

Place Making: The Business of Creating Thriving Mixed-Use Development



Get inspired. Gain Insight. Innovate.

10th Annual Place Making Conference
Colorado Convention Center
September 15–16, 2008
Denver, Colorado

Discover the Value of Place Making

Place making offers developers, public officials, and consumers unbeatable opportunities to collaboratively create thriving, profitable, sustainable environments to live, work, and play. Great place making requires bold vision, entrepreneurial business models, and long-term commitment from private and public sector players. Optimizing these opportunities can challenge even the most inventive professionals.

This year's conference will present solutions to these challenges from the perspective of experienced place makers—developers, public officials, designers, and others—who have made great projects happen and profited from their success.

Denver is an incredible laboratory for studying place making. To take full advantage of this unique setting, we will be taking the entire conference off-site for half-day sessions at Denver's newest and most exciting place making projects. Each location has been selected to reinforce the theme and content of the session. Participants will have the rare opportunity to tour one of these projects and directly examine the lessons learned with the development team.

What You Will Learn

- What is the place making edge today?
- What does it take to make mixed-use benefits outweigh risks?
- What strategies do successful place making developers use?
- What lessons do past place making projects offer?
- How can public transit investment create value for your project?
- Can a small-format food store become the key amenity for a great project?
- How can place making principles add value to single use properties?

HEAR THE MIXED-USE MESSAGE FROM A HOST OF INDUSTRY EXPERTS

CONFERENCE CHAIR



James A. Ratner *Chairman and Chief Executive Officer, Forest City Commercial Development Group, Cleveland, Ohio*

Ratner is chairman and chief executive officer of Forest City Commercial Group, the commercial real estate development and management division of Forest City Enterprises, Inc. Their current portfolio includes in excess of 40,000,000 square feet of commercial properties and 48,000 apartment units. The company currently has projects in excess of \$3,000,000 under construction. Forest City has specialized in urban development and mixed-use projects in major cities across the United States. Forest City has also specialized in new master-planned communities including Stapleton in Denver.

KEYNOTE SPEAKER



James H. Gilmore *Co-author Authenticity: What Consumers Really Want and The Experience Economy*

Gilmore is co-founder of Aurora, Ohio-based Strategic Horizons LLP. He is a "professional observer," sought by enterprises around the globe for his expertise in conceiving and designing new ways of adding value to their economic offerings. As co-author of *The Experience Economy: Work Is Theatre & Every Business a Stage*, Gilmore literally wrote the book that spawned worldwide interest in experience design, customer experience management, and experiential marketing. Building on this groundbreaking book, Gilmore and his co-author B. Joseph Pine, explain in their new book, *Authenticity: What Consumers Really Want* that availability and cost no longer suffice. Today's consumer seeks the authentic where and when they buy. Satisfy consumer demands and you will capture their hearts, minds, and dollars.

SPEAKERS (as of July 16, 2008. Please see most current list at www.uli.org/conferences)

Steven A. Betts
President and Chief Executive Officer
SunCor Development Company
Tempe, Arizona

Don Briggs
Senior Vice President, Development
Federal Realty Investment Trust
Rockville, Maryland

Claudia Cappio
Deputy Director, City Planning
City of Oakland
Oakland, California

Thomas E. Cody
Principal
Gerding Edlen Development Company
Portland, Oregon

Rick Cole
City Manager
City of Ventura
Ventura, California

Joseph F. Coradino
Executive Vice President
Pennsylvania Real Estate Investment Trust
Philadelphia, Pennsylvania

Casey Cummings
President and Chief Investment Officer
Ram Development Company
Palm Beach Gardens, Florida

Robert A. Cunningham
Principal
TOLD Development Company
Minneapolis, Minnesota

Gerald Divaris
Chairman and Chief Executive Officer
Divaris Real Estate, Inc.
Virginia Beach, Virginia

Mark Falcone
Chief Executive and Founder
Continuum Partners LLC
Denver, Colorado

Chris Frampton
Managing Partner
East-West Partners
Denver, Colorado

Adin L. Dunning
Project Manager
The Miller/Hull Partnership, LLP
Seattle, Washington

John Given
Senior Vice President, Development
CIM Group, Inc
Los Angeles, California

Thomas Gougeon
Principal and Chief Development Officer
Continuum Partners
Denver, Colorado

Debra Guenther
Principal
Mithun
Seattle, Washington

Richard Heapes
Principal
Street-Works
White Plains, New York

Robert E. Hughes
President
Hughes Development Corporation
Greenville, South Carolina

Daniel J. Ivanoff
Managing Investment Partner
Schnitzer West, LLC
Bellevue, Washington

Gregory K. Johnson
President
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Seattle, Washington

Mark Johnson
President
Civitas, Inc.
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David Keller
President
Keller Real Estate Group
Madison, Wisconsin

Patrick Kennedy
Owner
Panoramic Interests
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John Klutznick
Vice President
Thomas J. Klutznick Company
Denver, Colorado

Christopher B. Leinberger
Director and Professor, Graduate Real Estate Program
University of Michigan and
Visiting Professor,
The Brookings Institution
Ann Arbor, Michigan and
Washington, D.C.

Charles A. Long
President
Charles A. Long Properties
Berkeley, California

David Malmuth
Managing Director
RCLCO/Robert Charles Lesser & Co., LLC
Los Angeles, California

Thomas Martens
Senior Associate
Economics Research Associates
Washington, D.C.

Brewster McCracken
Council Member
Austin City Council
Austin, Texas

Gregory A. Moran
Vice President, New Development
Miller Weingarten Realty
Englewood, Colorado

Katherine A. Perez
Vice President, Development
Forest City Development
Los Angeles, California

James A. Ratner
Chairman and Chief Executive Officer
Forest City Commercial Development Group
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Keith Ray
Principal
McLarand Vasquez Emsick & Partners
Irvine, California

Mike Rock
City Manager
City of Lakewood
Lakewood, Colorado

Gary Sears
City Manager
City of Englewood
Englewood, Colorado

Todd Sklar
Senior Vice President, Development
Shorenstein Company
San Francisco

Ronald Sher
President
Metrovation
Bellevue, Washington

Susan Smartt
Senior Vice President
Forest City Residential West
San Francisco, California

Vicki Sterling
Assistant Director and Chief of Staff
Denver Art Museum
Denver, Colorado

Matt Terry
Director of Development and Planning
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Principal
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Principal
Design Workshop, Inc.
Denver, Colorado

Mike Zoellner
President and Chief Executive Officer
Red Peak Properties
Denver, Colorado

MONDAY, SEPTEMBER 15

SESSION SCHEDULE

MONDAY AT A GLANCE

7:00 AM
REGISTRATION OPENS

8:00 AM - 8:15 AM
WELCOMING REMARKS

8:15 AM - 9:00 AM
OPENING KEYNOTE SESSION

9:00 AM - 10:15 AM
PLENARY SESSION

10:15 AM - 10:45 AM
BREAK

10:45 AM - 12:00 PM
CONCURRENT SESSIONS

12:00 PM - 1:00 PM
NETWORKING LUNCH

1:00 PM - 2:00 PM
PLENARY SESSION

2:00 PM-5:30 PM
OFF SITE SESSIONS

5:30 PM - 6:45 PM
NETWORKING RECEPTION

Sunday, September 14

6:00-9:00 PM
DOWNTOWN DENVER
WALKING TOURS

ULI Colorado District Council Young Leaders will host walking tours of evolving downtown Denver neighborhoods, including LoDo, Uptown, and the emerging 14th Street cultural district. Following the tours, participants will enjoy a reception at the 16th Street Mall, courtesy of Red Peak Properties. E-mail denverwalkingtours@uli.org to register.

Open to all attendees.

8:00am-8:15am

Welcoming Remarks

James A. Ratner
*Conference Chair and
Chairman and CEO
Forest City Commercial
Development Group*

8:15am-9:00am

Opening Keynote Session

Get Real: Authenticity is the New Quality

James H. Gilmore
*Co-author of **Authenticity: What
Consumers Really Want and The
Experience Economy***

In a world filled with ever more mediated and staged experiences—an increasingly unreal world—consumers are now making decisions based on how “real” they perceive the experience to be. To be blunt: You must get real—not just claim to be real. Find out how in this thought-provoking session.

9:00am-10:15am

Opening Plenary Session

**Capitalizing on the Place Making Edge:
Master Developers Share Success
Strategies**

What does it take to develop authentic places that tenants, shoppers, and residents love? How does a development team incorporate place making principles into the project planning process? What does it take to make a vision a profitable reality? Our expert panel will answer these questions and share their strategies for creating profitable, authentic mixed-use places that stand the test of time.

10:45am-12:00pm

Concurrent Sessions (Choose one)

**I. Making Money at Mixed-Use:
What You Need to Know**

Mixed-use offers great rewards—but also great risks. What’s the secret to developing a profitable mixed-use project? Who invests in mixed-use projects? What uses are most important to provide cash flow? Learn how to structure your business, find financing, and make money in the challenging, evolving world of mixed-use development.

**II. Public/Private Ventures in Place
Making: Sharing Costs and Benefits**

Great place making requires big outlays in elements that often require substantial public investment. Striking a balance between public and private expectations challenges even the most experienced development team. What does the public sector expect from the private sector? Where can the public sector most effectively invest to create viable projects? Explore how private developers and public agencies can effectively partner to build highly successful mixed-use environments.

12:00pm - 1:00pm

Networking Lunch

1:00pm - 2:00pm

**Place Making: Creating Real Places
for Real People**

**Featured Speaker: Richard Heapes
Principal, Street Works**

Place making is more than designing a mixed-use town center or urban village. It is about creating a real place, with its own character, that is developed organically and improves with time. What makes a place great? What makes a place real and authentic? What does it take to create a sense of place? This no-holds-barred session explores how to design and develop a real place, not just a mixed-use project. What does place making mean to the bottom line?



Clayton Lane, Denver, Colorado

2:00pm - 5:30pm

ULI Hits the Streets: Place Making on Location!

Leave the convention center behind and venture out to Denver's newest and most exciting mixed-use projects for interactive, off-site sessions! Take a field trip to one of six great projects, hear from the development team AND gain insight into mixed-use development trends, challenges, and opportunities through hands-on learning sessions led by industry experts. **Indicate the session you wish to attend when you register. Choose one of the following six sessions. Spots are limited and will be filled on a first-come first-served basis.**

I. Place Maker SWOT Team I Englewood CityCenter

Session location: Englewood, Colorado

This first-generation transit-oriented development project featured an innovative public/private partnership to redevelop the dying Cinderella City Mall into a mixed-use downtown district. The project catalyzed downtown redevelopment and was an early model for implementing TOD in an environment with modest market support. Participate in a hands-on assessment of this early TOD effort, explore the project's successes and challenges, and make recommendations for future improvements.

II. Place Maker SWOT Team II Belmar Session location: Lakewood, Colorado

This ULI Award for Excellence winning project transformed a dying suburban mall into a vibrant mixed-use, pedestrian-oriented downtown for the city of Lakewood. Along the way, the community and the development team learned a host of place making lessons. Come kick the tires of this still evolving model project, hear from the original development team, and work with a team of experts to recommend strategies to make this project even better.

III. What's New in Small-Scale Mixed-Use and Infill?

Session location: The Lowenstein Theater, East Colfax Avenue

While large town centers make the magazine covers, small-scale mixed-use projects are transforming neighborhoods across America into places with unique character. However, small-scale projects struggle to successfully incorporate retail and often face community opposition. Tour the historic Lowenstein Theater, the mixed-use anchor of East Colfax Avenue, an edgy, urban main street in a

rapidly redeveloping neighborhood. Then settle in to the Premiere Cinema for a lively session focusing on how to identify great infill sites, choose the right development program, get the project financed, address community concerns, and create winning small-scale projects.

IV. Winning with Cultural and Arts Anchors

Session Location: Denver Art Museum

Looking for a unique amenity that will draw crowds and create a sense of place? Cultural and arts anchors may offer the perfect opportunity to do both. This session will start with a tour of the Daniel Libeskind designed Museum Residences and then proceed to the adjacent Denver Art Museum for a session that will explore strategies for making the most of cultural, arts, and civic anchors to create viable, lively, and memorable places.

V. Boutique Food Stores: The Ultimate Mixed-Use Amenity?

Session Location: Cook's Fresh Market/1600 Glenarm Place Residences

Upscale food stores attract residents, increase retail rents, and create pedestrian traffic. They also pose unique design, development, and management challenges. How do you attract grocery and boutique food stores? What do food store tenants look for in mixed-use projects? How can a developer use a food store to improve a project's bottom line? Get answers to these questions and more from our experts. Tour an innovative lifestyle food store located in a former office building that has been transformed into a luxury residential mixed-use development.

VI. Live Charette! Transforming Single-Use Districts into Live/ Work/Play Places

Session Location: Denver Union Station

Place making strategies can add value and marketing edge to single-use buildings, office parks, and warehouse/industrial areas. Visit Denver's historic Union Station and learn how this former rail yard area is being transformed into a TOD place making showpiece for the city. Then join a panel of experts in identifying opportunities to reposition a former Safeway distribution center in Bellevue, Washington into a vibrant, transit-ready, sustainable, mixed-use district.

5:30pm - 6:45pm
Networking Reception
Colorado Convention Center

TUESDAY, SEPTEMBER 16

SESSION SCHEDULE

TUESDAY AT A GLANCE

8:30 A.M. - 9:30 A.M.
NETWORKING BREAKFAST
AND PLACE MAKING CHATS

9:30 A.M. - 10:45 A.M.
CONCURRENT SESSIONS

10:45 A.M. - 11:00 A.M.
BREAK

11:00 A.M. - 12:30 P.M.
CLOSING PLENARY SESSION

12:30 P.M.
CONFERENCE ENDS

1:00 P.M. - 5:00 P.M.
OPTIONAL TOURS

8:30am-9:30am
**Networking Continental
Breakfast and
Place Making Chats**

9:30am-10:45am
Concurrent Sessions (Choose one)
**I. The New Mixed-Use Office Tenant:
Developing New Economy Work
Environments**

Knowledge economy employers—high-tech companies, design firms, and similar industries—seek out lively, mixed-use, urban environments to help them attract and retain creative workers. How can you put your project on the A-list for knowledge economy office tenants? Learn what it takes to close the deal that converts your vacant space into a leased property.

**II. Sustainable Place Making in the
West: Low-Tech to High-Tech
Solutions**

This session will explore the spectrum of sustainability solutions for place making projects. Discover how sustainability can become part of a project's identity. Learn how green technologies can enhance public realm management. Find out the trick to going green and enhancing the bottom line.

11:00am-12:30pm
Closing Plenary Session
**Valuing Transit-Oriented Development:
Public and Private Opportunities**

With four-dollar-a-gallon gas driving up transit use across America, transit-oriented development is set to become a prime opportunity and transit a key amenity for mixed-use projects. At the same time, transit-oriented development requires intense collaboration and coordination between public and private entities to plan and implement projects effectively. How can TOD projects be planned to create the greatest benefits for the public and developers? What is the developer's role in shaping transit design? What must the public sector do to foster TOD development?

12:30pm
Conference Ends

For updated information, go to www.uli.org/conferences.

THE NEXT BEST THING TO BEING THERE

This conference is available on audio CDs and downloadable multimedia. Order the complete conference on CD for \$199; or the multimedia audio and PowerPoint presentations for \$199. Order online and receive FREE shipping when you order CD recordings of this ULI conference. Use promocode 027-6. Call: PlaybackNow at **800-241-7785**
Online: www.iPlaybackULI.com



*East 29th Avenue Town Center,
Stapleton, Denver, Colorado*

TOURRIFIC NEIGHBORHOODS

TUESDAY OPTIONAL TOURS

1:00PM-5:00PM (Box lunch included)

ULI has organized three tours* representing the wide range of place making projects in the Denver Metro area. On all tours, you will have the opportunity to meet the individuals intimately involved with the development of each project. They will share with you the project history, financing, marketing, and much more.



Lowry, Denver, Colorado

Evolving Places: Stapleton and Lowry

The 4,700-acre former Stapleton Airport is now a vibrant mixed-use community that is home to more than 7,000 people and hundreds of businesses. Stapleton takes architectural and landscape cues from Denver's best walkable neighborhoods, including tree-lined streets, pocket parks, well-placed public art, a thriving Town Center, and a mixture of housing types on most every block. Lowry, an 1,800-acre former Air Force training base, has become one of Denver's most sought-after neighbor-

hoods thanks to a blend of historic preservation, parks, design guidelines, diverse housing types, a mixed-use Town Center, and a mini-campus of private schools. This tour will examine how these communities continue to adjust to changing market dynamics and community expectations.

Creating New Places in Old Neighborhoods: Cherry Creek

Denver's upscale Cherry Creek neighborhood includes Cherry Creek North, a model pedestrian district next to a hugely successful enclosed shopping mall. This tour will examine the 16-block shopping and dining neighborhood with the region's largest collection of independently owned boutiques, restaurants, galleries, and salons/spas surrounding Fillmore Plaza, which hosts community events. Only three miles from downtown, the neighborhood has been recently transformed by dense, walkable projects. With new transit and bike-pedestrian connections in the mix, the neighborhood is rapidly evolving. Learn how this district came together and hear details of individual projects from the development teams.



Clayton Lane, Denver, Colorado

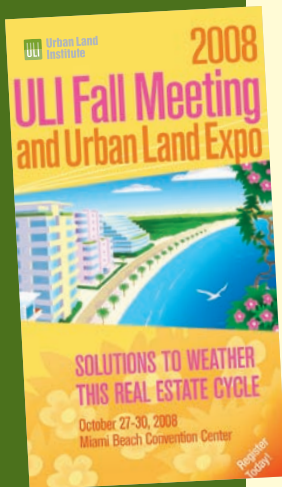


One Boulder Plaza, Boulder, Colorado

Small-Scale Mixed-Use in an Authentic Place: Downtown Boulder

Boulder has been a leader in successful small-scale mixed-use development for many years, and has one of the most vibrant small downtowns in the country. This bus and walking tour will explore various sites in downtown Boulder, from the nationally recognized Pearl Street Mall to several recent mixed-use development projects ranging from just a few thousand to over 500,000 square feet in size. Other sites include the new NOBO neighborhood and the Steelyards, a mixed-use redevelopment of a former Boulder Steel facility. Join developer representatives to learn how they worked with a community with high standards, took advantage of existing and future transit opportunities, and how they marketed their smaller scaled, but complex projects.

*An additional fee applies. See www.uli.org/conferences for updates. Tours are limited and include a box lunch. You must be registered for the conference in order to participate with the tour.



REGISTER NOW TO ATTEND THE MOST IMPORTANT REAL ESTATE MEETING OF THE YEAR

THE 2008 ULI FALL MEETING AND URBAN LAND EXPO, OCTOBER 27-30, 2008, AT THE MIAMI BEACH CONVENTION CENTER.

Now more than ever, you need to be with your peers in Miami to see how they are handling this current economic cycle. Hear how others have weathered market challenges in the past and have made it through to the other side. Capitalize on ULI's strength – putting people together who have solutions for the tough problems. Program highlights include:

- Keynotes from Paul Volcker, former Chairman of the Federal Reserve, who will remind us of past downturns and how we can take those lessons into the next upturn.
- General Sessions focusing on the capital markets and emerging real estate trends.
- Hard-hitting sessions on the markets, leadership, and current issues.
- The Urban Land Expo which will include the most innovative, inspiring and sustainable development projects from around the world on display in the CityBuilder Showcase.

Early bird discounts are available now. To register, go to www.ulireg08.com or call ULI at +1-800-321-5011. For more information go to www.uli.org/meetings.

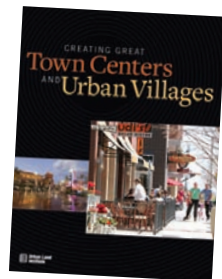
ADVERTISING OPPORTUNITIES: URBAN LAND



The flagship publication of the Urban Land Institute, *Urban Land* reaches more than 40,000 development professionals worldwide. Advertisers can reach these top-tier professionals through the Institute's 11 monthly Urban Land issues at well as its special-interest publications. Contact Laura Templeton at +1-202-624-7044 or ltempleton@uli.org.

RELATED ULI OFFERING: CREATING GREAT TOWN CENTERS AND URBAN VILLAGES

What are the factors that make a town center stand out and not just another outdoor shopping area? This book gives you the inside story you can't get anywhere else on costs, rents, land uses, and more. A full chapter on trends analyzes what works and what's next. Project types include the best in university center, master-planned communities, resort, and urban and suburban infill developments



ULI Order Number: C78, ULI Member Price: \$79.95, Retail Price: \$99.95
Order online at www.uli.org/bookstore or call 800-321-5011 (+1-410-626-7505 from outside the U.S.).

ABOUT ULI

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

WE ARE COMMITTED TO:

Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs; fostering collaboration within and beyond ULI's membership through mentoring, dialogue, and problem solving; exploring issues of urbanization, conservation, regeneration, land use policies and design practices that respect the uniqueness of both built and natural environments; sharing knowledge through education, applied research, publishing, and electronic media; and, sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

Photo Credits



#1, Lower Left
Palladium at CityPlace, CityPlace, West Palm Beach, Florida, Courtesy of Related Companies

#2 Top Center
Victoria Gardens, Rancho Cucamonga, California

#3 Upper Right
Santana Row, San Jose, California
Credit: Jennifer LeFurgy

#4 Bottom Center
Victoria Gardens, Where: Rancho Cucamonga, California

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AMERICAS CONFERENCES					
REINVENTING RETAIL	\$15,000	\$9,000	\$5,000	\$3,500	SEE FEE FOR EACH CONFERENCE
DEVELOPING RESORT, SECOND HOME, AND GOLF COURSE COMMUNITIES	4	3	2		COMPLIMENTARY REGISTRATIONS
	120 SQ. FT.	60 SQ. FT.	60 SQ. FT.	60 SQ. FT.	EXHIBITOR BOOTH SPACE
DEVELOPING AND INVESTING GREEN	•	•			EXCLUSIVE SPONSORSHIP OF A KEYNOTE, SESSION, OR RECEPTION
	•	•	•		PROMINENT LOGO PLACEMENT IN PROMOTIONS AND ON-SITE
DEVELOPING MASTER-PLANNED COMMUNITIES	•	•	•	•	COMPANY DESCRIPTION IN PROGRAM
	•				NOTEPADS WITH YOUR LOGO
PLACE MAKING	FULL PAGE				FOUR-COLOR AD IN URBAN LAND MAGAZINE
LATIN AMERICA	1	1			ULI MEMBERSHIP

GETTING THERE AND WHERE TO STAY

The conference is headquartered at the Colorado Convention Center in downtown Denver, located at 700-14th Street; +1-303-228-3000; www.denverconvention.com.

Accommodations

ULI has reserved blocks of rooms at three hotels, all of which are an easy 1-3 block walk from the Convention Center. To see a map, go to: www.denver.org/images/aps/downtownaccommodations.pdf.

To make your hotel reservation, call the hotel directly. You must inform the agent that you are attending the Urban Land Institute Place Making Conference in order to receive the group rate. The room block cut-off date is **August 25, 2008**. For more detailed information about each hotel, visit their individual Web sites.

Hyatt Regency Denver

650-15th Street
Denver, CO 80202
+1-303-436-1234
(1 block from Convention Center)
www.denverregency.hyatt.com
Room Rate:
\$219 single/double

Hilton Garden Inn

1400 Welton Street
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(2 blocks from Convention Center)
www.hiltongardeninn.com
Room Rate:
\$187 single/double

The Curtis

1405 Curtis Street
Denver, CO 80202
+1-303-571-0300
(3 blocks from Convention Center)
www.thecurtis.com
Room Rate:
\$184 single/double

Cut-off date for reservations at hotels: August 25, 2008

Be sure to mention you are attending a ULI event to receive the above listed rates.

Ground Transportation

Taxi: Denver International Airport is 24 miles from downtown Denver. Taxi cabs are also available at the airport. Cab fare between the airport and downtown is approximately \$47 one way.

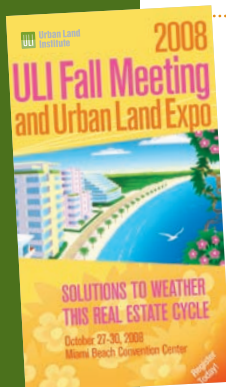
Airport Shuttle: SuperShuttle offers roundtrip shuttle service to all downtown Denver hotels from the airport. The SuperShuttle ticket counter is located on the baggage claim level (Level 5). Pick up your luggage and go to the counter. Counter staff will issue tickets and give directions to the van loading area. Make a reservation in advance at <http://www.supershuttle.com>.

The Mile High City – The Place to Be

Denver is the perfect blend of outdoor adventure and urban sophistication. That's the duality locals love about the Mile High city. With snowcapped peaks providing a spectacular backdrop, Denver is as refined as it is laid-back. It's a place where aerospace engineers rub elbows with rock climbers at local brewpubs, at art festivals, or while strolling their favorite pedestrian mall. And with 300 days of sunshine per year, it's easy to see why people fall in love with Denver the first time they visit. For visitor information, go to www.denver.org.

Climate

Temperatures in Denver in September average a high of 79F and low of 44F. Average precipitation is 1.16".



OTHER CONFERENCES AND EVENTS

2008 ULI Fall Meeting and Urban Land Expo

October 27–30, 2008
Miami Beach Convention Center
Miami, Florida

Visit www.uli.org/meetings for more information.

ULI Global Real Estate Conference Latin America: Opportunities in Real Estate Development, Investment, and Finance

October 27–28, 2008
Miami Beach Convention Center
Miami, Florida

Visit www.uli.org/conferences for more information.



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EARLY BIRD REGISTRATION DEADLINE IS FRIDAY, AUGUST 29, 2008

Name	Please Enter Source Code:	
Name for Badge	Membership Number:	
Title		
Company		
Street		
City	State/County	Zip/Country Code
Telephone	Fax	E-Mail (for registration confirmation)
Emergency Contact	Telephone	

REGISTRATION FEES:	UNTIL AUGUST 29	AFTER AUGUST 29
<input type="checkbox"/> ULI Member	US\$1,200	US\$1,300
<input type="checkbox"/> Nonmember*	US\$1,550	US\$1,650
<input type="checkbox"/> Public Sector/Nonprofit ULI Member	US\$395	US\$495
<input type="checkbox"/> Public Sector/Nonprofit Nonmember*	US\$595	US\$695
<input type="checkbox"/> Young Leader Member**	US\$595	US\$695
<input type="checkbox"/> Student***	US\$195	US\$195
<input type="checkbox"/> Student Nonmember***	US\$295	US\$295

MONDAY OFFSITE SESSIONS (choose one)

SPACE IS LIMITED. PLEASE CHOOSE ONE NOW.

<input type="checkbox"/> Englewood SWOT Team	no charge	no charge
<input type="checkbox"/> Belmar SWOT Team	no charge	no charge
<input type="checkbox"/> Small-Scale Mixed-Use	no charge	no charge
<input type="checkbox"/> Cultural Arts Anchor	no charge	no charge
<input type="checkbox"/> Boutique Food Stores	no charge	no charge
<input type="checkbox"/> Live Charette	no charge	no charge

TUESDAY OPTIONAL TOURS (box lunch included):

<input type="checkbox"/> Stapleton/Lowry	US\$125	US\$125
<input type="checkbox"/> Cherry Creek	US\$125	US\$125
<input type="checkbox"/> Downtown/LoDo/Central Platte Valley	US\$125	US\$125

MEMBERSHIP: Yes! Sign me up as a ULI Member

<input type="checkbox"/> Private Annual Membership	US\$395	US\$395
<input type="checkbox"/> Public Annual Membership	US\$225	US\$225
<input type="checkbox"/> Young Leader Membership	US\$250	US\$250

TOTAL \$ _____ TOTAL \$ _____

Note: All \$ are in USD | * Nonmembers: Join ULI now as a Member and pay the Member registration fee. Private Sector: Save \$350! Public Sector: Save \$200! | ** ULI Members under age 35. | *** Valid full-time student identification card required.

PLEASE INDICATE YOUR PAYMENT OPTION: Registration cannot be processed without full payment.

- Check – Payable to ULI – the Urban Land Institute
- Credit card
- American Express Diners Club Discover Mastercard VISA

Cardholder Name _____

Card Number _____ Expiration Date _____

Place Making: The Business of Creating Thriving Mixed-Use Development

September 15-16, 2008
Colorado Convention Center
Denver, Colorado

CONFERENCE #330006

CONFERENCE REGISTRATION

We encourage you to register before Friday, August 22, 2008. (Registration and full payment must be received by August 22, to be included in the registry of attendees.) An additional \$100 fee will apply for registrations received after that date. Please see the registration form for fees and instructions. Registration will be confirmed when payment is received. A written confirmation will be sent. On-site registration at the conference will operate from 5:00 pm to 7:00 pm on Sunday September 14, and throughout the conference on Monday September 15, and Tuesday September 16, 2008.

CANCELLATION/ REFUND POLICY

Registration cancellation/refund requests must be made in writing to ULI's Events Management Department and will be subject to a \$100 administrative fee. No refunds can be made for requests received after Friday, August 22. Fax requests to ULI at +1-202-624-7147, or mail to ULI at 1025 Thomas Jefferson Street, N.W., Suite 500, Washington, DC 20007.

TRANSFER POLICY

You may transfer your conference registration to another individual at your company or organization. A \$50 transfer fee will apply. If you transfer your registration to a ULI member, the ULI member fee will apply; if you transfer your registration to a nonmember, the nonmember fee will apply.

ULI MEMBERSHIP

Membership in ULI is held by individuals, not companies. Therefore, membership benefits cannot be transferred to another individual in the same company or organization.

QUESTIONS OR SPECIAL NEEDS

For questions about registration or special needs requests, please call ULI Customer Service at 800-321-5011 or at +1-410-626-7505 if calling from outside the U.S.



**Urban Land
Institute**

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