District Council Members in discussion by live polling questions that address what is going on in the real estate industry during this trying time. Please follow this [link](#) to participate.

This week we are asking for you to contribute your thoughts on the following topic:

**"What would you like to see happen in the real estate industry as a result of the pandemic? Categories include the following: Infrastructure, Housing, Policy, Energy, Preservation, Open Space, Density, Design/Architecture, Transportation, Parking, Technology, Resiliency"**

If you have a question to ask your fellow colleagues, we would be glad to help you. Please email [Jami Pasquinelli](#), District Manager for more info.

**April 20, 2020 results shown below.**

## HOW LIKELY ARE YOU TO DO THE FOLLOWING OVER THE NEXT SEVERAL WEEKS?





### **Prepare for the Ultimate Gaslighting\* You are not crazy, my friends**

By Julio Vincent Gambuto  
April 10, 2020

\*Gaslighting, if you don't know the word, is defined as manipulation into doubting your own sanity; as in, Carl made Mary think she was crazy, even though she clearly caught him cheating. He gaslit her.



[Read more](#)

### **We Cannot “Reopen” America**

By Jonathan V. Last  
April 24, 2020



No matter when government stay-at-home orders are revoked, the American economy will not reopen. Because the source of the economic shock is not government orders. It's the pandemic.

[Read more](#)

## **The Pandemic Shows What Cars Have Done to Cities**

By Tom Vanderbilt  
April 24, 2020

The New York City streetscape has become a strange, inverted mirror image of the normal world. Suddenly, if you have a car, and actually have someplace to go, driving seems weirdly pleasant, almost rational: Congestion is rare, gas is even cheaper than usual, and parking is abundant. This is the Hollywood version of getting around Brooklyn: No matter your destination, you can find a spot right out front. During the coronavirus-induced lockdown, not many people are driving to work, shuttling kids on the school run, or sharing Ubers home from a Lower East Side bar. Vehicle traffic moves smoothly, now that it largely seems to consist of what traffic on urban streets arguably should consist of: the movement of goods to people, the movement of public transit, the movement of emergency responders and other essential services.

[Read more](#)



### **Webinar: Resiliency in a New Normal**

April 28, 2020

11:00 am to 12:00 pm

As the US faces another unexpected market downturn, how can the real estate industry better weather current economic conditions, recover quickly, and flourish in a post-downturn market? Can an alignment with ULI's mission "providing leadership in the responsible use of land, and creating and sustaining thriving communities worldwide" help companies more successfully whether a downturn?

\*Registration is complimentary and open to all.

[Click Here](#)



## **Webinar: ULI Real Estate Economic Forecast - Spring 2020**

May 20, 2020

1:00 pm

How do the experts see key economic and real estate indicators moving by the end of 2020, 2021, and 2022? Are we ready to pivot towards the future? What will recovery look like for the real estate industry after COVID-19? During this members-only webinar, hear a lively debate between leading economists and analysts who participated in the Real Estate Economic Forecast survey as they explain or defend their views. Ask questions or challenge their opinions about what's ahead for the real estate industry in 2020 and beyond....

[Click Here](#)



## **Webinar: Confronting Covid 19 - Everything You Need To Know about Healthy Buildings Q&A Session**

Recorded on April 21, 2020

In this webinar, hear from the authors of the new book *Healthy Buildings: How Indoor Spaces Drive Performance and Productivity*, and get answers to all of your questions about the coronavirus.

\*Member only access

[Click Here](#)



## Webinar: Leading Through Disruption: A Leadership Sereis

Recorded on March 27, 2020

ULI Global Chairman Owen Thomas moderates a discussion among members of the ULI Global Board of Directors, sharing insights on the near and long-term impacts of the uncertainty and change related to the COVID-19 pandemic. In true ULI fashion, these global real estate leaders address some of the most pressing questions of the moment and share lessons learned from previous economic cycles, including how they are forming their strategies as we head into another time of transition. What are the anticipated short-, medium-, and long-term impacts and actions and how will "business as usual" look going forward?

\*Member only access.

[Click Here](#)

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## Other Resources & News



### **10 Green things that could return Pittsburgh to the jungle**

By L.E. McCullough  
April 20, 2020

DECADES BEFORE the first Earth Day in 1970, there were discerning dreamers who urged their contemporaries to envision a greener urban future.

One was **Haniel Long**, English Department chair during the 1920s at Carnegie Institute of Technology (now Carnegie Mellon University), who wrote an unusual 1,100-word short story for the June 20, 1923 issue of *The Nation*.

[\*\*"How Pittsburgh Returned to the Jungle"\*\*](#) traced the extraordinary, yet plausible series of unintended events stemming from an accidental piece of local legislation that

transformed industrial Pittsburgh into a globally acclaimed, smog-free utopia of scenic beauty and abundant prosperity.

[Read more](#)

### **Webinar: Coffee & Conversation: Member Tools Presentation**

May 19, 2020, at 8:00 am, grab your coffee and join District Manager, Jami Pasquinelli for a virtual presentation on ULI Member Tools. Discussion includes: Member Directory, Knowledge Finder, and Navigator.

This event is free to members and non-members.

*\*The presentation will be recorded for future reference.*

[Register Now](#)

### **Virtual Program: WLI Coffee Chat**

May 27, 2020, at 9:00 am, grab your coffee or favorite morning beverage and join our Women's Leadership Initiative as we discuss various topics in real estate and life.

This is a free members only event.

[Register Now](#)



### **ULI Learning: Intermediate Pro Forma: A Value Add Pro Forma**

Start: May 19, 2020

End: May 28, 2020

May 19, 21, 26, and 28, 12:00 pm – 2:00 pm ET

#### **Course Description**

Each session will start with a conceptual discussion of the task at hand. Students will then receive instructions on how to complete the task. At the end of the course, students will have a pro-forma model that is designed to analyze a value-added project and may be modified to include more advanced features, such as waterfall structure.

[Click Here](#)

For up to date webinar information, please visit [pittsburgh.uli.org/events](https://pittsburgh.uli.org/events)

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## **Sponsor Spotlight**

Thank you to Serendipity Labs- 3 Crossings for being a ULI Pittsburgh Investor Annual Sponsor. We appreciate their commitment to quality co-working space that fosters opportunity and relationships that grow businesses.

Currently, Serendipity Labs is offering a "Virtual Office" that includes a business address, mail handling and short-term commitments. Please click [here](#) for more info.



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(Pictured Above)

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*The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.*