



**Urban Land
Institute**

Advisory Services Program

Charlotte, NC

Advisory Services Panel

April 27 – May 2, 2014

Biographies

Chair

Glenda Hood
Founding Partner
triSect, LLC
Orlando, FL

The Honorable Glenda E. Hood is a Founding Partner of triSect, LLC, a strategy consulting firm focused on civic innovation serving the business, government and independent sectors. Hood served as Florida Secretary of State from 2003-2005 and Mayor of Orlando from 1992-2003. Before being elected Orlando's first woman mayor, she served as a City Council member for 12 years and was president of her own public relations firm.

As mayor, Hood was a strong advocate of growth management strategies and smart growth principles to build safe, livable neighborhoods, revitalized downtowns and strong local economies. Under her leadership, the City's land area grew by 50 percent; older and historic in-town neighborhoods were revitalized; compatible new mixed-use infill was constructed; the city's largest parks initiative build new parks and refurbished existing ones; unprecedented partnerships in education were established; transportation alternatives were championed; Orlando became a high-tech center and competitive world marketplace; and the arts became a civic priority.

She spearheaded the reuse plan for the Orlando Naval Training Center, the most ambitious economic development project in the City's history which has been recognized across the country as one of the finest examples of reuse of former government properties and a model for incorporating all elements of smart growth; and she has been a key advisor on domestic security and disaster preparedness for the State of Florida and federal Department of Homeland Security.

As Secretary of State, Hood was responsible for the Department's Divisions of Administrative Services, Corporations, Cultural Affairs, Elections, Historical Resources, and Library and Information Services as well as select state economic development and international business initiatives.

Hood has served as president of the National League of Cities, Florida League of Cities, and chair of the Florida Chamber of Commerce. She is a Fellow of the National Academy of Public Administration, an active participant with the Urban Land Institute's Advisory Services panels and ULI's Daniel Rose Center for Public Leadership; and long standing Board member and Past Board Chair of Partners for Livable Communities. She serves on the corporate boards of SantaFe HealthCare, Baskerville-Donovan Inc. and Chairman of the Urban Trust Bank Board.

Hood graduated from Rollins College with a BA degree in Spanish after studying in Costa Rica and Spain. She has attended the Harvard University Kennedy School of Government Executive Program, and been selected to participate in the Mayor's Urban Design Institute at the University of Virginia and the Society of International Business Fellows.

Panelists

Vicky Clark
Consultant, Economic Development
London Borough of Haringey
London, UK

Ms. Clark is currently working with the London Borough of Haringey on a strategy to secure positive local economic and employment outcomes from major sports and leisure led redevelopment in Tottenham, an area badly affected by the London riots in 2011.

Previously Ms. Clark worked for the Greater London Authority as Senior Manager, 2012 Economic Legacy. Ahead of the 2012 Olympics and Paralympics she worked with local and national stakeholders to maximize employment benefits from the Games, meeting the aspiration set when the Games were awarded for 70,000 jobless Londoners to find work as a result. Following the Games her focus moved to realizing the local economic benefit from the transformation in perceptions of and investment in East London, setting up a number of pilot projects to help residents access better paid, higher skilled jobs.

Prior to joining GLA Ms. Clark worked for a number of years in the Thames Gateway, one of Europe's largest regeneration areas. Working with partnerships of local authorities in London and in Essex she helped develop and prioritize major regeneration and housing schemes to attract government and private sector investment.

Ms. Clark holds degrees from Balliol College, University of Oxford and London School of Economics.

Bob Dean
Deputy Executive Director for Local Planning
Chicago Metropolitan Agency for Planning
Chicago, Illinois

Mr. Dean is the Deputy Executive Director for Local Planning with the Chicago Metropolitan Agency for Planning (CMAP), which serves the greater Chicago region. He managed the development of GO TO 2040, the region's long-range comprehensive plan, which was adopted in 2010. GO TO 2040 establishes coordinated strategies to help the region's many local governments and other stakeholders address transportation, land use, housing, economic development, natural resources, and other quality-of-life issues. The plan has been recognized for its comprehensiveness and scope, and has received numerous national and local awards.

Currently, Mr. Dean manages CMAP's Local Technical Assistance (LTA) program, which is designed to implement GO TO 2040 through assistance to local governments. The purpose of the LTA program is to provide assistance to communities across the Chicago metropolitan region to undertake local planning projects that advance the principles of GO TO 2040. Since the initiation of this program in 2011, CMAP has completed over 60 local planning projects, with 50 more currently underway. Typical products include comprehensive plans, corridor plans, transportation plans, and zoning ordinance updates. The LTA program is widely hailed as a success in the Chicago region due to its ability to translate regional principles into local action.

Mr. Dean holds a Master's in Regional Planning from Cornell University and a Bachelor's in American History from the University of Delaware. Before his work at CMAP, Mr. Dean worked in transportation planning for local

governments in suburban Chicago, and he began his career with the Delaware Valley Regional Planning Commission, the regional agency serving Philadelphia.

Gayle Farris
CEO
GB Farris Strategies, Inc.
New York, NY

Gayle Farris is the 25-year former CEO of Forest City Enterprises Science and Technology Group. She created a new paradigm-setting, innovation campus asset-class, partnering with MIT, Johns Hopkins, University of Pennsylvania and other major institutions. These projects established the national standard for state-of-the-art buildings supporting entrepreneurial culture and intensive technology and biotech/pharma uses anchoring revitalized 24/7 urban neighborhoods. She developed and operated two million SF mixed-use Technology/Medical Research Parks valued at more than \$2 billion in current operation with another 8 million SF in development rights. These public-private partnerships generated significant economic development, job creation, technology commercialization, and 1,000+ mixed-income housing units.

Ms. Farris is currently based in NYC engaged in applying innovation campus concepts to vibrant urban place-making around today's engineering and information technologies and University collaborations with new ventures and established companies. Given the importance of seamless live-work-play environments, she is also partnering on a novel residential brand for active urban dwellers combining lifestyle residential communities, green design, high-tech-high-touch, and comprehensive wellness facilities and programs. These services can also be applied in office and hotel developments.

Ms. Farris is a frequent advisor and speaker on urban place-making and an MIT School of Architecture & Planning Research Affiliate for their New Century City world-wide program. She serves on Harvard Graduate School of Design, Real Estate Initiative Alumnae Advisory Boards. She is a member of the Urban Land Institute, and University Anchor Institutions Council; WX, NY Women Real Estate Executives Group; and is Past President and Chairman of the National Association of Industrial and Office Properties Massachusetts Chapter.

Advisory Boards and Industry Affiliations

- Ms. Farris holds an ongoing Research Affiliate, MIT School of Architecture & Planning on New Century City Developments around the world.
- Harvard Graduate School of Design, Real Estate International and Alumnae Advisory Boards
- Urban Land Institute, University Anchor Institutions Council
- WX. Women Real Estate Executives Group of New York
- National Association of Industrial and Office Properties, Past President and Chairman, Massachusetts Chapter

Michael Medick
Architect & Town Planner
BSB Design, Inc.
Alexandria, VA

Registered architect and urban planner with extensive experience in real estate development and revitalization of cities, communities, buildings, campuses and neighborhoods – as well as design experience for all segments of the

real estate industry, including single family, multi-family, mixed use development, campus planning and housing, military base housing, retail, commercial, Traditional Neighborhood Development (TND), Transit-Oriented Development (TOD) and community design guidelines. Recently served on the Baton Rouge Growth Coalition Board of Directors, the USGBC – Louisiana Chapter Board of Directors and previously served as Chairman of the American Institute of Architects National Housing Committee, the AIA's Livable Communities Committee, President for the University of Maryland School of Architecture Alumni Association and the Alumni Board of Governors.

Zane Segal
Project Director
Zane Segal Projects, Inc.
Houston, TX

Zane Segal is a developer, land owner, marketing consultant, and licensed real estate broker. He is knowledgeable about commercial, residential, hospitality, transit-oriented, and mixed-use properties in historic, urban, suburban, and resort areas. He has thirty-six years of experience in venture management, project development, construction, and brokerage on a range of property types including investment land, development sites, custom homes, townhomes, condominiums, apartments, hotels, retail centers, office buildings, subdivisions, and sports facilities, as well as master-planned projects incorporating several uses.

He received a Bachelor of Science in Humanities with a Minor in Visual Design from the Massachusetts Institute of Technology and a Master of Fine Arts in Cinema from the University of Southern California. Zane has studied graduate-level architecture and planning at the University of Houston, and was initially licensed in Texas as a real estate agent in 1982 and as a broker in 1998.

For his own account, Segal is currently developing two single-family subdivisions with over 300 lots and is joint venturing a mixed-use, urban density, suburban project of more than 300 loft units above 15,000 square feet of ground-floor retail and restaurants. He has been a principal / managing venturer for significant properties in Houston's center city and in suburban areas to the west, northeast, and southeast of the city core. He has brokered many multifamily, single-family, investment, and commercial sites, and also arranged financing for a major resort.

At its 2008 Fall Meeting, the Urban Land Institute conferred upon him the Robert M. O'Donnell Award for outstanding contributions to the success of its Advisory Services program. He has chaired five and served on ten additional national ULI Advisory Services Panels, as well as chairing ULI Houston's first two Technical Assistance Panels and participating on others. Segal served on the ULI Houston District Council Board for eight years, as Vice Chairman of Membership and of Advisory Services. Having participated on the committees of the first three ULI Houston Urban Marketplaces, he also instigated and led its initial Suburban Marketplace, the first such conference held by any District Council of ULI.

He served on the Houston Planning Commission's Mixed-Use / TOD Committee, chaired its task force on urbanizing the suburbs, and engaged in numerous other community visioning and planning efforts. Zane has often spoken, written for publication, and been quoted by the media on real estate, development, urbanity, and the arts. He is an avid traveler, photographer, novelist, and runner.

Stephen Whitehouse
Partner
Starr Whitehouse
New York, NY

Mr. Whitehouse is a partner of Starr Whitehouse Landscape Architects and Planners in New York City. His diverse pursuits as a planner and designer over the last 30 years share a concern for the environmental quality and social vitality of places. His work on public and private multidisciplinary projects in the New York metropolitan area spans a continuum of policy development, planning, plan implementation, and landscape architectural design.

As Chief of Planning for the New York City Department of Parks & Recreation, he managed the expansion of the USTA National Tennis Center in Flushing Meadows and launched the City's Greenway system and Green Streets program. Mr. Whitehouse negotiated the creation and management of publicly-accessible space in private development, such as Riverside South, as well as the acquisition and creation of new public parks in the city's redeveloping neighborhoods. His tenure helped establish the groundwork for major initiatives such as Hudson River Park, Manhattan's West Side bike path, Brooklyn Bridge Park, and the adaptive reuse of Governors Island.

With Laura Starr he founded Starr Whitehouse Landscape Architects and planners in 2006, with a commitment to making urban density livable. Recent waterfront projects include the award-winning Bushwick Inlet Park on the East River in Williamsburg, and reuse studies for Halletts Cove in Queens and the Harlem River Promenade in the Bronx. Urban residential projects include an array of courtyards, entries and rooftop amenity spaces in market-rate and affordable multifamily and mixed-use projects. Economic development work includes the current Gowanus Canal Corridor Brownfield Opportunity Area, supporting existing and emerging manufacturing and industrial clusters. For the Downtown Alliance, Mr. Whitehouse directed the "Water Street: A New Vision" study, which has set policy and design direction for public and private reinvestment in one of the nation's largest commercial districts.

Starr Whitehouse has been deeply involved in resiliency planning in the aftermath of Hurricane Sandy, first with design investigations of Manhattan and Staten Island for the Mayor's Strategic Initiative for Recovery and Resiliency, and currently as part of the HUD Rebuild By Design competition with the BIG Architects team, preparing the "BIG U" concept for the lower half of Manhattan.

Mr. Whitehouse is a graduate of Harvard University (English), City College of New York (Landscape Architecture) and Columbia University (Urban Design).

Roger Williams
Principal
RW & Associates, LLC
Potomac, MD

Roger L. Williams is the founder of Rogelio Williams & Associates, a domestic and international consulting firm specializing in advising on a wide range of issues involving community development. The firm provides guidance on managing community transformation, asset building, disaster recovery strategies, resident ownership, resident engagement, developing innovative community economic development and housing financing strategies, microfinancing, human capital development, organizational development, program evaluation, Community Reinvestment Act (CRA) matters, and foreclosure management and loss mitigation strategies.

Internationally, Williams has worked in post-earthquake Haiti, South Africa and Nicaragua. Domestically, he has worked extensively in Camden, New Jersey, post hurricane New Orleans, and a wide range of US cities. Williams is the framer of Responsible Redevelopment, an approach to community development that is based on the integration of human capital with physical development in community revitalization efforts and that advocates for a holistic approach to community development. He has consulted for HUD on Changes to the Regulations for CDBG and NSP and worked with community organizations in New Orleans on involving minority males in community redevelopment efforts.

Prior to founding RW & Associates he was a senior fellow/ director for neighborhood development at The Annie E. Casey Foundation. He has been a vice president at both Fannie Mae and Freddie Mac, a senior vice president at First Union Bank and the Dime Savings Bank of NY, and deputy general counsel at the Bedford Stuyvesant Restoration Corporation. He received national recognition for his innovative management of nonperforming mortgage loans (foreclosure management) and the development of mortgage products to serve low-income individuals. He is a founding director of CityFirst Bank, the first CDFI bank in Washington, DC.

Publications by Williams include: HUD - Choice Neighborhoods Promising Practice Guide: Creating Choice Neighborhoods; Boston's Critical Community Improvements, National League of Cities – *Partnerships Unlock Door to Progress in the Twin Cities: The Central Corridor Light Rail Project*, and *Resilience in the face of Foreclosure*; and an article for the Multi-Family Housing Council on increased demand for multi-family housing. He has also participated on Urban Land Institute Panels including one that proposed an adaptive reuse for a closed GM stamping plant. With ULI's Rose Center for Public Leadership on Public Land Use he has advised the Mayors of Oakland, CA, Tacoma, WA, and Honolulu, HI, on community development initiatives.

Williams received a Juris Doctorate from New York University School of Law and a Bachelor of Arts degree from Haverford College. He serves on the Advisory Board of the ULI Rose Center for Public Leadership in Land Use, the Executive Committee of the Board of the Roundhouse Theatre (Bethesda), and the Board of the International Housing Coalition (IHC). He has also lectured as part of the Capstone Program for Real Estate Professionals at Georgetown University and served as an advisor for students in Georgetown's Masters in Real Estate Development Capstone program.

ULI Project Staff

Beth Silverman
Director, Education & Advisory Services
ULI-the Urban Land Institute
Washington, DC

Beth Silverman is the Director of Education & Advisory Services for the Urban Land Institute, a nonprofit education and research organization that focuses on land use, real estate and urban development. The mission of the Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Since 1947, ULI has been conducting panels that provide strategic advice to communities and organizations on a wide variety of real estate, planning, urban design and public policy subjects.

Ms. Silverman is an urban planner and economic development professional with over eight years of experience working in the public, private and non-profit sectors of urban planning, policy, and economic development. Prior to joining the Urban Land Institute, Ms. Silverman was an Assistant Vice President with the New York City Economic Development Corporation's Real Estate Transaction Services division, where she balanced program management with an eclectic portfolio of economic development, real estate, cultural heritage, and policy projects. While at NYCEDC, she led a multi-department team charged with launching a City-sponsored business incubator to seed New York City's burgeoning entrepreneurs in the culinary and food manufacturing industries; worked on public-private partnerships as part of the Brooklyn Academy of Music cultural district plan; and developed real estate and economic strategies for underutilized industrial properties throughout Brooklyn and Queens. Prior to her work at NYCEDC, Ms. Silverman worked in economic development consulting for Economics Research Associates in NYC.

Ms. Silverman holds a Masters degree in City and Regional Planning from the University of Pennsylvania's School of Design and an undergraduate degree in urban landscape studies from the University of Maryland's Individual Studies Program. When she is not working, Ms. Silverman likes to get outside as much as possible (hiking, surfing, cycling, and beyond) and volunteers as the Director of Community Affairs & Partnerships for the Red Hook Crit, a Brooklyn-based night time running and fixed criterium bike race.

Caroline Dietrich
Logistics Manager, Education and Advisory Group
ULI-the Urban Land Institute
Washington, DC

Caroline Dietrich is the Logistics Manager for the Education and Advisory Group at the Urban Land Institute. In this capacity, she coordinates the logistics for all of ULI's advisory panels and advisory service functions, all Professional Development workshops and a variety of other events within the group. In addition, she works closely with the Daniel Rose Center, assisting them with logistics for retreats, forums and fellowship events. Before joining ULI, Dietrich worked for the Juvenile Diabetes Research Foundation, as a gala assistant where she oversaw the planning and production of the annual "Night of Hope" Gala and silent auction. She worked closely with the Gala committee and JDRF staff to help raise over 1.7 million for research. Prior to her work with JDRF, Dietrich spent 6 years as an elementary school teacher in Fairfax, Virginia, teaching social studies and language arts to 5th and 6th graders.

Dietrich has a B.A. of Science from West Chester University in Pennsylvania, and has completed the Event Management certificate program from The George Washington University. She is currently working to become a

CMP – Certified Meeting Professional. She grew up in Reading, Pennsylvania and occasionally travels home to visit her family. When not working, Carrie enjoys seeing the sights in D.C., training for half marathons, and traveling all over the globe. She is an active member of ISES DC, planning special events for groups in the DC area.

Brenden McEneaney, LEED AP
Director, Urban Resilience
Urban Land Institute
Washington, DC

As Director of the Urban Resilience Program, Mr. McEneaney leads activities in the areas of climate change, energy, sustainability and resilience. He will also be responsible for resilience research, conferences and outreach to District Councils on work surrounding the urban resilience to climate change risks.

Mr. McEneaney comes to ULI with 10 years of experience in public policy and technical consulting on sustainability and green building issues. He joins ULI from the Architect of the Capitol, where he managed sustainability efforts for the U.S. House of Representatives. Previously, Mr. McEneaney directed the green building program for the City of Santa Monica, developing building code and land use requirements, ensuring sustainable performance from municipal construction projects, and coordinating education and outreach efforts throughout the community.

Mr. McEneaney was a Director of the US Green Building Council – Los Angeles Chapter from 2008 – 2013, serving as Board Chair for 2 years. Mr. McEneaney has a degree in environmental engineering from Yale University and holds a Master's degree in Industrial Environmental Management from the Yale School of Forestry and Environmental Studies. He is a LEED Accredited Professional with the USGBC.