

THE NTBA FALL ROUNDTABLE PRESENTS

Retail Development in New Urban Settings Planning for Success through Good Design, Place-Making, and the Right Tenant Mix

WHEN: Friday, October 24 – Sunday, October 26, 2014

WHERE: Storrs Center, Town of Mansfield, CT



Please join us in Storrs to learn more about **Retail Development in New Urban Settings**, hear the fascinating story of Storrs Center, and join highly experienced new urban developers and consultants as we explore the intricacies of mixed-use retail development.

Storrs Center is a new, pedestrian-oriented, mixed-use downtown located adjacent to the University of Connecticut in Mansfield, Connecticut. LeylandAlliance LLC of Tuxedo, New York will host the Fall Roundtable and is the parent company of Storrs Center Alliance, LLC, master developer of Storrs Center.

Register now and learn how principles of modern retail development can be combined with the best practices of urban planning to create successful and sustainable mixed-use urban commercial centers and historic town centers. To register, visit the link below or our website at www.ntba.net. <https://events.r20.constantcontact.com/register/eventReg?llr=ahqzt6cab&oeidk=a07e9s64ubmcb e953ec>

The NTBA is the only town and urban developer association that exists in which the knowledge and experience gained from creating town centers is freely shared. The lessons learned can save time, energy, and money. The relationships gained can be a resource and a joy.

**Retail Development in New Urban Environments:
Planning for Success through Good Design, Place-Making,
and the Right Tenant Mix**

AGENDA

FRIDAY, OCTOBER 24, 2014

4:30 PM Walking Tour of the UCONN Campus



With 3,833 acres that make up the Storrs and Depot campuses and surrounding UConn property, UConn has a massive campus and that means both challenges and opportunities. It boasts a rich topography that can be utilized to create areas of specific identity – whether that’s arts and culture, science, places for social exchange, athletics – the possibilities are endless. With a new master plan under development, UConn’s goal is to make its campus more cohesive, friendly to bicyclists and pedestrians,

and to utilize all the spaces that already make it special. Join UConn University Master Planner and Chief Architect Laura Cruikshank and Mansfield Downtown Partnership Executive Director Cynthia van Zelm for a remarkable walking tour of this major university and listen in to its transformative plan for the future.



Laura Cruikshank

Location: Meet in the lobby of the Nathan Hale Inn

Guides: Laura Cruikshank

Dress appropriately for the weather and walking. If you are late to the walking tour, simply give NTBA Director Monica Johnson a call at 914-715-5576 to see where we are when you arrive.

6:30 PM Dinner at Dog Lane Cafe

Dutch treat! Please contact Monica to make a reservation at info@ntba.net. We have arranged for a delightful menu at \$43 per person, including tax and gratuity.



Dog Lane Cafe



STORRS
RETHINK MAIN STREET
CENTER



CHARTER
REALTY & DEVELOPMENT

SATURDAY, OCTOBER 25, 2014 (All education sessions take place at the Nathan Hale Inn)

8:45 AM Storrs Center: Building a Downtown from Scratch



Tom Callahan



Matt Hart



Howard Kaufman



Cynthia van Zelm

Just how do you build a new downtown from scratch? For decades, the Town of Mansfield, UConn and the citizens of the town held a vision – a vision of a walkable downtown, anchored by a world-class university, public high school, town government, and community center, that would provide an extraordinary town center where people could come together to live, play, work, and learn. The challenges were great, especially in the midst of one of the worst economic recessions of the century. Learn how Storrs Center beat the odds with the dedication of a committed public/private partnership, wide-spread citizen and government support, and complex agreements and financing mechanisms. Follow the story through the evolution and planning of Storrs Center and see how the team’s ability to be flexible and creative was one of the key secrets to getting the job done. Questions and answers will follow.

10:30 AM **Storrs Center: The Retail Puzzle**



Howard Kaufman



Lou Marquet



Macon Toledano



Dan Zelson

There are many considerations to take into account when building a new downtown: staying focused on the vision and place-making tools, the physical planning for an unending list of public and “back of the house” usages, financing, construction agreements, accommodating previous tenants and attracting new ones, and making sure everything comes together for those who shop here, live here, and work here. Hear the retail story of Storrs Center from those who have been on the front lines of development. You are encouraged to bring your questions for the Q&A that follows.

12:30 PM **Lunch**

Dutch treat! Make your way to the Storrs Center restaurant of your choice.



Lou Marquet



Linda Painter



Cynthia van Zelm

1:30 PM **Feet on the Ground: A Insider’s Guide to Storrs Center**

Meet on the Storrs Center Town Square at 1:30 sharp for a behind the scenes tour of Storrs Center. Our hosts from LeylandAlliance and the Town of Mansfield will lead the tour and share specifics about the planning and design considerations, construction “hits and misses”, and a bevy of facts about attracting, accommodating, and living with retail tenants.

3:00 PM **Best Practices of Modern Development and New Urban Planning**

Robert J. Gibbs, AICP, ASLA, CNU, Gibbs Planning Group

Sustainable retail development is risky and difficult to implement, resulting in the Postwar American commercial expansion to focus on development in suburban greenfield locations, ignoring many historic downtowns. While cities have successfully rebuilt neighborhoods, many downtowns lack even the most basic retail goods and services. Official public policy frequently discourages leading retailers from moving into historic downtowns. As a result, many urban



dwellers must leave the CBD's and drive to surrounding shopping centers for their desired shopping needs.

This session will demonstrate how principles of modern retail development can be combined with the best practices of urban planning to create successful and sustainable mixed-use urban commercial centers and historic town centers. Participants will also gain an understanding of the nuts and bolts of how to program, plan, and develop both downtowns and new town centers, including market research, site selection, land use, office, residential, parking, site planning, streetscape, tenant mix and store design. The participants will also gain an insider's look at how leading shopping center developers, retailers, department stores, and architects program, plan, design, and manage some of the highest-performing commercial centers in the business.

The program also illustrates and examines the strengths and weaknesses of the leading town centers built during the past 25 years, including: Abacoa, Old Town Alexandria, Cambridge, Charleston, Houston, Lake Forest, Rosemary Beach, Seaside, Kentlands and Naples. This session is ideal for architects, developers, planners, retailers, and public officials.

4:30 PM The Lessons of Providence

Arnold B. Chace Jr., Managing General Partner, Cornish Associates



Guided by plans created by Duany Plater-Zyberk & Company in 1991, Cornish has reenergized Providence's Downcity core. In doing so, Cornish is leading efforts to amend city and state policy to encourage the revitalization of the historic buildings and allow investment to return to the urban core in Providence.

Cornish developed the Westminster Lofts, a collection of award winning, magnificently restored historic buildings comprised of just under 200 residential apartments, 40,000 square feet of retail space, and 27,000 square feet of office space. As part of the revitalization of Downcity, Cornish has re-introduced specialty retail shops and restaurants to the neighborhood. As the neighborhood has matured, Cornish continues to play an active role in the growing retail district, partnering with independent retailers and restaurateurs, as well as developing and implementing programming and marketing designed to increase commercial activity in the district,

including Movies on the Block and the Providence Art Festival. The cooperative neighborhood marketing group, In Downcity, operates out of the Cornish Associates office, and utilizes various forms of new media to reach 23,000 people on a weekly basis.

6:30 PM Cocktails and Conversation
UConn Co-Op Bookstore at Storrs Center

Join us for appetizers and cocktails at the UConn Co-Op Bookstore. You'll love the feeling of the store – interesting books and displays, an ever-changing calendar of activities, and the hip café scene! Yummy appetizers and soft drinks are on us and there will be a cash bar for wine and beer. This is a perfect venue for catching up with your NTBA friends.



8:15 PM National Town Builders Celebrate the Roundtable at Geno's Grille



You are our guest for dinner at one of the most popular restaurants in Storrs's Center, Geno's, owned by famed UConn Women's basketball coach Geno Auriemma. Coach Auriemma was named coach of the University of Connecticut's women's basketball program on May 17, 1985, and in 28 years has led the UConn Huskies to fourteen Final Fours and won eight national championships. He became the first coach in women's basketball history to guide a team to five consecutive Final Fours (2000-04), a record only to be broken by his current team who just played in their sixth consecutive final four in 2013. Coach Auriemma won his 800th career game faster than anyone in the sport's Division I history. His overall record of 839-133 (.863) is the highest winning percentage of all active Division I coaches. He is a seven-time national coach of the year, ten times the Big East's coach of the year, and has amassed a total of 24 "Coach of the Year Honors." His lady Huskies have also won 7 of the last 9 Big East Conference Championships. Moreover, his teams have won both the regular-season title and the Big East title in the same season on 15 separate occasions.



8:30 AM Breakfast Begins
Breakfast is included in your registration.

8:45 AM **Member Project Spotlight: Positioning TNDs for Development**
NTBA member Michael Hathorne will facilitate a discussion about positioning land for TNDs. Michael will provide some background regarding a prospective 100-acre project in Springville, UT and then seek feedback from his NTBA colleagues regarding the positioning process.
Bring your creative thinking.



Michael Hathorne

9:30 AM **The Passyunk Avenue Story: A Catalyst for Economic Growth, Revitalization, and Investment**

Samuel Sherman Jr., Passyunk Avenue Revitalization Corporation

Learn how a non-profit community service and development corporation can be a catalyst for economic growth, revitalization, and increased private investment. Sam Sherman will present the Passyunk Avenue Revitalization Corporation (PARC), which has a dual mission as both a non-profit real estate development/management company and a public space maintenance and enhancement organization. As a non-profit organization, PARC owns real estate primarily on the Passyunk Avenue retail corridor from Federal Street to McKean Street. With the income from these properties, PARC provides supplementary public space maintenance and improvement services on Passyunk Avenue and on the surrounding residential blocks from Broad Street to 9th Street, Federal Street to Snyder Avenue.



Samuel Sherman Jr.

PARC will remain a long-term holder of its Passyunk Avenue assets, continuing to maintain and upgrade its existing mixed-use holdings and will periodically use the proceeds from the sale of some of its properties to purchase and improve other deteriorated buildings or undeveloped sites on and adjacent to the corridor.

PARC will ensure a quality retail mix that serves both the neighborhood and the region. Retail leasing decisions will balance prudent investment principles with community service objectives.

10:30 AM **50 RAPID FIRE Proven Tips for Commercial Development and Design!**



Bob Chapman



Ward Davis



David Scheuer



Frank Starkey



Mike Watkins

Don't miss this rapid fire panel as experienced new urban professionals go 'round the room to share insightful ideas for commercial development and design. Our panelists will take turns presenting a chock-full of quick, important lessons and key takeaways they learned while working on the commercial core of their neighborhoods. We will move from person to person quickly and then open up the conversation to the broader audience for additional points. This is a segment not to be missed!

11:30 AM **NTBA Annual Meeting and Parting Thoughts**

Steve J. Maun

12 Noon **It's a WRAP!**

Steve J. Maun

AT A GLANCE

Roundtable

Registration: Registration information is included at the end of this brochure.
Contact Monica V. Quigley with any questions at info@ntba.net.

Host Hotel: **Nathan Hale Inn**
855 Bolton RD
Storrs Mansfield, CT
06269
(860) 427-7888
nathanhaleinn.com



Reservations: Twenty rooms have been reserved, on a first come, first serve basis for NTBA members at a nightly rate of \$149, plus applicable tax, etc. To insure the special group rate, you must mention the National Town Builders Association and make a payment guarantee at that time. (Please ask to be on a NTBA wait list as this hotel is sold out.)

Alternate Hotels: Hampton Inn, 1432 Pleasant Valley RD, Manchester, CT 06042 / (860) 644-1788
Fairfield Inn, 121 Pavilions DR, Manchester, CT 06040 / 1-860-648-9796

At a Glance:

FRIDAY, OCT. 24			
UConn Walking Tour	4:30 PM	Nathan Hale Inn	855 Bolton RD (860) 427-7888 Meet in the hotel lobby.
Dinner	6:30 PM	Dog Lane Cafe	1 Dog Lane / (860) 429-4900 Dutch Treat! A special menu will be served for \$43. Email Monica for reservations at info@ntba.net .
SATURDAY, OCT. 25			
Storrs Center: Building a Downtown from Scratch	8:45 AM	Nathan Hale Inn	855 Bolton RD The Pavilion Room. Please eat first as breakfast will not be served.
Storrs Center: The Retail Puzzle	10:30 AM	Nathan Hale Inn	855 Bolton RD The Pavilion Room
Lunch	12:30 PM	Storrs Center	Dutch Treat! Your choice of restaurants in Storrs Center
Guided Tour of Storrs Center	1:30 PM	Storrs Center	Meet in Town Square
Best Practices of Modern Development and New Urban Planning	3:00 PM	Nathan Hale Inn	855 Bolton RD The Pavilion Room

The Lessons of Providence	4:30 PM	Nathan Hale Inn	855 Bolton RD The Pavilion Room
Cocktails and Conversation	6:30 PM	UConn Bookstore at Storrs Center	One Royce Circle, 101 860-486-8525
Dinner	8:15 PM	Geno's Grille	9 Dog Lane / (860) 487-9032 Dinner is included in your registration.
SUNDAY, OCT. 26			
Breakfast Begins	8:30 AM	Nathan Hale Inn	855 Bolton RD The Pavilion Room A full breakfast will be served as part of your registration.
Member Presentation and Roundtable: Positioning Land for TND's	8:45 AM	Nathan Hale Inn	
The Passyunk Avenue Story	9:30 AM	Nathan Hale Inn	
50 FANTASTIC Tips for Retail Development!	10:30 AM	Nathan Hale Inn	
NTBA Annual Meeting Parting Remarks	11:30 AM	Nathan Hale Inn	Parting Remarks
It's a WRAP!	12:00 PM	SAFE TRAVELS!	



STORRS CENTER SHOPS, RESTAURANTS, & SERVICES
Open and ready to serve you!



I DOG LANE

- A1 Moe's Southwest Grill
- A2 7-Eleven
- A3 Froyoworld
- A4 Dog Lane Café
- A5 Subway
- A6 Insomnia Cookies
- A7 Mooyah Burgers & Fries

9 DOG LANE

- B1 Geno's Grille
- B2 The Flower Pot
- B3 Horizon Travel
- B4 Head Husky Barber Shop
- B5 Bank of America ATM
- B6 Sweet Emotions Candy
- B7 Select Physical Therapy
- B8 Storrs Center Alliance
- B9 Friendly Fire
- B10 Husky Pizza
- B11 The Oaks on the Square
- B12 Pandora's Playground Tattoo,
Piercing & Gallery

II DOG LANE

- B13 Storrs Automotive

I ROYCE CIRCLE

- C1 Le Petit Marché Café
- C2 UConn Co-op Bookstore at Storrs Center
- C3 Ballard Institute & Museum of Puppetry
- C4 Webster Bank
- C5 UConn Health Urgent Care
- C6 UConn Health Medical Services
- C7 H.A. Café
- C8 ThinkitDrinkit – *Fall 2014*
- C9 – Available –
- C10 UConn Health Dental Services
- C11 Storrs Wine & Spirits
- C12 GBS Threading & SPA

8 ROYCE CIRCLE

- D1 Bruegger's Bagels/
Jamba Juice – *Fall 2014*
- D2 CVS Pharmacy

WILBUR CROSS WAY

- K1 Educational Playcare – *Winter 2015*

1220 STORRS ROAD

- L1 Price Chopper

Parking Garage

Nash-Zimmer Intermodal Transportation Center

Future Development

P Public Parking

Bus Stop

PARKING INFO

Dog Lane Lot: Two hour free parking
 Parking Garage: First two hours free,
 \$1/hr thereafter, \$8 daily max

Updated 10/7/2014

A BIG SHOUT-OUT TO OUR FALL ROUNDTABLE HOST!



LeylandAlliance

Based in Tuxedo, New York, LeylandAlliance is a real estate development company focused on the creation of mixed-use, highly sustainable neighborhoods founded upon the principles of New Urbanism. Our neighborhoods foster a sense of community, embrace tradition, and set new standards for innovative construction and environmental responsibility.

We are proud of our extensive experience working in public-private partnerships and with other like-minded stakeholders, such as colleges and universities, to bring a shared vision to life. Most recently, Leyland has been developing the highly successful Storrs Center project in Mansfield, Connecticut. Led by Managing Member, Howard Kaufman, LeylandAlliance serves as the master developer for this public-private partnership, working with the Mansfield Downtown Partnership, an independent, non-profit organization charged with coordinating the enhancement and revitalization of the Town of Mansfield's commercial areas, and co-developer EdR. Leyland's development expertise and experience with public-private partnerships has been a critical component in the creating the heart of a collegiate town where none had previously existed.

Each of our neighborhoods reflects our mission to create extraordinary places to live while maintaining our commitment to sustainable development practices. Our new neighborhoods enhance the broad range of civic life found in the cities and towns in which they are built. They are situated in some of the most desirable locations in the country – places infused with history, memory, and charm. Some are situated on picturesque waterfronts in city locations, while others work in harmony with traditional small town Main Streets or university campuses. Neighborhoods in Warwick, New York; North Augusta, South Carolina; Norfolk, Virginia, and Mansfield, Connecticut are emerging as exceptional places to live.

THE LEYLAND TEAM

LeylandAlliance has earned a national reputation in the development of mixed-use neighborhoods based upon the principles of New Urbanism. LeylandAlliance is led by a highly experienced group of professionals who have worked together for more than 25 years. Their experience with both residential and commercial development, including significant historic preservation projects, has provided ideal training for the task at hand - the creation of new traditional neighborhoods within some of America's most desirable communities. Leyland's experienced staff includes several members who are considered leaders in New Urban development, marketing, and management.

www.leylandalliance.com



STORRS

RETHINK MAIN STREET

CENTER



Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center includes a new Town Square across from the School of Fine Arts complex.

The Storrs Center master plan knits quality architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that will make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks and intimate streets reinforce shared community spaces and are supported by residences above. Storrs Center combines retail, restaurant, and office uses with a variety of residence types. Structured and surface parking is provided.

LOCATION	Mansfield, Connecticut, approximately twenty-five miles east of Hartford, Connecticut on Route 195, across from the University of Connecticut's main campus.
PUBLIC PARTNERSHIP	Storrs Center is one of the most ambitious public/private initiatives in the history of the state. At its core is the Mansfield Downtown Partnership, Inc., an independent, non-profit organization that is composed of representatives from the community, local businesses, the Town, and the University of Connecticut.
DEVELOPER	<p>LeylandAlliance is a noted New Urbanist development company that has created mixed-use projects in Connecticut, New York, South Carolina, and Virginia. Storrs Center Alliance LLC, an affiliate of LeylandAlliance LLC based in Tuxedo, New York, is the master developer for Storrs Center and focuses primarily on the ground floor commercial space and future residential neighborhood called "Main Street Homes at Storrs Center." There is just over 100,000 square feet of commercial space, including restaurants, retail shops, offices, and a grocery store now open. An additional 22,000 square feet of commercial space will open in the fall and winter of 2014, and 35,000+/- square feet more of commercial space is expected to be open by the end of 2015.</p> <p>Joining LeylandAlliance in developing Storrs Center is EdR, based in Memphis, Tennessee. EdR (NYSE:EDR) has created high quality housing within Storrs Center to appeal to the University and Town of Mansfield community. EdR currently owns and manages 322 apartment homes, including studio, one-bedroom, two-bedroom and three-bedroom residences within the first two phases of Storrs Center. An additional 92 apartments will open in August 2014, and approximately 200 more apartments are anticipated to open in August 2015.</p>
ARCHITECTURE	The master planner of Storrs Center is Herbert S. Newman and Partners P.C. of New Haven, Connecticut. The urban designer is Urban Design Associates of Pittsburgh, Pennsylvania along with Patrick L. Pinnell Architecture and Town Planning. Guidelines for sustainable land use and green building practices have been developed in association with Steven Winter Associates and Viridian Energy and Environmental. Looney Ricks Kiss Architects, Inc. was a municipal development consultant for the Mansfield Downtown Partnership and contributed to development of the design guidelines for Storrs Center. BL Companies and Humphreys & Partners Architects are the lead building architects for Storrs Center.
PROJECT MIX	<ul style="list-style-type: none"> • Residential: Approximately 615 rental apartments and 40 planned for-sale condominiums and townhomes. • Retail/Restaurant/Office: Approximately 160,000 square feet



TIMETABLE

Phase 1A (1, 9, and 11 Dog Lane): Now open
 Phase 1B (1 Royce Circle): Now open
 Phase 4: Price Chopper (1220 Storrs Road): Now open; 5,000 SF corner building
 Phase 1C (8 Royce Circle): Now open
 Phase 2: Construction underway, anticipated completion by August 2015
 Phase 3 (Main Street Homes at Storrs Center): Anticipated construction start in spring 2015, completion by spring 2016

CONTACT

Storrs Center Alliance LLC
 info@storrscenter.com • www.storrscenter.com
 c/o LeylandAlliance LLC
 P.O. Box 878, Tuxedo Park, NY 10987
 Tel: (845) 351-2900 Fax: (845) 351-2922

Mansfield Downtown Partnership, Inc.
 mdp@mansfieldct.org • www.mansfieldct.org/mdp
 P.O. Box 513, Mansfield, CT 06268
 Tel: (860) 429-2740 Fax: (860) 429-2719

SPEAKER BIOGRAPHIES



Thomas Q. Callahan, Associate Vice President for Strategic Projects at the University of Connecticut in Storrs

Since joining UConn in 1995, Tom has successively held senior positions in the university's Institutional Advancement, Government Relations, Administration & Operations, the President's Office and Health Center organizations. For more than a decade, he led UConn's town gown efforts with Mansfield, including the development of Storrs Center and securing additional sources of water supply to serve UConn and Mansfield.

A Rhode Island native, Tom earned a bachelor degree from the University of Rhode Island and master's degree from American University. Prior to joining UConn, he directed Aetna's headquarters community relations and philanthropic programs in the Greater Hartford area. He has previously served as a Congressional staff aide; a government relations specialist and political organizer; and, chief executive of the Coro Foundation's Midwestern office. He was elected to the Stafford Connecticut Board of Education and has served on the boards of many civic and community organizations.



Arnold B. Chace Jr.

Arnold B. Chace, Jr. has over 30 years' experience as an investor, financial advisor, urban planner, and real estate developer. He is the Managing General Partner of Cornish Associates, Westminster Street Lofts, and Mashpee Commons, L.P.

Photo Credit:
Jim Hooper

Buff is currently the chair of the board of the Downtown Providence Parks Conservancy as well as serving as a board member emeritus of Grow Smart RI and Trinity Repertory Theater, an officer and member of the Executive Committee of the Providence Foundation, and an inaugural member of the Congress for New Urbanism.

Practicing what he believes, Buff lives in Providence's vibrant downtown neighborhood.



Bob Chapman, TND Partners

Bob Chapman's projects in North Carolina, Florida, and Arkansas are approved for approximately 16,000 residential units and two million sq. ft. of mixed-use retail and commercial space. So far, approximately 750,000 sq. ft. has been built or renovated. Projects in Durham include the Geer Foster DIY district, Trinity Heights, Trotter Building, Duke School for Children, Central Park School for Children. Other projects include Winmore in Chapel Hill, The Village at Hendrix in Conway, Arkansas, and Southlake-Cagan's Crossing near Orlando.

Bob serves on the board of the Congress for the New Urbanism and his past service includes many other non-profits: the North Carolina Smart Growth Alliance (founding board chair), National Town Builders Association (founding board chair), Preservation Durham, Durham Central Park, and Central Park School for Children. He is a founding advisory board member for the program in Real Estate Development and Urbanism at the University of Miami.



Laura Cruickshank, AIA, University Master Planner and Chief Architect, UCONN

Laura joined UCONN in February 2013. Ms. Cruickshank is responsible for the immediate and long-range planning and development of the Storrs and Regional Campuses and the Law School. She has oversight of planning, design and construction in the development and management of the University's Capital Improvement Plan, UCONN 2000 and Next Generation CT programs. Prior to joining UCONN, Laura Cruickshank was the Yale University Planner and directed planning and design on the Yale central campus. Ms. Cruickshank led Yale planning for the new Yale-NUS College in Singapore representing the University in the planning, design and construction of the new liberal arts college. She collaborated with an international team of architects, and partnered with professional and administrative colleagues from the National University of Singapore. Ms. Cruickshank received her Bachelor of Arts degree from Mount Holyoke College in 1975 and her Master of Architecture degree from the University of New Mexico School of Architecture and Planning in 1980. She holds architectural registration in Connecticut and is a member of the American Institute of Architects (AIA) and the Society for College and University Planning. She has served on private boards and public commissions including the General Services Administration peer review for the design of the new campus for the Department of Homeland Security.



Ward Davis, Chief Executive Officer, The Village at Hendrix

Mr. Davis directs the activities of The Village at Hendrix, a New Urban neighborhood in Conway, Arkansas, currently being developed by Hendrix College. The Village at Hendrix thoughtfully combines restaurant, retail, and office spaces with a range of residential options including apartments, student housing, carriage houses, and both small and large single family homes.

Prior to joining The Village, Mr. Davis worked on the development team of five New Urban neighborhoods as the primary developer or a financial consultant in addition to developing conventional neighborhoods and commercial real estate projects. Before becoming a real estate developer, he served as the Acquisitions Manager at Medical Properties Trust, a healthcare real estate investment trust and was a corporate finance investment banker for Stephens Inc.

Mr. Davis has a BA in Economics from Davidson College, a General Course Diploma in Economics from The London School of Economics and Political Science, and an MBA from The University of Virginia.

Robert J. Gibbs, AICP, ASLA, CNU, Gibbs Planning Group



Robert Gibbs is a leading urban planning consultant who has contributed to over 400 master plans across the U.S., including Alexandria, Birmingham, Charleston, Detroit, Disney, Houston, Marquette and Naples. He also planned Michigan's first ten New Urban communities and Form Based Codes. He founded GPG in 1988 and has prior experience with JJR/Smith and Taubman Centers.

In 2012, Gibbs was honored by the Clinton Presidential Library for his life's contributions to urban planning and development and by the City of Auckland, New Zealand for his planning

innovations. During the past 20 years, Gibbs has taught a continuing education course on urban retail planning and development at Harvard's Graduate School of Design.

Gibbs is a charter member of the Congress for the New Urbanism, gives frequent lectures, and has co-authored four books. Gibbs authored the Urban Retail Form Based Code Module, and in 2012 published *Principles of Urban Retail Planning and Development*. The book has received wide acclaim and was described by the APA as "...Not all sweetness and light, but one planners can ill afford to ignore."

A professional Landscape Architect in Michigan and North Carolina, Gibbs earned an MLA from the University of Michigan's School of Natural Resources and resides in Birmingham, Michigan. He serves on the Board of Directors for the Michigan chapters of the ASLA and CNU and is active in his community. Gibbs also formed the Urban Retail Institute in 2012 to promote sustainable retail development in American cities.

Gibbs has been profiled in the *New York Times*, *Urban Land Institute*, and the *Wall Street Journal*. The *Atlantic Monthly* stated: "Gibbs has an urban planning sensibility unlike anything possessed by the urban planners who usually design downtown renewal efforts."



Matthew W. Hart, Town Manager, Town of Mansfield, Connecticut

Matt Hart is the Town Manager of Mansfield, Connecticut, a full service municipality with a population of 26,453. Home to the University of Connecticut (UCONN), Mansfield offers all the cultural attractions of a major university within the beauty of a rural setting.

Matt is an accomplished manager and administrator with broad experience in local government. His current initiatives include the development of *Storrs Center*, a mixed-use, *New Urbanism* project located adjacent to UCONN's main campus, as well as a water-wastewater infrastructure project to serve the Four Corners commercial area, an important gateway to Mansfield and the University.

Prior to his appointment as Town Manager, Matt served as the Assistant Town Manager for the Town of Mansfield, and as Assistant to Town Manager in Windsor, Connecticut. Matt also has experience working in the private sector, and is a veteran of the US Army.

Matt is an active member of the International City Management Association (ICMA), serving on the organization's Sustainable Communities Advisory Committee. He is also an ICMA credentialed manager and past president of the Connecticut Town and City Management Association (CTCMA). Matt earned his *Juris Doctor* (JD) and Master's in Public Administration (MPA) from the University of Connecticut, and his Bachelor's degree in political science from the State University of New York at Potsdam.



Michael Hathorne, Senior Planning Manager, Suburban Land Reserve

Michael Hathorne is Senior Planning Manager with Suburban Land Reserve in Salt Lake City. Michael's professional experience includes such areas as community design, property acquisition, land use entitlements, code writing, long range land planning, and land use policy. Areas of professional specialty and interest include New Urbanism, Transit-Integrated Development, and Form-Based Code.

Michael presently serves as Chairman of CNU Utah which is a local chapter of the Congress for the New Urbanism (CNU). He previously served as Chairman of the Local Host Committee for CNU 21 which oversaw the organization and planning efforts for CNU's international conference which was held in Salt Lake City, UT during the spring of 2013.

Michael holds a Master's degree in Environmental & Urban Planning from Arizona State University and a Bachelor's degree from Utah Valley University in Business Management.

Michael is also an auxiliary faculty member in the College of Architecture + Planning (City & Metropolitan Planning Dept.) at the University of Utah. He also taught previously at Arizona State University and Brigham Young University.



Howard Kaufman, Chief Executive Officer, LeylandAlliance LLC

Mr. Kaufman's role at LeylandAlliance is multi-faceted, focusing on the structuring of projects, as well as financial and legal matters. He has negotiated innovative public-private transactions, led the successful effort to obtain federal and state grants, and helped to structure municipal financing for public infrastructure. Mr. Kaufman has been closely involved with all of the company's land use matters, which typically involve the establishment of innovative new zoning regimes. He also negotiates all debt and equity financing for the company and its projects.

Before joining LeylandAlliance, Mr. Kaufman was chair of the Real Estate Practice Group in the New York City office of Hughes Hubbard & Reed LLP, the international law firm. He represented many institutions in their real estate lending activities, assisted domestic and foreign investors in real estate transactions across the U.S., and handled a broad variety of sophisticated real estate matters, including the redevelopment of landmark properties in New York City and new Ritz-Carlton hotels on Amelia Island, Florida and in Marina del Rey, California. Mr. Kaufman served as co-chair of the Real Property Law Section of the New York County Lawyer's Association.

Mr. Kaufman is a Board Member of The Community School, serving learning disabled students throughout the New York City metropolitan area, and The Sedgewood Club. He is a former Board Member of the Mid-Hudson Pattern for Progress and former General Counsel to the National Town Builders Association. Mr. Kaufman is a graduate of Queens College and received his law degree from Harvard Law School.



Louis Marquet, Executive Vice President, LeylandAlliance LLC

Lou Marquet is an experienced construction executive responsible for planning, design and implementation of a wide spectrum of development projects and communities. His many years in the construction field make him a valuable part of a development team in the pre-development phase of these projects. He has put together teams of supporting professionals, controlled pre-development costs and worked with other team members to secure entitlements on various projects along the East coast. Mr. Marquet has taken part in creating highly sustainable neighborhoods that set new standards for construction innovation and environmental protection.

Lou has worked on a broad array of construction projects, including the adaptive reuse of landmark properties in New York City; the development of new residential communities in both urban and suburban locations; office, residential and hotel construction; high-rise resort communities in Miami Beach; and resort hotels in the Caribbean. He has been a key note speaker at several land use forums, including those sponsored by the Lincoln Institute of Land Policy, a regional clinic devoted to building partnerships for conservation; Congress for the New Urbanism annual conferences; and the Orange County Citizens' Foundation annual conferences, which focus on how traditional neighborhoods help to preserve open space.

Lou has been recognized for his community volunteerism and leadership by the New York State Senate, New York State Assembly, Orange County United Way, Warwick Valley Community Center and other service and not-for-profit organizations. He is a member of the Congress for the New Urbanism, Institute of Classical Architecture & Classical America, National Association of Home Builders, National Town Builders Association, The Urban Land Institute, and the U.S. Green Building Council. He is a graduate of the University of Cincinnati.



Linda Painter, Director of Planning & Development, Town of Mansfield, CT

As Director of Planning & Development, Linda administers and coordinates the activities of the town's planning and development functions. She serves as an informational source on land use and economic development matters for town officials, residents and developers. Linda assists the **Planning and Zoning Commission (PZC)** with its statutory responsibilities, including application reviews and promulgation of a **Plan of Conservation and Development**, Zoning map and land use regulations.

Linda also coordinates land use issues with the **Town Manager, Town Council**, and other municipal departments and federal, state and regional organizations. In addition, the Planner works on assorted grant applications and other municipal projects and serves as the Town's representative on the University of Connecticut's Master Plan Committee.



David Scheuer, President, The Retrovest Companies

David Scheuer has over thirty-five years of experience developing several award-winning residential and mixed-use projects. The company has built a reputation for design quality, environmental sensitivity, a commitment to building sustainable, healthy neighborhoods, a willingness to take on complex joint public/private development, and a commitment to sustainable development. Mr. Scheuer has worked on projects in Vermont, Washington D.C., and in four western states.

Mr. Scheuer is a former National Director of the National Association of Home Builders; a former Board Member of the Preservation Trust of Vermont and was a co-founder of the Fund for Vermont's Third Century; In 1990 Mr. Scheuer was inducted into Lambda Alpha, the National Land Economists Society. He is a former Trustee of the U.S. Ski Team Foundation and currently serves on the Executive Board of the National Town Builders' Association. For ten years he has served on the Board of Champlain College where he was a member of the Executive Committee and chaired its Facilities Committee.

In 1987 Mr. Scheuer served as Interim Staff Director of the United States Senate Committee on Agriculture; in 1993 he served on President Clinton's Transition Commission for the Departments of Agriculture and Housing and Urban Development and subsequently on the Executive Staff of the President. He was appointed by Governor Howard Dean to Vermont's Municipal Land Law Review Commission (2001-2003) and serves as an advisor on housing and land use issues to Vermont's current Governor.

Since 1989 Mr. Scheuer has been active in the Urban Land Institute, where he serves on the Public/Private Partnership Council; in addition he has participated in or chaired numerous ULI Advisory Service Panels relating to University-sponsored development, urban infill, real estate asset disposition strategies and neighborhood redevelopment planning. He recently chaired ULI's National Convocation on Building Healthy Communities and is a frequent speaker in behalf of ULI's Healthy Communities Initiative.

Mr. Scheuer attended the University of Colorado, where he was an All-American alpine skier. From 1972 to 1978 he was a member of the U.S. Alpine Ski Team. Mr. Scheuer did graduate work in Agricultural and Land Economics at the University of Vermont and has completed the Advanced Real Estate Development Management Program at Harvard University.



Samuel Sherman Jr.

Sam Sherman built more than 1,100 houses in suburban Delaware, New Jersey and Pennsylvania before 2000, when he heard a radio interview with Andres Duany and embraced New Urbanism. Since then, he began Sam Sherman Associates LLC, and New Urban Ventures, to pursue New Urbanist developments in Philadelphia.

Their Spring Arts Point development rose on blocks that had languished for decades under Philadelphia's "urban renewal" plan. The brownfields development won the Bronze Award from 10,000 Friends of Pennsylvania for excellence in design and sustainability. He was president of the Building Industry Association of Philadelphia from 2008-2009 (and is its national legislative representative to the National Association of Home Builders), He was a member the board of Neighborhoods Now and assisted the organization in crafting Transit Oriented Development guidelines that have been incorporated into legislation adopted by City Council. Sherman served on Philadelphia Mayor-elect Michael Nutter's sustainable development committee and was part of his transition team, helping to look at restructuring the city's Department of Licenses and Inspections. In January 2008, Mayor Nutter appointed Sherman to the chairmanship of the Philadelphia Historical Commission.

A dedicated urbanist, Sherman believes that urban centers such as Philadelphia stand to gain from the fundamental changes taking place in the national economy. Places that are less energy dependent, offer choices in transportation and reduce the reliance on automobiles are now recognized as having a higher value. The challenge for policy makers in Philadelphia is to position the city to take advantage of these assets and improve the lives of all of its citizens.

Sam is honored to be given the opportunity to apply his experience to furthering the mission of the Passyunk Avenue Revitalization Corporation.



Frank Starkey, People Places LLC

Frank Starkey is co-founder (with his brother, Trey) of Longleaf, a 568-acre Traditional Neighborhood Development just Northwest of Tampa, Florida. Frank was intimately involved in Longleaf's design, entitlement, engineering, permitting, construction, builder program, architectural review (using a form-based design code) marketing, homeowner association, mixed-use development and property management, even operating a coffee shop in its Downtown. From 2005 through 2012 Frank and Trey oversaw planning, entitlements and marketing of Starkey Ranch, a 2,500-acre multi-use development planned for the family's remaining land. In December, 2012, the family closed on the first portion of a multi-year takedown of the Ranch to Wheelock Street Capital.

In 2013 Frank founded People Places, LLC, a real estate development and consulting company. Drawing on Frank's broad experience, the People Places goal is to craft vibrant, people-oriented residential and/or retail places in walkable settings. Its first project is Audrey Place, a vacation rental property in Wilton Manors, Florida.

Frank is Chairman of the Board of The Seaside Institute, immediate past president of the National Town Builders Association, was the first Developer in Residence at University of Miami's Masters in Real Estate + Urbanism (MRED+U) program and served on the Rollins College Masters of Planning in Civic Urbanism advisory board. He holds undergraduate and professional degrees in architecture and urban design from Rice University, is CNU (Congress for the New Urbanism) Accredited, and a member of Urban Land Institute and Leadership Florida.



Macon C. Toledano, Associate Director, Lyndhurst Foundation

Mr. Toledano directs the Foundation's grant programs in the priority areas of urban design and development, neighborhood revitalization, historic preservation, energy efficiency and conservation, and the innovative economy, all as part of the Foundation's overall effort to support the continued growth of Chattanooga and the surrounding area as a sustainable and resilient region.

Previously, Mr. Toledano was the Senior Vice President of Planning and Development at LeylandAlliance, a national leader in New Urbanist development and urban revitalization projects. Mr. Toledano obtained his Master of Architecture degree from Harvard University Graduate School of Design. Prior to that, he attended the University of North Carolina as a recipient of the Morehead Scholarship. Mr. Toledano studied for one year at the University of Venice, where he was also a student fellow at the Peggy Guggenheim Collection, and was a visiting student of urban design at the Swiss Federal Polytechnic Institute in Zurich.



Cynthia van Zelm, Executive Director, Mansfield Downtown Partnership, Inc.

Cynthia is currently the Executive Director of the Mansfield Downtown Partnership, Inc. Cynthia became the first Director of the Partnership in 2002. Since her tenure began, she has focused on planning and implementing Storrs Center – a \$200 million mixed-use downtown development in the heart of Mansfield, Connecticut, and home to the University of Connecticut.

Groundbreaking occurred in May 2011 and the first three phases with over 400 apartments and thirty businesses have opened since then. The last two phases include 200 additional apartments,

and 34,000 square feet of commercial space (opening fall 2015) as well as 40 townhouses and condominiums (opening 2016). The Town Square opened in May 2014 and many events are planned for this community space. With the opening of Storrs Center, Cynthia will also focus on the management of the downtown.

Previously, Cynthia was a Senior Planner at the Lane Council of Governments, in Eugene, Oregon, and was legislative staff to two members of Congress in Washington, D.C. Cynthia holds a Master's degree in Public Affairs from the University of Oregon, in Eugene, Oregon, and a Bachelor's degree in Political Science from Hartwick College, in Oneonta, New York.



Mike Watkins, FAIA AICP LEED-AP CNU-A

Michael Watkins is the founder and principal of Michael Watkins Architect, LLC, an architecture and town planning firm. The firm's work includes the preparation of master plans for neighborhoods, hamlets and town extensions, preparation of design guidelines, various town architect services for TNDs, and leading and participating in urban design charrettes.

He serves as the Town Architect for Norton Commons in Louisville, Ky. and Whitehall near Wilmington, Del. He collaborates with numerous other New Urbanist firms, among them Urban Design Associates, TortiGallas and Partners, Placemakers and the Prince's Foundation for Building Community.

In 2007, Mr. Watkins left his position as Director of Town Planning with Duany Plater-Zyberk & Company to enroll in the Masters program in Classical Design offered by The Institute of Classical Architecture & Classical America and the Georgia Institute of Technology. While with DPZ, he opened their Washington, D.C. office (1988), where he served as the Town Architect for Kentlands, a 352-acre neo-traditional neighborhood northwest of Washington, D.C., led many charrettes for a wide variety of types on projects, and was a member of design teams for over sixty towns and neighborhoods in the United States and abroad.

Mr. Watkins is one of several contributors to Andres Duany's SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. In 2003 Mr. Watkins edited and produced The Guidebook to the Old and New Urbanism in the Baltimore / Washington Region. Mr. Watkins speaks on the subject of traditional architecture and urban design at universities and conferences in the U.S. and abroad. He is a member of the Congress for the New Urbanism, the American Institute of Architects, the Institute of Classical Architecture and Art, the New Urban Guild and the American Institute of Certified Planners.



Dan Zelson, Charter Realty

A founding officer of Charter Realty, Mr. Zelson has focused his efforts on marketing the company's owned portfolio, building its third party shopping center leasing business as well as tenant representation accounts. He has also been successful in the acquisition of several retail chains for their underlying real estate as well as being involved in the acquisition and development of Charter's own portfolio. Since the company's inception, he has accounted for the completion of more than 20 million square feet of new tenant leases in both Charter and third party properties.

Dan's primary areas of focus include developing and implementing new shopping center marketing strategies, negotiating and structuring of shopping center acquisitions, securing third party shopping center exclusives and tenant representation assignments for a growing team of professionals, and implementing growth strategies for major retailers poised for expansion. Some of these companies include: TJX Stores, Wal-Mart, Delhaize, Regal Cinemas, and Alamo Draft House. Dan also works to build the company's new real estate initiatives including a downtown/urban retail business, a net lease strategy, and a hospitality division.

Prior to Charter's formation, Mr. Zelson was the Director of Leasing at National Realty and Development Corp. in Purchase, New York. Joining National in 1988, his responsibilities included all leasing and marketing activities for a portfolio of 76+ shopping centers (in excess of 8 million square feet) in sixteen states along the East Coast of the United States.

Mr. Zelson is a graduate of Cornell University; he currently is a trustee of the United States Olympic Foundation, the Fairfield Country Day School and the Southport Fire Department. Dan resides in Fairfield County Connecticut with his wife and children.