



**Urban Land
Institute**

Advisory Services Program

Reno, NV

Advisory Services Panel

April 3-8, 2016

Biographies

Chair

Tom Murphy
Senior Resident Fellow, ULI/Klingbeil Family Chair for Urban Development
ULI – the Urban Land Institute
Washington, DC

Tom Murphy is a senior resident fellow, ULI/Klingbeil Family Chair for urban development. Murphy, former mayor of Pittsburgh, joins other ULI senior resident fellows who specialize in public policy, retail/urban entertainment, transportation/infrastructure, housing, real estate finance and environmental issues.

His extensive experience in urban revitalization-what drives investment, what ensures long-lasting commitment-is a key addition to the senior resident fellows' areas of expertise.

Prior to his appointment as senior resident fellow, Murphy had served as ULI's Gulf Coast liaison, helping to coordinate with the leadership of New Orleans and the public to advance the implementation of rebuilding recommendations made by ULI's advisory services panel last fall. In addition, he worked with the Louisiana state leadership, as well as with leadership in hurricane-impacted areas in Mississippi, Alabama and Florida to identify areas appropriate for ULI involvement.

Prior to his service as the ULI Gulf Coast liaison, Murphy served three terms as the mayor of Pittsburgh, from January 1994 through December 2005. During that time, he initiated a public-private partnership strategy that leveraged more than \$4.5 billion in economic development in Pittsburgh. Murphy led efforts to secure and oversee \$1 billion in funding for the development of two professional sports facilities, and a new convention center that is the largest certified green building in the United States. He developed strategic partnerships to transform more than 1,000 acres of blighted, abandoned industrial properties into new commercial, residential, retail and public uses; and he oversaw the development of more than 25 miles of new riverfront trails and urban green space.

From 1979 through 1993, Murphy served eight terms in the Pennsylvania State General Assembly House of Representatives. He focused legislative activities on changing Western Pennsylvania's economy from industrial to entrepreneurial, and authored legislation requiring the Commonwealth of Pennsylvania pension fund to invest in venture capital. In addition, he authored legislation created the Ben Franklin Technology Partnership, which is dedicated to advancing Pennsylvania's focus on technology in the economy; and he authored legislation to encourage industrial land reuse and to transform abandoned rail right-of-ways into trails and green space.

Murphy served in the Peace Corps in Paraguay from 1970 through 1972. He is a 1993 graduate of the New Mayors Program offered by Harvard University's Kennedy School of Government. He holds a Master of Science degree in urban studies from Hunter College, and a Bachelor of Science degree in biology and chemistry from John Carroll University.

He is an honorary member of the American Society of Landscape Architects; a board member of the Pennsylvania League of Cities and Municipalities; and a board member of the National Rails to Trails Conservancy. He received the 2002 Outstanding Achievement of City Livability Award from the U.S. Conference of Mayors and was selected as the 2001 Pittsburgh Man of the Year Award by Vectors Pittsburgh.

Panel

Daniel Anderton
Senior Planner
Dewberry
Gaithersburg, MD

Dan Anderton has served in the region for more than 30 years and has been directly involved in the creation of communities with services in all aspects of Land Use Planning and Physical Planning including: comprehensive and master planning, urban and mixed-use planning, site planning, redevelopment planning, affordable housing, re-zoning, subdivision planning, Small Town Revitalization & Landscape Architecture. He has proven project management experience in the applicability of planning, zoning, subdivision and Landscape Architecture. He also has extensive experience with local and state government development review processes and effective working relationships with local and state agencies, boards, commissions and public officials in multiple jurisdictions.

Dan's has a goal to create communities that are comfortable, sustainable and inclusive to a wide demographic of residents and business owners while also being marketable for either public or private developers. He takes care to ensure that a conceptual design's integrity and density is maintained through the planning process. By carefully planning FAR and densities, providing for a mix of diverse building and product types and phasing, and by incorporating traditional and neo-traditional styles, community developments are poised to capture the needs of the market and a wide cross section of prospective renters, buyers, and shop owners.

Dan has been involved with, and completed, hundreds of projects involving direct interaction with citizens, developers, planning boards, County Councils, Mayors, public utilities, State Highway officials, and other involved parties. The juggling of everyone's interests throughout the completion of a plan or project is extremely important. The desire being to make it through the design and planning process with the majority of stakeholders feeling as though they have succeeded in having their personal vision incorporated into the community.

Dan graduated with a Bachelors of Landscape Architecture and Environmental Planning from Utah State University in 1983 and with a Masters of Landscape Architecture from the University of Illinois in 1985.

Dan is currently employed by Dewberry, a national planning, engineering, and architectural firm, and is responsible for Community Planning & Urban Design within the company. He has worked for architects, engineers, landscape architects, and horticulturalists throughout his career giving him a unique and holistic perspective of community planning and urban design.

Walter Bialas
Vice President, Market Research Director
JLL
Dallas, TX

Walter is the Vice President for Market Research for Jones Land LaSalle's (JLL) Dallas office. JLL is one the world's largest professional services and investment management company specializing in real estate. Walter is a seasoned real estate professional with more than 25 years of creative problem solving experience in the consulting, banking, and development industries. By virtue of a long-standing career in evaluating real estate across the US, he has comprehensive knowledge of all the major markets and property types, as well as a particular strength in quickly assessing market dynamics and their implications on project feasibility.

Prior to JLL, Walter was Senior Market Advisor at PPR / CoStar, Walter's role was to enhance the research capabilities of both companies and expand the potential services available to clients in the Washington, DC region. Prior to this, Walter oversaw Madison Marquette's research function as part of their investment and acquisitions team for retail properties across the US. Before his work at Madison, Walter established an internal real estate consulting group at PNC Bank. During his 14-year tenure with PNC, he provided custom market due diligence in support of the bank's commercial underwriting process, evaluating unique location dynamics, market issues, and the reasonableness of proforma assumptions. Projects evaluated at PNC ranged across the U.S. and covered all the major property types, with special expertise in mixed use, retail, and affordable housing.

Before joining PNC, Walter spent ten years with the national consulting practice of GA/Partners - Arthur Andersen in Washington, DC. While a senior manager there, he advised clients on the market and financial feasibility of proposed projects across the US.

Walter is an active Urban Land Institute member. As part of his ULI commitment he has completed seven national advisory panels, addressing a variety of downtown master planning and redevelopment issues. Walter also served on the Pittsburgh District Council's executive committee. In addition, he is a long-standing member of the International Council of Shopping Centers and has served as the chair of their North American Research Task Force.

Walter received his bachelor's degree in Urban Studies from Albright College in Reading, Pennsylvania and his master's degree in City and Regional Planning from Catholic University in Washington, D.C.

Kathleen Cecilian
Cecilian Worldwide
Flemington, NJ

Kathy has been involved in the strategic marketing of Master Planned Communities since 1985. After attending the University of Florida and majoring in English, she began her professional career as a copywriter with the prestigious Leo Burnett Company. There she honed her award winning strategic thinking and creative execution on such accounts as McDonald's, Heinz, Memorex and Kellogg's.

This consumer goods background has given Kathy special insight into understanding how America's brand leaders persuade customers to purchase their product. She has brought this unique perspective and marketing expertise to the real estate industry. Her company, Cecilian Worldwide, was established to provide strategic marketing, creation of brand identity and exceptional creative ideas to MPC's around the country. Kathy is a coveted thought partner and her work has influenced many of the top communities in America.

Presently, Kathy is a Governor of the Urban Land Institute. She has held the position of Council Counselor to the ULI Community Development Council Flights and the Council Chair of the CDC Blue Flight; she has been a member of the Policy and Practice Committee, the Programming Committee and the Executive Committee of the ULI Foundation. Previously, Kathy was the Chair of the 2005 ULI Master Planned Community Conference in Denver, CO. She is the author of the marketing chapter of the Urban Land Institute book, *Developing Active Adult Communities*, a contributor to ULI's *Ten Principles for Smart Growth on the Suburban Fringe*, as well as a frequent lecturer and speaker at ULI and other organizations on all subjects related to innovation, brand and real estate.

Kathy has also provided invaluable assistance by contributing her strategic marketing and branding ideas to local and national charities such as Special Olympics and America's Grow a Row. She chaired the 30 million dollar Capital Campaign for the Hunterdon Medical Center. She is on the Board of the Hunterdon County YMCA, and SAFE in Hunterdon. Kathy resides in Hunterdon County, NJ with her husband, Dr. Jeffrey Hartford and their four children, five dogs and two cats.

Bill Clarke
Planning Consultant
Ross, CA

Mr. Clarke is licensed as both a civil engineer and as a landscape architect and has over 30 years experience in planning, design and construction projects. Now retired, he consulted to developers, other planning and design firms and public agencies, on issues ranging from new community plans to site planning and infrastructure.

In recent years, Mr. Clarke's work has centered on the planning and implementation of a variety of projects. Among these projects has been an 11,000 acre residential development near Livermore, CA, for an 800-acre commercial / industrial plan in Tracy, CA, and a 300-acre business park in Livermore, CA. He was also part of a team preparing a resource management plan for the country of Palau. He also worked on the implementation of a town center for the new community of Mountain House, CA.

For over twenty years Mr. Clarke was with two of the largest landscape architecture firms in the country. As a Principal at The SWA Group in Sausalito, CA, he worked on projects including the Weyerhaeuser Corporate campus outside Tacoma, Washington, the engineering planning for the Woodbridge new community in Irvine, CA and for ARAMCO compounds in Saudi Arabia. As a Principal at EDAW, Inc. Mr. Clarke led a team which won a design competition for a government complex in Doha, Qatar, prepared two specific plans for over 6,000 homes and 800 ksf of office industrial land in Tracy, CA, and prepared construction documents for Washington Harbour in Washington, D.C.

Lucia E. Garsys, AICP
Chief Administrator for Development and Infrastructure
Hillsborough County, FL

Lucia is the Chief Administrator for Development and Infrastructure for Hillsborough County, Florida. She manages 1500+ employees with a \$ 1 billion six-year capital program and an operating budget of \$358 million annually. Within her purview are the cradle-to-grave operations of design, construction, operations, and maintenance of Hillsborough County's capital portfolio – including 3,300 miles of roadways, 1,300 storm water conveyance systems, four water plants, and seven wastewater plants. Ms. Garsys is responsible for all land development activity including mid-range planning, zoning, site and subdivision review, and building permitting operations.

Prior to joining Hillsborough County in 1990, Ms. Garsys led the comprehensive plan update effort in Fairfax County, Virginia. Her private sector consulting experience for public and private clients in the Chicago Metropolitan Area includes managing and directing projects in comprehensive and land use planning; downtown and commercial revitalization with tax increment financing including a sales tax component; developer recruitment; fiscal impact analysis; strategic economic development plans; and land use feasibility studies. Ms. Garsys has worked with emerging democracies in Eastern Europe namely, Lithuania, Belarus, and Kaliningrad to develop strategic plans, public hearing processes, and local strategies to adopt codes.

Ms. Garsys has a Bachelor of Science degree in City Planning from the Illinois Institute of Technology and a Masters in Urban Planning from the University of Illinois in Champaign-Urbana where she also served as a Teaching Assistant. She is a member of the Urban Land Institute, the American Planning Association, and the American Institute of Certified Planners. She served as a juror for AICP's Student Project Awards between 2007-2010. Between 2004-2009 she served on the Board on Infrastructure and the Built Environment as a part of the National Research Council, and on three of the NRC's committees.

Todd Meyer, RLA, CNU-A, LEED AP
Principal - Director of Planning + Urban Design
Forum Studio
Chicago, IL

Mr. Meyer began his career designing and implementing commercial and residential projects in a self-employed capacity. After graduating from Kansas State University, he worked on the West coast and in the Midwest for professional design firms including EDAW, HOK and SWA learning the corporate design and consulting business. After joining Forum Studio, he has continued to work with public and private sector clients on community planning projects of all types and scales including new towns, residential communities, mixed-use and transit-oriented development, urban infill, redevelopment strategies and smart growth initiatives. A common theme of his work is to promote a 'triple bottom line' approach, including ecological, social and economic goals – as well as to integrate sustainable planning principles in his projects, including the U.S. Green Building Council's LEED-ND™ criteria.

As a Principal with Forum Studio, Mr. Meyer's responsibilities include management, design oversight and business development in the Chicago office. Forum Studio is a subsidiary of Clayco, a real estate development and design-build firm based in Chicago. With project work in the U.S. and globally including Asia, India, Russia, Turkey and the Mid-East, Todd has a broad range of professional experience on a variety of assignments. He possesses a strong knowledge of urban design issues and is excellent in communicating with clients to understand and meet their needs. He is active member of the Urban Land Institute (ULI) and understands the development and construction process – including the fact that many investment decisions are driven by ROI and IRR from a cost-benefit perspective.

One of his professional interests is to promote 'Cultural Urbanism' in his projects, working to celebrate our regional differences and create unique places for social interaction. As a daily part of his work with clients and project teams, he is committed to creating beautiful, functional and high-quality environments for people. This in part addresses physical infrastructure, but also considers the natural systems that shape our urban areas, using appropriate materials and making the right choices for the environment. He also seeks to stimulate cities, neighborhoods and districts to be active and energetic in economic investment and unique cultural expression.

Mr. Meyer subscribes to the principles of the Charter for the New Urbanism, which seeks to curb suburban sprawl and promote authentic urban neighborhoods that are compact, walkable, provide an interesting mix of uses and promote a strong sense of identity and community for both visitors and residents. He believes as a society that we should promote our unique qualities and that not all places should look the same – or function in the same manner. His approach to planning is to be as rooted in the unique context and characteristics of the place as much as possible. Todd is fun, has a sense of humor and is easy to work with...

ULI Project Staff

Thomas Eitler, AICP
Senior Vice President, Advisory Services
ULI-the Urban Land Institute
Washington, DC

Tom Eitler is a Senior Vice President for the Urban Land Institute, a nonprofit education and research institute that focuses on issues of land use, real estate and urban development. The mission on the Institute is to providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Mr. Eitler manages ULI's widely respected Advisory Services program that provides strategic advice to communities and organizations on a wide variety of real estate, planning, and urban design and public policy subjects.

Mr. Eitler is an urban planner and land use professional with more than 25 years of experience in comprehensive planning, economic development, revitalization, historical preservation, transportation systems, military installation master planning, and sustainable design. He is an expert on zoning law, municipal codes, and urban design and government operations. He has prepared and conducted dozens of community engagement plans, charettes, advisory groups, workshops and panels. Mr. Eitler has authored numerous plans, studies, strategies and reports on urban planning, design, land economics, public administration and real estate development. He was the principle author of the Urban Land Institute's "Ten Principles for Building Healthy Places". He has directed projects in both the public and private sector in a variety of locations throughout the United States, Europe, Middle East, Africa and Asia.

Prior to joining the Urban Land Institute Mr. Eitler was a principal with Community Planning Associates LLC, a land planning consulting firm based in Washington, D.C. Before that he was Director of Operations for the Onyx Group, a planning and architectural firm with offices in Virginia, California, and Hawaii. Prior to that, he was a principal planner with a number of local governments, including Chief of the Long Range Planning for Prince William County Virginia where he established the County's first urban growth boundary initiative, traditional neighborhood design ordinance and financial guidance for its impact fee system.

He has a Masters in Urban & Environmental Planning from the University of Virginia's School of Architecture and three undergraduate degrees in urban studies, political science and public administration. Mr. Eitler is a member of the American Institute of Certified Planners, the land economics society Lambda Alpha International and is a member of the Dean's Advisory Board at the University of Virginia's School of Architecture.

Kladé Hare
Senior Associate, Advisory Services
ULI-the Urban Land Institute
Washington, DC

Kladé Hare is a Senior Associate for Advisory Services at the Urban Land Institute (ULI), a nonprofit education and research institute that focuses on issues of land use, real estate, and urban development. The mission of the Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Since 1947, ULI has been conducting panels that provide strategic advice to communities and organizations on a wide variety of real estate, planning, and urban design and public policy subjects.

In her role, Ms. Hare manages activities related to the planning of Advisory Services Panels as well as the planning of events and meetings for the Professional Development Program. Specifically, she ensures that all logistical details

including room set-up, audio, visual, transportation, housing, and food and beverage needs are organized effectively. Prior to joining the Education and Advisory Services Group, Kladé worked for the ULI convenings department and coordinated several components of the organization's annual Spring and Fall Meetings, including real estate tours, the member-volunteer program, and the development of the on-site printed program. She was also responsible for updating and recommending design modifications for ULI event websites and apps.

Previously, Ms. Hare served as the Senior Project Administrator at the Institute for Higher Education Policy, a policy research think tank in Washington, D.C., where she developed experience in managing various aspects of stakeholder engagement initiatives. This included directing ten to 15 convenings per year, disseminating monthly newsletters, updating website content, writing and editing research publications, and maintaining contact lists and research databases. Furthermore, she co-lead a team charged to design and launch the organization's new website.

Kladé received a Bachelor of Arts in Public Policy Studies and African and African American Studies from Duke University. She is currently pursuing a Master of Business Administration with a concentration in real estate and infrastructure from the Johns Hopkins University Carey Business School.

Grant Hayes
Intern, Leadership
ULI- Urban Land Institute
Washington, DC

Grant Hayes is a Leadership Intern at the Urban Land Institute (ULI), a nonprofit education and research institute that focuses on issues of land use, real estate, and urban development. The mission of the Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Since 1947, ULI has been conducting panels that provide strategic advice to communities and organizations on a wide variety of real estate, planning, and urban design and public policy subjects.

In his role, Mr. Hayes provides program and logistics support to ULI member-based initiatives and assists with research initiatives and communications for the ULI Terwilliger Center for Housing. Prior to joining ULI, Mr. Hayes worked as the Project Manager for the Shelby County Economic and Industrial Development Authority in Birmingham, Alabama where he assisted with the promotion and development of economic and industrial opportunities in Shelby County.

Grant received a Bachelor of Arts in Communication Studies at Huntingdon College in Montgomery, Alabama. While at Huntingdon, he participated in the Economic Development Association of Alabama's internship program, where he worked for the state's largest power provider to promote economic development throughout Alabama. Currently, he is pursuing a Master of Professional Studies in Urban and Regional Planning at Georgetown University.