

Welcome!

The Third Meeting of the ULI Baltimore/Washington Joint TOD Product Council



November 13, 2014, 8:15am - 4:15pm

Courtyard by Marriott Capital Hill/Navy Yard

140 L Street SE, Washington, DC 20003

A collaboration between the ULI Baltimore and ULI Washington District Council



Welcome to the third meeting of the Regional TOD Product Council, a collaboration between the ULI Baltimore and ULI Washington District Councils. TOD embodies the responsible use of land and the creation of thriving transit-centric communities. This, our second, year will present many opportunities for the Council to explore best practices, discuss issues and possible solutions and debate policies that could facilitate effective TOD projects.

Last year, our inaugural year, was a great success. We had two very interesting and thought-provoking sessions, the first in DC's NoMa District last October and the second in Baltimore's Station North area in May. Going into our second year we've increased our membership by about 14 people—all very experienced professionals committed to addressing land use, planning and economic development issues that could limit our region's economic health and vitality.

Today you will hear from a number of people who are all playing a role in some way, shape or form to creating sustainable, walkable transit-oriented communities throughout the Baltimore-Washington region. The three general topics of today's discussion will include:

- Design elements for true TOD;
- Addressing the unique challenges of TOD
- A place for Open Space

ULI will continue to take a leadership role to educate the public (private investors and public officials) about true TOD and facilitate the development of TOD projects. On behalf of the leadership team, we are pleased that you will be an active participant and look forward to a productive day.

Agenda

8:15 - 8:45 **Breakfast and Networking**

8:45 - 9:00 **Welcome**

Sean Davis, Chair, ULI Baltimore District Council

Michele Whelley, Chair, ULI Baltimore/DC TOD Product Council

9:00 - 10:30 **Design elements for a true TOD project: A discussion of design standards for TOD, including "complete streets," integration of parking, bikes, pedestrian access, transit access; transformation of suburban locations into true dense/urban TOD**

Moderator: Evan Goldman, Vice President, Federal Realty Trust

Panelists:

Sam Zimbabwe, Associate Director for Policy, Planning and Sustainability, District Dept. of Transportation

Dennis Leach, Director of Transportation for the Department of Environmental Services Arlington, Virginia

Gwen Wright, Director of Montgomery County Planning Dept., MD-National Capital Park and Planning Commission

Rich Josephson, Director of Planning Services, Maryland Dept. of Planning

10:45 - 12:15 **"TOD – not your ordinary development project." A discussion of the challenges unique to TOD that impact the economics of the project and require flexibility in the development process.**

Moderator: Susan Bell, Planning and Zoning Consultant

Panelists:

Don Briggs, President, Federal Realty Boston/Sr. VP Development

Greg Trimmer, Principal, JBG Development

Phil London, Senior VP and General Counsel for Comstock Partners

12:00 - 1:00 **Lunch and Overview of the Capital Riverfront**

1:00 - 2:00 **Tour of the Capitol Riverfront**

2:15 - 2:30 **Slide Show prepared by David Kitchens, Brian O'Looney and Eric Liebman: "The Three Design Principles for Successful TOD"**

2:30-3:45 **A conversation about planning, developing, and leveraging open space in mixed-use urban development**

Moderator: Uwe Brandes, Executive Director, Urban and Regional Planning Program, Georgetown University

Panelists:

Ramsey Meiser, Sr. VP Development, Forest City Washington

Bradley Fennel, Sr. VP, WC Smith

3:45 - 4:15 **Wrap-up**

Capitol Riverfront Map



Tour Route:

- A** Capitol Quarter | 323 townhomes | EYA/DCHA
- B** US Department of Transportation | 1.35 million SF office | JBG
- C** Twelve12 | 218 apartment units, 88,000 SF retail | Forest City Washington
- D** Boilermaker Shops | 30,000 SF retail, 16,000 SF office | Forest City Washington
- E** Arris | 325 apartment units, 19,000 SF retail | Forest City Washington
- F** Foundry Lofts | 170 apartment units, 10,000 SF retail | Forest City Washington
- G** Lumber Shed | 17,350 SF retail, 17,350 SF office | Forest City Washington
- H** Gallery at Capitol Riverfront | 324 apartment units, 11,000 SF retail | Donohoe

Bios

Dennis Leach Director, Transportation for the Department of Environmental Services in Arlington, Virginia
Since 2004, Dennis has worked for Arlington to oversee a broad range of programs and services including transportation planning, design, construction and operations of Arlington's multimodal transportation facilities/services. Dennis has over 28 years of transportation planning, policy and management consulting experience work for all levels of government.

Gwen Wright Director, Montgomery County Planning Department of the Maryland-National Capital Park and Planning Commission
Gwen oversees a wide range of projects that aim to improve the quality of life in Montgomery County by conserving and enhancing the natural and built environment. Prior to this role, Gwen served as Chief of the Development Division for the City of Alexandria Department of Planning and Zoning for five years. Gwen also served as the Chief of Countywide Planning for the Montgomery County Planning Department from 1987 to 2008.

Rich Josephson Director, Planning Services for the Maryland Department of Planning
Rich is responsible for overseeing planning assistance to local governments, land and water resource planning, infrastructure planning and implementation of the State's first sustainable growth plan. Prior to his employment with the State, he served as Deputy Director for the City of Alexandria, Virginia, Department of Planning and Zoning.

Greg Trimmer Principal - Development, The JBG Companies
Greg has over 10 years of experience in mixed-use and build-to-suit real estate development. He oversees JBG's Fairfax County development portfolio with projects in Falls Church, McLean, Tysons, and Reston including redevelopment opportunities at all three Reston Metro stations. He is currently serving on the Reston Master Plan Special Study Task Force and the Phase 2 Dulles Rail Transportation Improvement Advisory Board.

J. Phillip London, JR Senior VP & General Counsel, Comstock Partners
Phil has primary responsibility for structuring and negotiation of Comstock's transactions including acquisitions, financing, leasing and sales. Before joining Comstock Partners in 2007, Phil was a partner in the Washington DC and Northern Virginia offices of the Reed Smith law firm where he devoted a portion of his practice to the public/private arena.

Evan Goldman Vice President, Federal Realty Investment Trust
Evan is responsible for managing the redevelopment of Pike & Rose a 24 acre mixed use development in White Flint, Maryland. He joined FRIT in July 2008 after ten years of experience in development, finance, and architecture.

Sam Zimbabwe Associate Director for Policy, Planning & Sustainability (PPSA) at the District Department of Transportation (DDOT)
Sam leads short- and long-range multi-modal planning activities for the agency, including everything from development review to citywide and regional planning. He is also responsible for the development of policy and regulations, including innovative approaches to parking and public space management.

Don Briggs President Federal Realty Boston/Senior Vice President Development
With over 20 years' experience in real estate development and the construction industry, he has been responsible for the development of several mixed-use projects and public/private endeavors including the development of Rockville Town Square, phases of Bethesda Row, phases of Santana Row, and currently Assembly Square and Pike & Rose.

Susan Ingraham Bell Independent Planning and Zoning Consultant
Susan provides planning and land use policy guidance, zoning text analysis and amendments, and expert testimony in land use cases to local government and private clients. Susan is the former director of Arlington County's Department of Community Planning, Housing and Development (DCPHD).

Ramsey Meiser Senior Vice President, Development Forest City Enterprises
Ramsey has overall responsibility for Forest City's 42-acre, 5.5 million square foot mixed-use riverfront project called The Yards, located in Southeast Washington, DC. Responsibilities include oversight of the development process, interaction with the General Services Administration and the District of Columbia on all project related matters and overseeing all retail and office leasing efforts.

Uwe Brandes Executive Director, Urban & Regional Planning Program, Georgetown University; Principal, BrandesPartnersLLP
Uwe has over 20 years of experience in the planning, design

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and construction of new buildings, public infrastructure and the urban landscape. From 2007 to 2013 he served as ULI's Senior Vice President responsible for global research and programing in sustainable development.

Bradley J. Fennell Senior Vice President, WC Smith
Bradley's primary role is president of WCS Development, a division of the company that has gained renown for its diverse real estate development projects and its commitment to Washington, DC. During his 27 years with WC Smith, he has participated in a wide array of activities from acquiring, renovating and repositioning multi-family communities, to repurposing obsolete facilities, to constructing new office and large-scale multifamily properties in excess of \$1.5 billion in assets.

David W. Kitchens, AIA Principal, Cooper Carry
David serves as Principal-in-Charge of Cooper Carry's Alexandria, Virginia office. In 30 years of service with Cooper Carry, David has led mixed-use design efforts on a variety of award-winning projects. Most recently, David has participated in the development of the White Flint Sector plan which also includes the master plans for the North Bethesda Center and the White Flint Mall.

Eric Liebmann Managing Principal and Director of Design, WDG Architecture

He plays a leading role in the design of WDG's commercial, residential, and mixed use projects, demonstrating a strong commitment to smart growth and sustainability principles. Prior to joining WDG, he served as a senior designer with Richard Meier and Associates, as well as a member of Cesar Pelli and Associates' design team responsible for the World Financial Center in lower Manhattan.

Brian O'Looney, A.I.A. LEED-AP Partner/
Designer/Masterplanner, Torti Gallas and Partners

Brian has co-written a chapter on mobility, parking and access strategies for pedestrian-oriented places in the current edition of the New Urbanism: Best Practices Guide, and is currently at work on a Compendium of Building Types for Walkable Urbanism. He currently serves as principal-in-charge for a number of the firm's transit-oriented additions to commuter rail jurisdictions serving New York City, Chicago, and Washington DC.

Regional TOD Product Council Leadership Team:

- **Michele Whelley (Chair)**
Principal, M.L. Whelley Consulting, LLC
- **David Kitchens (Vice-Chair)**
Principal, Cooper Carry
- **Andrew Scott**
Director, Office of Real Estate, Maryland Department of Transportation
- **Tammy Shoham**
VP of Economic Development and Research, Capitol Riverfront BID
- **James T. Palmer**
EDSA

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