



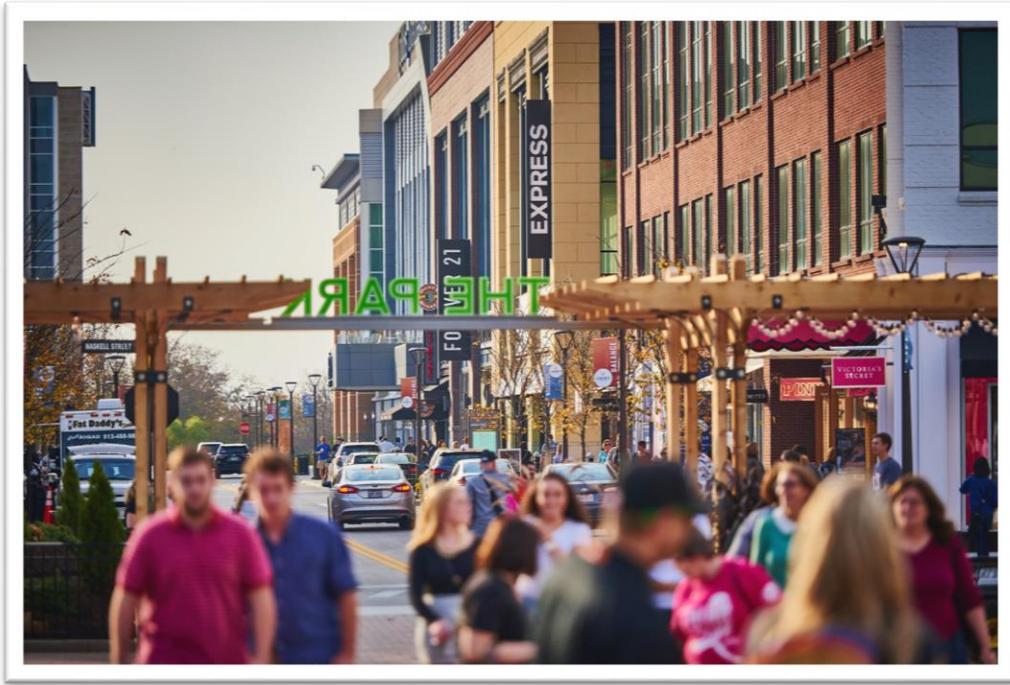
NATIONAL
TOWN BUILDERS
ASSOCIATION

URBAN RETAIL: CREATING AN ACTIVE RETAIL CORE AS THE ENGINE FOR SUCCESS



2017 NTBA FALL ROUNDTABLE

Thursday, October 12 – Sunday, October 15, 2017
Cincinnati, Ohio



Liberty Center



“Urban Retail: Creating an Active Retail Core as the Engine for Success” is the timely and dynamic topic for the NTBA’s Fall Roundtable. THIS IS A CAN NOT BE MISSED event for NTBA developer members to learn more about the changing world of retail development and how walkable, mixed-use, urban centers are flipping traditional development strategies upside down.

Urban Retail expert Robert Gibbs will be our host and the nationally recognized and highly successful Liberty Center will be our exciting base camp for the Roundtable. Gibbs will provide sessions on Urban Retail Planning and Development, Urban Retail 404, and will lead the discussion during our roundtables. Tours of Over the Rhine, Mariemont Town Center, Hyde Park, and Liberty Center will take center stage, along with their generous developers who will share their development case studies and best practices.

Retail truly is the economic driver for urban retail development. We hope you will mark your calendar NOW to attend the NTBA Fall Roundtable in Cincinnati, Ohio this October. Registration is open for this members-only event.

To join the NTBA, please visit [HERE](#). Members may register for the Roundtable [HERE](#).



Liberty Center



THE 2017 NTBA FALL ROUNDTABLE

URBAN RETAIL

Thursday - Sunday, October 12-15, 2017

Notes

Please note that NTBA membership is required to attend Roundtables with the exception of guest speakers and/or significant others who may attend with a current member.

Roundtable registrants are invited to a pre-tour of Norton Commons in Louisville, Kentucky (approximately 2 hours from Cincinnati). There is no additional fee for this tour, but meals and transportation to Cincinnati are on your own and will not be provided.

A limited number of hotel rooms have been reserved at the AC Hotel Cincinnati at Liberty Center for a nightly rate of \$149. First come, first served, with a start date of 10/12/17 and end date of 10/15/17. The booking code is NTBA. [Book your group rate for NTBA HERE.](#)

Bus transportation will be included for all tours of the Roundtable, with the exception of the optional pre-tour of Norton Commons. Meals and refreshments are included where noted. Others are on your own.

Please note that AIA credits are offered for presentations and tours. Attendees are responsible for signing check-in sheets in advance of each session in order to receive credits. Thank you to Bill Allison for his help with this initiative.

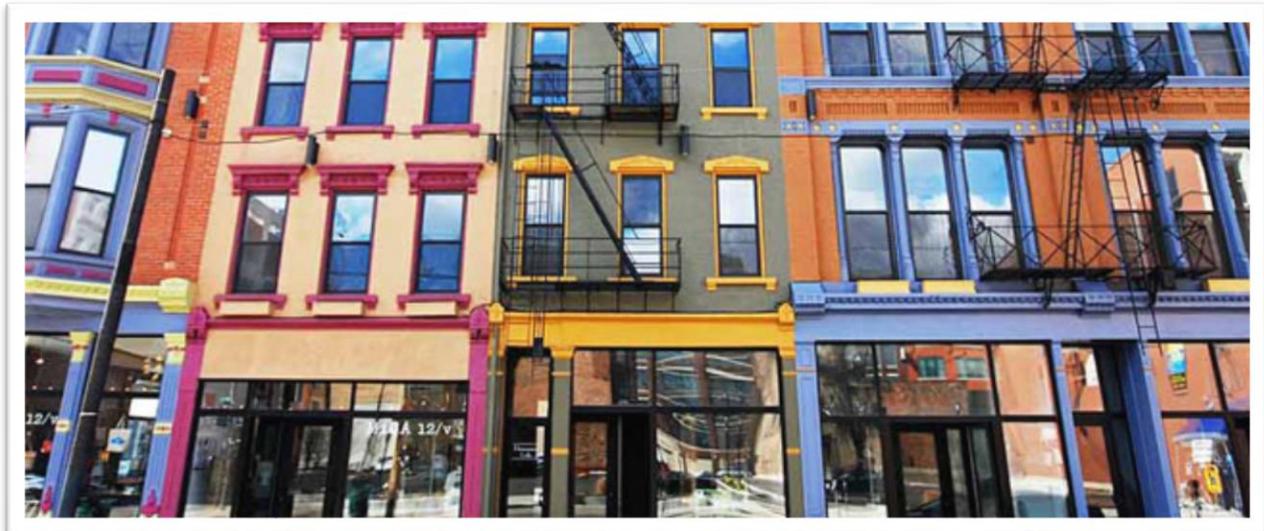
Questions? Contact Monica V. Johnson, NTBA Director, at info@ntba.net or 914-715-5576.

2017 NTBA Fall Roundtable – At a Glance

THUR, OCT 12	PROGRAM	LOCATION
9:00 AM	Optional Tour of Norton Commons	Louisville, Kentucky
12:00 PM	Norton Commons Group Departs for Cincinnati	
3:00 PM	2017 NTBA Fall Roundtable Begins: Bus departs from AC Hotel	AC Hotel Cincinnati at Liberty Center / 7505 Gibson ST, Liberty Township
4:15 PM	Over-the-Rhine Arrival	3CDC Board Room / 1203 Walnut ST, Cincinnati
4:30 PM	Over-the-Rhine: The Come Back Kid	
5:30 PM	Over-the-Rhine Walking Tour	Over-the-Rhine
7:30 PM	Drinks, Apps, and Conversation!	1910 Elm ST, Cincinnati
9:00 PM	Bus departs from Rhinegeist Brewery and Returns to the AC Hotel Cincinnati	
FRI, OCT 13		
8:30 AM	NTBA Scholarship Award Presentation	Sabin Hall / Liberty Center
9:00 AM	A Saner and Happier Life	
10:15 AM	Bus Departs for Mariemont Town Center	AC Hotel Cincinnati at Liberty Center
11:00 AM	Building Upon Foundation in Mariemont Presentation and Lunch	Mariemont Inn / 6880 Wooster Pike, Mariemont
12:30 PM	Walking Tour of Mariemont	Mariemont
2:00 PM	Bus Departs from Mariemont Inn and travels to 2770 Observatory, then Hyde Park	Mariemont Inn / 6880 Wooster Pike, Mariemont
2:15 PM	The Evolution of Hyde Park Presentation and Bus Tour	Jeffrey R. Anderson Real Estate, Inc.
3:30 PM	Graeters Ice Cream!	Rookwood Exchange 3825 Edwards Road, Suite 200, Cincinnati
4:00 PM	Introduction to Urban Retail Planning & Development	Jeffrey R. Anderson Real Estate, Inc.
5:30 PM	Roundtable: Urban Retail and Working Dinner	
6:30 PM	Affordable Housing Without Subsidy	
7:30 PM	Bus Returns to the AC Hotel Cincinnati	
SAT, OCT 14		
8:30 AM	Coffee and Conversation at Sabin Hall	Sabin Hall / Liberty Center
9:00 AM	Liberty Center Case Study	
10:30 AM	Liberty Center Walking Tour	
12:00 PM	Lunch on your own	
1:30 PM	Urban Retail Case Studies	
2:30 PM	Urban Retail Roundtable Discussion	
3:30 PM	Part 1: TND Development White Paper	
6:00 PM	Sessions End	
7:00 PM	Dinner	Kona Grill / Liberty Center
SUN, OCT 15		
9:00 AM	Full Breakfast and Conversation	Sabin Hall / Liberty Center
9:30 AM	NTBA Annual Meeting	
10:00 AM	NTBA Roundtable Discussion	
12:00 PM	It's a Wrap!	

Thursday, October 12, 2017

- 9:00 AM** **Optional Tour of Norton Commons, Louisville, Kentucky**
Make your way to the Norton Commons town square (Norton Commons Boulevard and Meeting Street) in Louisville, Kentucky for a walking tour with developer David Tomes and Town Architect Mike Watkins. This is a perfect chance to see Norton Commons, especially if you missed it during a previous NTBA Roundtable. Following the tour, stay for lunch (we'll make you a lunch reservation if you let us know you're joining the group) before heading out to Cincinnati.
- 12:00 PM** **Norton Commons Group Departs for Cincinnati**
You'll need to make your own transportation arrangements for the Norton Commons tour and to travel to Cincinnati.
- 3:00 PM** **2017 NTBA Fall Roundtable Begins / AC Hotel Cincinnati at Liberty Center / 7505 Gibson ST, Liberty Township**
Please meet in the AC Hotel lobby to board the bus for a 3:15 PM departure to Over the Rhine. The bus will depart promptly, so make sure you leave enough time to make this connection. Dress comfortably for the weather and walking.



Over-The-Rhine

- 4:15 PM** **Welcome! Over-The-Rhine / 3CDC Board Room / 1203 Walnut ST, Cincinnati**
NTBA President Ward Davis, the NTBA Board of Directors, and our host Robert Gibbs, welcome you to the 2017 NTBA Fall Roundtable.

4:30 PM Over-the-Rhine: The Come Back Kid

Over-the-Rhine, Ohio's most historic German neighborhood, is a 2 square-mile area that was packed with immigrants seeking economic opportunity in a new land in the late 1800's. Until recently, it had become a wasteland over the years, a desolate, scary place that most people had no reason to visit except for occasional trips to Findlay Market and Music Hall. In 2001, the neighborhood was the epicenter of the race riots that erupted in Cincinnati. Five years later, the National Trust for Historic Preservation put the neighborhood on its list of Most Endangered Historic Places.

In this session, Adam Gelter will fast forward to today and the dramatic change that has occurred. The neighborhood is now home to a growing number of urban professionals and empty-nesters, up-and-coming restaurants and independent shops, and the renovated Washington Park.

Much of the revitalization has been overseen by 3CDC, a real-estate development organization funded largely by Cincinnati's corporate heavy hitters. Over the past eight years, the organization has spent more than \$250 million in the neighborhood, renovating buildings that have attracted 42 new businesses into the area.

5:30 PM Over-the-Rhine Walking Tour

We'll break up into smaller groups for tours to be led by Adam Gelter with 3CDC; Beth Johnson, Urban Conservator with City of Cincinnati; and Bobby Maly, partner with Model Group Development and a major developer in Over-the-Rhine.



7:30 PM Drinks, Apps, and Conversation! Rhinegeist Brewery / 1910 Elm ST, Cincinnati

The walking tour will conclude at the Rhinegeist Brewery.

Note: Drinks are on your own, but the NTBA will provide appetizers and a full taco bar, catered by Mazunte.

MAZUNTE

9:00 PM Depart from Rhinegeist Brewery and Return to the AC Hotel Cincinnati

Friday, October 13, 2017

8:30 AM **NTBA Scholarship Award Presentation / Sabin Hall / Liberty Center**

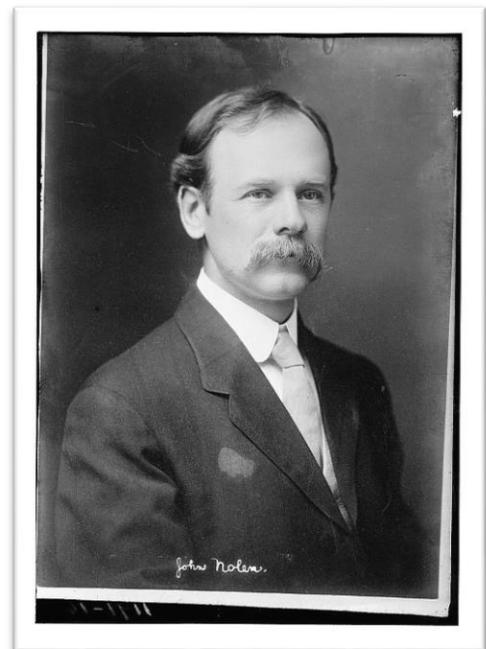
The NTBA Scholarships are presented in honor of the late David Scheuer and Ian Gillis, former NTBA board members, dear friends, and committed developers to the tenants of New Urbanism. Two scholarships are awarded during every Roundtable to university students who are following an educational track related to new urban development and who plan careers in the industry. The NTBA believes in education through experience and is committed to working to provide opportunities for those starting their careers to expand their horizons. Join us for this important session as we recognize the outstanding work and bright futures of our NTBA Scholarship recipients.

Note: Coffee and light refreshments will be served.

9:00 AM **A Saner and Happier Life**

John Nolen, a city planner and landscape architect, wrote "...simple recreation in the open air amid beautiful surroundings contributes to physical and moral health, to a saner and happier life...". To Nolen, "beautiful surroundings" included both the natural and manmade environments. In this presentation, Mike Watkins will share the broad and diverse range of work of this prolific designer. Special attention will be given to Nolen's plan for Mariemont, which we will visit later in the afternoon.

John Nolen (1869–1937) was the first American to identify himself exclusively as a town and city planner. In 1903, at the age of thirty-four, he enrolled in the new Harvard University program in landscape architecture, studying under Frederick Law Olmsted Jr. and Arthur Shurcliff.



10:15 AM **Bus Departs for Mariemont Town Center**

Note: Please meet at the AC Hotel to board the bus for a prompt departure. Dress comfortably for the weather and walking tours.



11:00 AM Building Upon Foundation in Mariemont / Mariemont Inn / 6880 Wooster Pike, Mariemont
Greiwe Development has brought new lifestyle choices to Cincinnati by building exclusively in premier locations with high quality architecture and interior finishes. The company specializes in developing residences in walkable communities with a healthy variety of dining, retail, entertainment and recreational amenities for an engaging life. The condominium project with North American Properties in Mariemont, is a 120 unit, five phase development that fulfills Village founder Mary Emery's vision of an English Garden City. The project's first phase, Jordan Park, was dedicated in 2008. Emery Park was completed in 2011, Nolen Park in 2014 and Livingood Park in 2017. Hampstead Park is scheduled for completion in early 2019. Greiwe and North American Properties also completed 2770 Observatory, 30 luxury condominiums on Hyde Park Square in June 2016. Greiwe Development doubled the number of condominiums in downtown Cincinnati in 2002 by partnering with Miller Valentine Group to renovate the Polk Building. Two warehouses were connected with an atrium and transformed into the 114-unit award winning Park Place at Lytle. In his presentation about the town of Mariemont, Rick Greiwe will focus on how each phase of his development conformed to the plan and architectural style outlined by John Nolen in his pioneering town plan unveiled in 1921.
Note: Lunch is included and will be served during this presentation.

12:30 PM Walking Tour of Mariemont
Mariemont, founded by Mary Emery and designed by John Nolen, broke ground in 1923. It is widely heralded by new urbanists as an excellent example of a neo-traditional

neighborhood. It is compact, mixed-use and pedestrian-friendly *and* incorporates the automobile. Rick Greiwe and Mike Watkins will lead the walking tour and share his favorite examples of Nolen's town planning principles in practice.

2:00 PM **Bus Departs for 2770 Observatory and Hyde Park**

Meet at the Mariemont Inn to board the bus. Wheels up at 2 PM! We'll swing by to see one of Rick Greiwe's projects, then head on over to Hyde Park.



2:15 PM **The Evolution of Hyde Park Bus Tour and Presentation**

Hyde Park. One of Cincinnati's oldest, and most distinguished first-ring suburbs. Learn how this community came to be, how it has evolved over time, and how one real estate developer has spent 25 years helping keep the Hyde Park area a relevant, vibrant, desirable place to live, work and play.

Jeffrey R. Anderson Real Estate, Inc., in conjunction with the City of Norwood, Ohio, has been engaged in a 25-year urban redevelopment project. Anderson successfully converted a brownfield industrial site into three thriving new developments now known as Rookwood Pavilion, Rookwood Commons, and Rookwood Tower. Combined, these three projects represented (at origination) \$120 million in development, and brought to Norwood more

than 100 new businesses employing upwards of 2,000 people representing an overall annual economic impact of \$60 million.

Our Hyde Park hosts, Jeffrey Anderson and Mark Fallon, will guide us on a bus tour to see the highlights of Hyde Park, ending up at the Rookwood Exchange and the offices of the Jeffery R. Anderson Real Estate company. Jeffrey and Mark will share the back story of Hyde Park during an informative presentation, providing context to the preceding tour.

3:30 PM Graeters Ice Cream!



Graeter's produces craft ice cream using the small batch, artisanal, French Pot process, dating back over a century. Graeter's owns a regional chain of shops offering super premium [ice cream](#), baked goods, and [candy](#) which originated in [Cincinnati, Ohio](#) in 1870. Their thick, handcrafted ice cream has won the hearts of ice cream enthusiasts across the country as well as the respect of the nation's most influential foodies. It has been featured on [Food Network](#) and has earned them many fans, including [Oprah Winfrey](#), [Harry Connick Jr.](#), and influential food writers such as [David Rosengarten](#) of Rosengarten Report. It has been called "the best ice cream in the world," and "the best out there," and won "Best Sweet" at the 2014 [Food Network South Beach Wine and Food Festival](#). A big SHOUT OUT to Graeter's for treating us to their ice cream. Thank you!



Storrs Center

4:00 PM Introduction to Urban Retail Planning & Development

Our Roundtable host, Robert Gibbs, will present the foundation principles for successful retail development. This fast-paced session will demonstrate how proven principles of retail development can be combined with the best practices of the New Urbanism to create successful and competitive mixed-use urban commercial centers. Gibbs discusses the nuts

and bolts of how to program, plan and design sustainable retail in historic downtowns, under-performing shopping centers, and new ground-up developments. Topics covered include market research, branding, national retailer criteria, and site selection principles. Participants learn about parking, streetscape, store planning, signage, tenant mix, merchandising plans, leasing, anchors' roles and successful new urban planning techniques, design criteria, parking, building, site planning, and developer requirements. Center typologies including: The Lake Forest, the Retail Peel and the Double Reverse L will be illustrated. Also reviewed will be the synergy between residential, office, civic, and governmental land uses and retailer performance.

5:30 PM Roundtable: Urban Retail

Roundtable discussions are perhaps the biggest highlights of the Roundtables. 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. Nothing is off the table for discussion. Members share what's worked, what failed, pose problems, ask for advice, and introduce new projects.

Note: Dinner and beverages will be served during the Roundtable, compliments of Evans Farm and NTBA members Dan and Kathy Griffin and Tony Eyerman. THANK YOU!



6:30 PM Affordable Housing without Subsidies

The experience of building hundreds of affordable houses for post-Katrina Louisiana led Andres Duany and DPZ to the conclusion that the available prefabrication systems did not really reduce the cost of construction. They all had disadvantages that were unknown until implementation. Modular, sandwich panels, shotcrete, precast—all had problems, which led to costs similar to site building.

Our 600 or so houses in Louisiana ended up being stick-built. In the end, the only technology that remained promising was that of the mobile homes. This was used in Mississippi as the famous Katrina Cottages of which over 3,000 were built. These designs, however, had severe cultural acceptance problems as they were reminiscent of the shotgun houses—which are still associated with poverty. Even when aspiring to a decent traditional architectural style, the long narrow outline reminded many of

the negative perception of the mobile home. There was much resistance with local acceptance.

Since that experience ten years ago, DPZ has been pursuing designs that retain the delivery system of the mobile home, while avoiding the stigma. The crisis in affordability in this country (see the attached article by Anthony Flint) has many causes, and one of them is the cost of construction. Affordable housing, without subsidy, will be ever more important to developers in the future. This session will present half a dozen of the designs that came out of DPZ's ten years of research and development. The article referenced above follows here:

[/At Lincoln House Blog](#)

The surprising success of manufactured homes as affordable housing

August 24, 2015

While at the Ford Foundation working on affordable housing, Lincoln Institute President George W. "Mac" McCarthy became convinced about the huge potential of an unrecognized sector of the national housing stock – manufactured homes. Setting aside the scorn of trailer parks, "redneck Riverias," and Kentucky double-wides, he discovered that homes built in factories represent the largest unsubsidized affordable housing stock in the U.S. Almost 8 million families, with a median income of \$29,000, reside in manufactured homes.

In the final Lincoln Lecture of the spring season last month, [From Social Stigma to Housing Solution: The Case of Manufactured Housing](#), McCarthy reported on the work of a group of plucky social entrepreneurs who embarked on a quixotic effort to transform the manufactured housing sector -- and the unexpected results of their efforts to preserve and expand this essential component of the national affordable housing stock.

While efficient manufacturing reduces production costs and high-density, low impact development promotes smart growth, newer homes often outperform site-built housing in both quality and design. And yet, with a few notable exceptions, affordable housing practitioners remain ignorant of, or are openly hostile toward, this housing stock—instead of embracing it as a potential solution to affordable housing challenges.

In the 1990s, manufactured housing accounted for two-thirds of new affordable single family housing, and nearly half of homes under \$150,000. Over two-thirds of these homeowners earn less than \$50,000 (80 percent of median income for most regions). More than 80 percent never move. Contrary to popular belief, the homes aren't assets that diminish in value over time, so long as families control the land under their homes. There are an estimated 50,000 manufactured home communities in 3,100 counties, with an estimated three million homeowners who lease the land beneath their homes.

The case studies noted in the lecture included [Noji Gardens](#) in Washington State, [Cranberry Village](#) in Carver, Mass., and [ROC USA](#) in New Hampshire.

A key effort is to get the manufactured home industry to produce better products – something that has been embraced by Warren Buffet in [Clayton Homes](#). "People are doing it right and making money," McCarthy said. The Federal Housing Administration has changed rules to improve financing, though as McCarthy noted, "People who own manufactured homes are still paying too much in the lending."

The July issue of [Land Lines](#) featured an article on manufactured homes, [From Stigma to Housing Fix: The Evolution of Manufactured Homes](#). Earlier this year, another article published in Hawaii looked at greater openness to [manufactured homes](#). George McCarthy's full lecture can be viewed [here](#).

7:30 PM **Bus Departs for AC Hotel in Liberty.**

Saturday, October 14, 2017

8:30 AM **Coffee and Conversation at Sabin Hall**
Coffee and light refreshments will be served.



Liberty Center

9:00 AM **Liberty Center Case Study**

Liberty Center is designed to be the premiere mixed-use development in greater Cincinnati and a central gathering space. It is holistically designed with a mindful approach to building enduring relationships between local businesses, people and place.

Liberty Center features 1.3 million square feet of development situated on a 64-acre site and includes 75,000 square feet of Class A Office, 60,000 square feet of restaurant and dining, 150,000 square feet of upscale residential, an 80,000 square-foot cinema, and a hotel.

Bracketed by three anchors including the cinema and a 2-level Dillard's, Liberty Center features approximately 350,000 square feet of multi-level inline specialty retail complimented by an array of vibrant programmed plazas and contemplative garden

settings supported by convenient structured and on-grade parking.

Liberty Center is located at the interchange at I-75 and SR 129, a major East-West connector. The North Cincinnati communities of Liberty Township, Mason and West Chester that surround Liberty Center are ideally situated at the center of the high growth I-75 corridor that connects Cincinnati and Dayton.

Developer Yaromir Steiner will share the story of the development of Liberty Center in this fascinating retail development case study.

10:30 AM **Liberty Center Walking Tour**

Yaromir Steiner will lead the walking tour of Liberty Center and will answer development questions for attendees.

12:00 PM **Lunch – On your own in Liberty Center**



Seaside, Florida

1:30 PM **Urban Retail Case Studies**

Robert Gibbs will illustrate both successful and unsuccessful urban retail developments constructed across the U.S. Both prewar and New Urban town centers will be illustrated including: Lake Forest, Country Club Village, Palmer Square, Seaside, the Kentland's, Easton Town Center, Abacoa, Birkdale Village, Avalon, The Village of Rochester, Troy Town Center, The Grove and Biltmore Town Center.

2:30 PM **Urban Retail Roundtable Discussion**

Roundtable attendees will join in an open discussion, facilitated by Robert Gibbs, about urban retail development – attendees are urged to bring real life situations to discuss.

3:45 PM

Part 1: TND Development White Paper

Traditional neighborhood developments have created a tremendous amount of value since the launch of Seaside in 1982. However, their track record of success for developers has been far less consistent. Ward Davis will present the first part of a multipart series covering lessons of traditional neighborhood development, from site selection through complete buildout and POA handover. Following the presentation will be a roundtable discussion of the ideas presented.

6:00 PM

Sessions End



7:00 PM

Be Our Guest / Dinner at Kona Grill, Liberty Center

Like the welcoming state that inspired its name, Kona Grill offers global food, friendly people, and unique cultures — all in one place. The chef and staff of Kona Grill strive to make every experience exceptional and stay true to the values their restaurant was built on -- Exceptional Experiences and meals that create memories. Its global menu features contemporary American favorites, award-winning sushi, and specialty cocktails — all made from scratch using only the freshest ingredients.

Sunday, October 15, 2017

9:00 AM Full Breakfast and Conversation / Liberty Center Sabin Hall

Come hungry as we'll have our signature send-off breakfast to start the closing sessions of our Roundtable. Please be our guests!

9:30 AM NTBA Annual Meeting

10:00 AM NTBA Roundtable Discussion

One of the sessions most loved by members is the NTBA Member Roundtable. Here, we canvas the room to raise questions and discussion about the most important take-aways of the 4-day event. These conversations are relevant, timely, and oh, so enjoyable!

12:00 PM It's a WRAP!

Time to go back to work and make a difference to the world we live in.



ABOUT OUR HOST

Robert J. Gibbs, AICP, ASLA, PLA, CNU-A

Gibbs Planning Group

Urban intelligence



Robert Gibbs is a professional urban planner who has contributed to over 300 master plans across the U.S., including Alexandria, Birmingham, Charleston, Detroit, Disney, Houston, Marquette, Naples, Portland, Rosemary Beach, Santa Cruz and Seattle. 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. Presently, GPG is planning a 100-acre new mixed-use town center for the City of Troy and consulting for private developments in Seattle.

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. Gibbs was named the 2015 Oakland University Distinguished Alumni for his professional achievements. 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. In 2015, GPG's Walloon Village master plan was awarded the 2015 Planning Excellence in Design Award from the Michigan Association of Planning.

Gibbs is a charter member of the Congress for the New Urbanism, gives frequent lectures and has co-authored four books. Gibbs also 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 member of the American Institute of Certified Planners, the American Society of Landscape Architects and the Congress for the New Urbanism, Gibbs is also 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 Bloomfield, Michigan. He serves on the national Board of Directors for the Form Based Code Institute and the Michigan chapter of CNU. Gibbs also formed the Urban Retail Institute in 2012 to promote sustainable retail development in American cities.

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

240 Martin ST, Birmingham, MI 48009 / 248-642-4800 / www.gibbsplanning.com

ABOUT LIBERTY CENTER



Liberty Center is a multi-use center that brings together the community's recreational, social and civic passions by anchoring its citizen's state-of-mind to an attainable state-of-being. Liberty Center artfully blends freedom and work, clarity and culture, kinship and community. It is holistically designed with a mindful approach to building enduring relationships between local businesses, people and place.

Liberty Center unites beloved shopping destinations, with an eclectic range of dining options, exciting events and entertainment venues.

An enriching and vibrant quality of life is made possible 24/7 through premier residential living and integrated office and small business space. Personal and professional amenities create an environment where family fellowship, pristine parks, rich recreation and diverse cultural outlets ground the community. The result is more than a destination; it's a living, breathing get away for the soul.

Situated between Cincinnati and Dayton, Liberty Center brings together over 100 acres to form the most community-centric and balanced approach to private-public partnerships in the region. Together with a thriving daytime population and socially engaged, supportive community, Liberty Center is the perfect place for people to live, work and enjoy the benefits of a brilliantly vibrant and centered local life.

The Development Partnership

Liberty Center is the result of a partnership between two world-class developers and numerous other entities focused on specific components of the mixed-use Development.

Master Developers

Steiner + Associates was founded in 1993 by Yaromir Steiner and has built a track record of development distinction that established the firm as one of the industry's most respected retail developers. Steiner + Associates has redefined regional retail, developing, leasing and managing projects that are capable of drawing from trade areas FAR larger than industry standard. Steiner has built, developed, leased and managed more than \$1.7 billion in projects comprising over 7.4 million square feet of retail and mixed-use space. Easton Town Center, co-developed by Steiner + Associates, was named one of the Top Five most innovative malls in history by "Inside Retail."

Bucksbaum Retail Properties, founded by John Bucksbaum, is a fully integrated owner and developer of retail real estate that incorporates office, residential and hospitality uses into its suburban malls and urban-oriented retail developments. Bucksbaum Retail Properties is actively involved in understanding the relationship between a high quality of life and the built environment while consistently exploring adaptation and reuse of existing real estate. John Bucksbaum previously served as Chairman and CEO of General Growth Properties which had ownership and management interest in over 200 regional and super regional shopping malls, totaling approximately 200 million square feet.

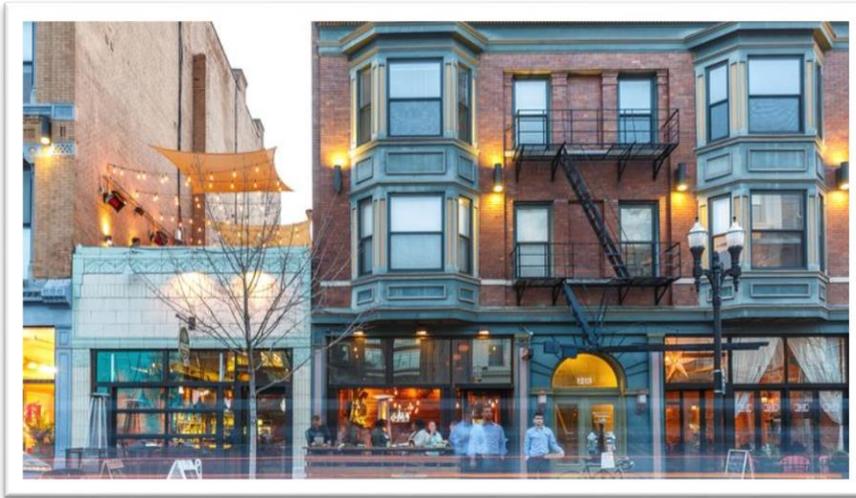
Office Developer

Daimler Group, Inc. is a vertically integrated real estate development and construction management company founded in 1988 and headquartered in Columbus, Ohio. Over the past 26 years, Daimler has completed close to 242 projects totaling 17 million square feet and \$1.5 billion. Daimler has leased an additional 10 million square feet of office space during that time.

Hotel Developer

The Raymond Group, along with its management business Raymond Management Company, is one of the Midwest's premier hospitality real estate development and management companies. In the early 1980s the company originally focused on restaurants in Wisconsin and soon after started to expand its hospitality focus by developing its first Super 8 Motel in Germantown, WI. By 1994, Raymond sold its original restaurant portfolio and turned its focus exclusively to the development and management of hotels. Now, with over 25 years of experience the Raymond Group's portfolio currently consists of 18 hotels across the country. Raymond has twice been awarded Hilton Hotel Corporation's prestigious Hampton Inn Developer of the Year Award.

ABOUT OVER-THE-RHINE



First Impression: Over-the-Rhine is one of the most culturally and historically rich neighborhoods in Cincinnati. Italianate architecture provides a backdrop to inner city living, creating an urban ambiance that is full of personality. Eminently walkable, Over-the-Rhine contains many small shops and hideaways to explore.

Second Look: Over-the-Rhine is an urban treasure trove. It is home to such fine arts jewels as the Cincinnati Symphony, Music Hall, the Cincinnati Opera, the Cincinnati Ballet, School for Creative and Performing Arts, Know Theatre, New Stage Collective and Ensemble Theatre. It is also where you can find Cincinnati's oldest public market, Findlay Market. Full of specialty retail shops and boutiques, Over-the-Rhine makes a great place to visit as well as a convenient place to live - it's centrally located and within walking distance to all of Downtown.

Over-the-Rhine is one of the most architecturally stunning neighborhoods in the region. Its gorgeous Victorian architecture has landed it on the National Register of Historic Places (with 943 contributing buildings); complimented by many new developments, such as the Gateway Quarter. Over-the-Rhine is also very economically diverse, with residences ranging from assisted housing to luxury condos.

Historically, Over-the-Rhine was settled (and named) by German immigrants, who felt that the Miami-Erie canal (which ran under what is now Central Parkway) was reminiscent of the Rhine in Germany. After prohibition (much of the local business was brewery-related, and shut down during prohibition) and anti-German sentiment during WWII, many Germans in the area moved elsewhere and were replaced with African American residents. Today, the neighborhood has very mixed demographics, in great part due to the push for young professionals and empty nesters to consider purchasing a condo in the new developments. It is also an area with many social service agencies, such as free health clinics, a free food store and a homeless shelter - and so tends to attract people in need. This raises safety concerns to some, but though OTR does have more crime than suburban neighborhoods, there is a strong police presence in the area and safety has been improving over the last few years

Source: www.cincy.com

ABOUT MARIEMONT

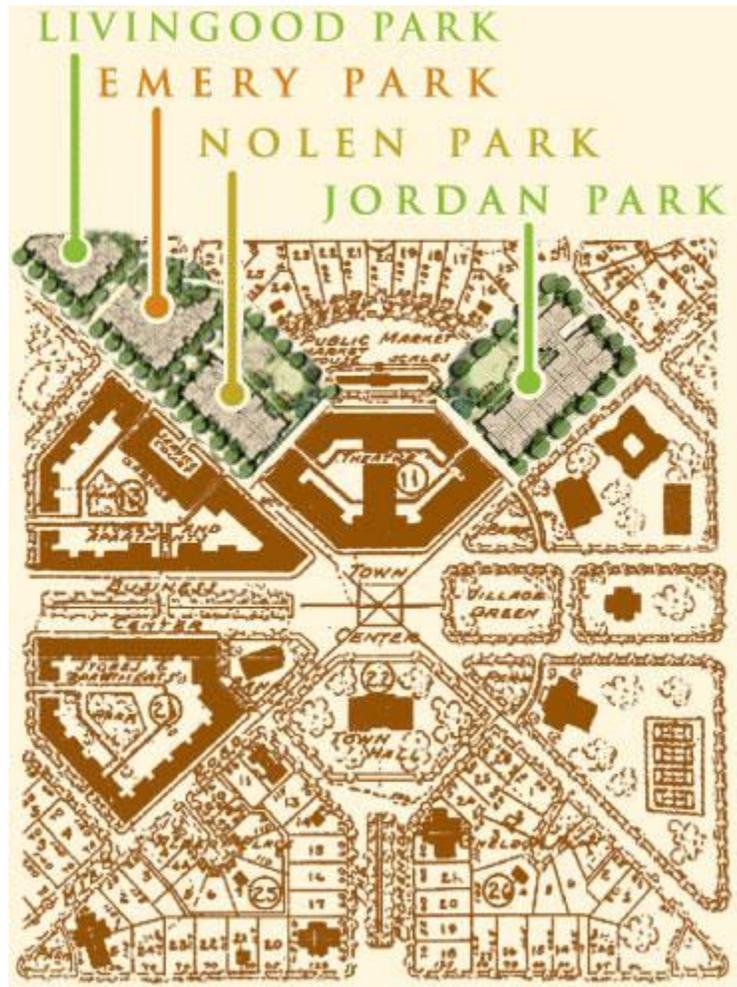


MARY EMERY'S VISION

The Village of Mariemont was recently designated a National Historic Landmark because of the pioneering work of Mary Emery who funded the land acquisition, planning and development of the Village. The classic town square, mix of housing and placement of shops, schools, parks and entertainment venues distinguished the Village as a "National Exemplar" when the master plan was unveiled by John Nolen in 1921. In fact, Nolen's town plan originated many of the "new urbanism" concepts being replicated by communities throughout the nation today.

The unified design draws its inspiration from the English garden city and since its founding the Village has maintained a high level of design integrity. However, elements of Emery's vision were never realized including the extension of the town square. Jordan Park, Emery Park, Nolen Park and Livingood Park embody the intent of the original town plan and architecture. Although the exterior of the new buildings is inspired from the past, the interior features open, contemporary floor plans with expansive windows, large balconies and beautiful finishes attractive to today's selective buyer.

Through the use of complimentary architecture and sensitivity to the existing town plan, the developments seamlessly integrate into the Mariemont community. A perfect marriage of traditional and modern amenities, Jordan Park, Emery Park, Nolen Park and Livingood Park offer a one-of-a kind lifestyle.



ABOUT HYDE PARK



First Impression: A trendy meeting place for young professionals, a thriving business district and a favorite area for joggers, Hyde Park is a clean, upscale neighborhood with a good balance between offering a cozy, village feel while at the same time supplying all the amenities of a modern commercial area.

Forbes.com: Hyde Park is one of America's Best Neighborhoods

November 3, 2010: Forbes.com says Hyde Park is one of America's Best Neighborhoods. They have this to say about the community:

"Hyde Park values education: 95% of the neighborhood's residents over age 25 have a high school diploma, and at least 70% have a bachelor's degree, according to the American Planning Association. The neighborhood also has 175 shops, restaurants and other businesses. On Sundays from May through October, check out the farmers' market

near Hyde Park Square."

Second Look: Hyde Park, a handsome, pedestrian-friendly and bustling neighborhood, is known as one of Cincinnati's more prestigious areas to live, work or entertain. Situated along I-71 within 10 minutes of Downtown and Kenwood Towne Center, and close to the Norwood Lateral and I-75, convenience and accessibility are two of the area's strengths.

While costs tend to be higher in Hyde Park, there is some flexibility - real estate, for example, is quite expensive, but rentals can be relatively affordable. Many of the higher-end restaurants have reasonably-priced lunches and happy hour specials (such as half-price appetizers at Teller's) and there is plenty of fun to be had strolling in Hyde Park Square, window shopping and grabbing a modest treat, such as Graeter's ice cream or a latte from Awakenings.

Hyde Park is a great place to take a long stroll, with plenty of time to take in the well-landscaped yards and historic architecture (including many large Victorian estates and German single-family homes). Hyde Park was established in the 1890's by wealthy businessmen, who desired the area to favor personal dwellings and small-scale shops, rather than factories and other big businesses - an intent that holds to this day.

Popular with professionals looking for classy hangouts and romantic dinners, but also appealing to families concerned with safe streets, Hyde Park is a neighborhood that offers something for everyone.

Source: www.cincy.com

ABOUT ROOKWOOD



ROOKWOOD

Jeffrey R. Anderson Real Estate, Inc., in conjunction with the City of Norwood, Ohio, has been engaged in a 25-year urban redevelopment project. Anderson successfully converted a brownfield industrial site into three thriving new developments now known as Rookwood Pavilion, Rookwood Commons and Rookwood Tower. Combined, these three projects represented (at origination) \$120 million in development, and brought to Norwood more than 100 new businesses employing upwards of 2,000 people representing an overall annual economic impact of \$60 million.

Because the development that would become Rookwood was a designated brownfield site, Anderson participated in the Ohio Voluntary Environmental Compliance Program to ensure adequate treatment of the issues associated with the former industrial site. Anderson contributed more than \$1 million dollars just to overcome the environmental issues associated with the properties now known as Rookwood Pavilion, Rookwood Commons and Rookwood Tower.

In conjunction with the City of Norwood, Rookwood Pavilion opened to the public in 1993 on the site of the former LeBlond Machine tool site. This 245,806 square foot retail development incorporated several existing turn-of-the century brick factory buildings requiring extensive rehabilitation. New retail buildings with complementary brick facades were erected to complete the development.

Over the next several years, Anderson purchased neighboring single-family homes, warehouses and other blighted property in order to acquire enough land to expand the Rookwood retail development. Following extensive environmental work on the property, a sister project opened to rave reviews in 2000– the 322,304 square foot Rookwood Commons. Rookwood Commons not only brought new retailers to the Greater Cincinnati market, but also 45 new businesses to Norwood, again expanding the employment tax base, enhancing the community and positively impacting property values.

The third piece of the redevelopment project opened in 2001 – the 185,000 square foot Rookwood Tower. Housing 20 tenants employing 460 people, this Class ‘A’ office development has been nationally cited as a model for commercial re-developments with adjacent upscale, single-family residential neighborhoods.

The final, “legacy” piece of the Rookwood development is Rookwood Exchange. On the drawing board for nearly a decade due to land acquisition efforts and legal hurdles, ground was broken in April 2012 on the first phase of the \$100 million mixed use project. Phase I included a 123-key Courtyard by Marriott hotel, two (2) 9,000 sf upscale restaurants, and infrastructure for a 230,000 sf office building and 750 car parking structure. The hotel and restaurant components of Rookwood Exchange opened in 2013. The office tower opened in 2015.

Phase II of Rookwood Exchange features a 127-unit apartment building and groundbreaking for a second Marriott –family hotel – The Residence Inn by Marriott.

Mr. Anderson and his expansion of the Rookwood development has been continually supported by the City of Norwood based on the excellent experience they shared throughout the Rookwood Pavilion, Commons and Tower projects.

SPEAKER BIOGRAPHIES

John Allman



Jeffrey R. Anderson, Jeffrey R. Anderson Real Estate, Inc.

Jeffrey R. Anderson is the Founder, CEO and President of Jeffrey R. Anderson Real Estate, Inc., a privately-owned, Cincinnati, Ohio-based developer of fashion and entertainment based Lifestyle Centers, Mixed-use developments, traditional grocery-anchored retail centers, and Class 'A' office buildings. Prior to establishing the Company in 1975, Jeff studied Communications at the University of Virginia, graduating with a B.A. in 1969. After playing professional football with the NFL's Washington Redskins, he returned to Cincinnati to pursue a career in the real estate industry.

One of Jeff's initial clients was Wendy's Restaurants' founder Dave Thomas, which quickly drew the attention of the owners of Chi-Chi's Mexican Restaurants. After successfully opening 55 locations for Chi-Chi's, Jeff was quickly promoted to Vice President of Real Estate and was awarded Chi-Chi's franchise rights for seven states along the eastern seaboard. Jeff's site-selection expertise fueled a desire to build his own company. After an initial focus on development of Neighborhood Centers and Power Centers in Greater Cincinnati, Jeff began developing Mixed-use and Lifestyle Centers throughout the country.

In addition to large-scale projects, Jeff maintains interest in the restaurant industry as a developer and owner of various dining concepts throughout the U.S. His entrepreneurial success has been repeatedly recognized within the industry and community garnering several prominent awards including consecutive wins for the Tri-state's Fastest Growing Privately Held Companies and Cincinnati 100 – Largest Private Companies. In 2002, Jeff won Ernst & Young Entrepreneur of the Year for the Midwest Region.

Today, he resides in Kenwood with his wife. He enjoys spending time with his grandchildren, playing golf, traveling, and engaging in philanthropic activities with organizations including the National Geographic Society, University of Virginia, Waterkeepers Alliance, and the Freestore Foodbank.



Ward Davis, High Street Real Estate & Development

Ward is a founding partner of High Street Real Estate & Development, a real estate company focused on urban and New Urban properties in vibrant, growing cities and towns, and currently serves as President of the National Town Builders Association. He formerly served as the Chief Executive Officer of The Village at Hendrix, a 1112-acre traditional neighborhood in Conway, Arkansas. Prior to that, he led the acquisitions teams for Medical Properties Trust, a public real estate investment trust (REIT), and was a corporate finance investment banker for Stephens Inc.

Ward 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.



Andres Duany

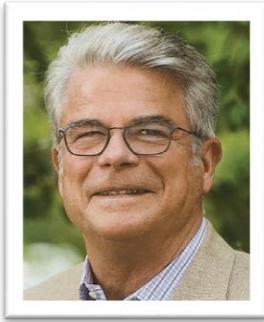
Andres Duany, architect, urban designer, planner and author, has dedicated over three decades to pioneering a vision for sustainable urban development and its implementation. He has influenced planners and designers worldwide, redirected government policies in the U.S. and abroad, and produced plans for hundreds of new and renewed communities of enduring value. Duany's leadership can be credited with the plan and code for Seaside, the first new traditional community; the Traditional Neighborhood Development (TND) zoning ordinance; the development of the SmartCode, a form-based zoning code, adopted by numerous municipalities seeking to encourage compact, mixed-use, walkable communities; the definition of the rural to urban Transect and Agrarian Urbanism; as well as inventive affordable housing designs, including Carpet Cottages and Cabanons.

Duany is the author of many essays and articles, and co-author of several books, including *Suburban Nation: the Rise of Sprawl and the Decline of the American Dream*, *The SmartCode*, *The Smarth Growth Manual*, *Garden Cities: Agricultural Urbanism*, and *The New Civic Art*.



Mark F. Fallon, Jeffrey R. Anderson Real Estate, Inc.

Mark F. Fallon is the Senior Vice President of Real Estate for Jeffrey R. Anderson Real Estate, Inc. He currently manages all tenant leasing, site selection and negotiations. Mark has headed the successful leasing of Lifestyle Centers in Ohio, Kentucky, Illinois, Pennsylvania, Michigan, Florida and Hawaii. Current Mixed-use projects underway include additional sites in Ohio, Kentucky and Minnesota. Prior to joining Anderson Real Estate, Mark graduated The Catholic University of America in Washington D.C. and enjoyed a successful career working as a Leasing Executive for nearly a decade with Pyramid Companies, the largest mall developer in New York State. In 1996, he left his native Syracuse, New York to join Jeffrey R. Anderson Real Estate, Inc. seizing the opportunity to join a fast-growing visionary company. Mark continues to play a vital role in the Company's retail development activities, and has personally been involved in over 1200 retail lease transactions.



Richard J. Greiwe, Greiwe Development

Rick Greiwe is the principal of Greiwe Development that builds exclusively in premier locations with high quality architecture and interior finishes. The company specializes in developing residences in walkable communities with a healthy variety of dining, retail, entertainment and recreational amenities.

Greiwe Development doubled the number of condominiums in downtown Cincinnati in 2002 by partnering with Miller Valentine Group to renovate the Polk Building. Two warehouses were connected with an atrium and transformed into the 114-unit award winning Park Place at Lytle.

The company's current project with North American Properties is a 120 unit, five-phase development in the heart of Mariemont that fulfills Village founder Mary Emery's vision of an English Garden City. The Tudor Revival condominiums commenced in 2007 with the last building to be completed in 2018. Greiwe and North American Properties also completed 2770 Observatory, 30 luxury condominiums on Hyde Park Square in 2016.

Before launching his company, Greiwe co-founded Downtown Cincinnati Inc. With Rick's leadership, downtown property owners formed the Downtown Cincinnati Improvement District to generate revenue from a special assessment to provide marketing, cleaning, safety and other management services.

Greiwe has been involved in developing Cincinnati's assets since 1984 when he was selected to direct the city's 200th birthday celebration. In 1988, \$60 million in capital projects including Sawyer Point Park, Museum Center at Union Terminal and Riverwalk; \$1 million in arts, education programs; and \$2 million in special events were successfully executed.

Greiwe serves on the following community organizations: Cincinnati Regional Business Committee, Bicentennial Commons at Sawyer Point Trust Fund Board of Advisors and Ohio River Way that is taking the lead on completing a bike/hike trail from downtown to Lunken connecting the 380-mile trail to Lake Erie.



Adam Gelter, 3CDC

Adam Gelter joined 3CDC in 2005 as an intern while working on a Masters in Community Planning. Gelter later assumed the position of Development Manager, then Vice President of Development and, in 2013 was promoted to Executive Vice President of Development. In his current role, Gelter leads the development staff with the main priority of developing strategies and implementation plans for underutilized real estate within Cincinnati's center city. Gelter has recently overseen his team in the completion of the \$140 million 84.51° building project, the \$42 million Homeless to Homes project, and 3CDC's latest phase of redevelopment in OTR, including the \$62 million Mercer Commons project and seven other scattered sites totaling another \$26 million.



Beth Johnson, City of Cincinnati

Growing up outside of Dayton in Southwest Ohio, with roots in Tidewater/Colonial Virginia and Chicago, Beth Johnson quickly developed a deep appreciation and love for American and architectural history. These interests drew Beth to the field of historic preservation at an early age which led her to go to Ball State University to get dual degrees in Urban Planning and History with a minor in Historic Preservation. Beth went onto Cornell University to get her Masters of Arts in Historic Preservation Planning.

Traveling to Texas, Beth took a job with the City of San Antonio in their neighborhood planning department working with conservation districts and neighborhood plans. In 2007, Beth took a job with the City of Covington, Kentucky to run their historic preservation program. At her time with Covington, Beth implemented many community education programs including lecture series at the local library, a coloring book, informational videos and the Northern Kentucky Restoration weekend. Beth also helped implement small area studies, a combination interpretive historic and rain garden, National Register districts and individual listings, and many tax credit applications. In 2015, Beth was recruited to the City of Austin to become their Deputy Historic Preservation Officer, where she began a 3,000-parcel historic resource survey on a previously un-surveyed portion of East Austin. However, the Queen City and its amazing collection of late 19th and early 20th century architecture was hard to stay away from, so Beth was ecstatic to return home to Southwest Ohio in 2016 to take the position of Urban Conservator for the City of Cincinnati.

Sari Lehtinen, Architect



Thomas E. Low, AIA AICP CNU LEED NCARB

Tom Low is an expert on new urbanism, light imprint urbanism, town planning and traditional neighborhood development. Over the past 21 years, Tom has managed and completed more than 120 New Urbanism projects as a Principal and Director with Duany Plater-Zyberk & Company (Miami, FL and Charlotte, NC), through his sole practice in Charlotte, NC and through the non-profit organization he founded, Civic by Design.

Low is actively involved with projects, research, and education nationwide, but focuses most of his attention on providing solutions for urban challenges facing the Carolinas. He lectures on town planning, has taught at the University of Miami School of Architecture, and has been a visiting professor at the University of North Carolina-Charlotte School of Architecture, the College of Charleston, and Virginia Polytechnic Institute and State University. Through grants he received from the John Nolen Foundation he has completed a symposium on John Nolen's work. He is the author of *Civic By Design: John Nolen's Lessons for New Urbanism* and *Light Imprint Handbook: Integrating Sustainability and Community Design*. He has served for more than five years as chair of the Charlotte Region Civic by Design Forum, and has led forums on School Design.

In 2008, Tom served on the original Carlton Landing design charrette team and has since maintained an active role in the continued design evolution of Carlton Landing. Through Tom's involvement and direction, Carlton Landing has adopted Light Imprint New Urbanism as the primary means for storm water management and serves as one of the most complete examples of this design ideology realized in the single location.



Bobby Maly, Model Group Development

As COO and Principal of Model Group Development, Bobby is responsible for directing The Model Group's daily operating activities. Prior to his role as COO, Bobby led Model Property Development. Working with key neighborhood development agencies and community partners, Bobby has taken a lead role in some of the largest recent urban revitalization projects in Greater Cincinnati, most notably in Over-the-Rhine. He has led over \$400 million in real estate development and construction.

Bobby is very active in Ohio/Kentucky civic organizations, including Leadership Cincinnati, the Heritage Ohio Revitalization Committee, and the City of Cincinnati's Community Development Advisory Board. He is Past Chair of the Over-the-Rhine Chamber of Commerce and is founder of Cincinnatians for Progress.

Bobby earned a Bachelor of Arts degree from Miami University in Oxford, Ohio and holds a Master of Public Policy in Public Policy and Private Enterprise from the University of Maryland. He lives in Cincinnati with his wife and two children.



Yaromir Steiner, Steiner + Associates

Yaromir Steiner formed Steiner + Associates in 1993 with a vision and passion for creating sustainable, pedestrian-friendly and highly performing mixed-use destinations. This vision was inspired and realized while Mr. Steiner was developing CocoWalk in Coconut Grove, Florida in 1990. It has evolved and matured with the delivery of more than 7.4 million square feet of mixed-use projects across the United States including the iconic 1.7-million square foot Easton Town Center in Columbus Ohio.

Mr. Steiner's civic, and financially disciplined model has inspired and transformed the industry, leading the way for a new generation of dynamic mixed-use environments that encourage interaction and exploration and infuse experiential elements into the retail equation. His vision and subsequent execution has earned him international recognition and has significantly challenged and expanded the traditional definitions of mixed-use design and development worldwide.

Born in Istanbul, Turkey and a veteran of the French 11th Airborne Division, he holds a Master's Degree in Civil Engineering and a postgraduate degree in Business Administration from the University of Toulouse in France. He speaks four languages and resides in New Albany, Ohio.



Mike Watkins, FAIA, FAICP

Michael Watkins is the founder and principal of Michael Watkins Architect, LLC, an architecture and town planning firm dedicated to designing and implementing a dynamic public realm. 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.

Watkins serves as the Town Architect for Norton Commons (a DPZ master plan) in Louisville, Ky. and Whitehall (a PlaceMakers master plan) near Wilmington, Del. He has collaborated 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, 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., lead 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.

Watkins is one of the contributors to Andres Duany's SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. In 2003 he edited and produced The Guidebook to the Old and New Urbanism in the Baltimore / Washington Region. 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.

Thank you to all of our wonderful location hosts, speakers. We appreciate your sharing your properties and your knowledge with our members.

Also, KUDOS to our NTBA Fall Roundtable Planning Team!

Ward Davis, Robert Gibbs, Craig Gossman, Dan Griffin, Monica V. Johnson, Brad Lonberger, Lou Marquet, and Mike Watkins



**2017 NTBA MEMBERSHIP
AND 2017 FALL ROUNDTABLE FEES**

2017 NTBA MID-YEAR MEMBERSHIP FEES	FEE
RENEWAL: Town/Urban Developer – Principal or High-Level Management FIRST TIME MEMBER: \$400	\$600.00
Associate Membership – Partners and employees of a primary Town/Urban Developer or Affiliated Professional member (please list Primary Member) FIRST TIME MEMBER: \$300	\$400.00
Next Gen Membership – 35 Years Old or Younger FIRST TIME MEMBER: \$300	\$400.00
Affiliated Professional – Subject to Board Approval FIRST TIME MEMBER: \$400	\$600.00
Not for Profit Membership FIRST TIME MEMBER: \$300	\$400
NTBA ROUNDTABLE REGISTRATION (PLEASE NOTE THIS IS A MEMBER ONLY EVENT)	
Full Roundtable Registration for NTBA members	\$625.00
Additional Roundtable Registrations <ul style="list-style-type: none"> • Partners and employees of a fully registered primary member • Spouse/significant other of a fully registered primary member • Students in an affiliated line of study 	\$525.00