URBAN LAND INSTITUTE
NEW YORK DISTRICT COUNCIL

Promoting Leadership in Coastal Design Through WEDG
November 7, 2019
URBAN LAND INSTITUTE

- Leadership in the responsible use of land and in creating and sustaining thriving, resilient, and equitable communities
- Member-driven, nonprofit research and education organization
- Oldest and largest network of cross-disciplinary real estate and land use experts
- ULI members represent entire spectrum of land use and real estate development disciplines in private enterprise and public service
ULI AT A GLANCE

**Global**
- 45,000+ members worldwide
- 52 District Councils in North America
- 14 National Councils in Europe
- 5 National Councils in Asia Pacific (including Australia)

**Local**
- Serving New York State (Westchester County has its own District Council)
  - With 2,700+ members New York is ULI’s largest District Council
  - 73% Associate Members and 27% Full Members
  - 71% Male and 29% Female
Our Membership Today

PROFESSIONAL ROLE

WHAT ULI MEMBERS DO

Developers 28%
Investment & Finance Professionals 13%
Architects 10%
Government, Nonprofit, and Academics 7%
Urban Planners 7%
Consultants 6%
Attorneys 6%
Brokers 5%
Engineers 5%
Other Service Professionals 2%
Landscape Architects
TECHNICAL ASSISTANCE PANELS (TAPs)

- Expert, multidisciplinary advice to local governments, nonprofits, and communities facing complex land use challenges
- One- and two-day planning charrettes to address sponsor’s specific land use challenges
- Objective, pragmatic solutions, best practices advice and market-based strategies, delivered pro bono by ULI members
- Includes site tour, confidential stakeholder interviews, intensive working sessions, a presentation of recommendations to the sponsor, and a final written report
TECHNICAL ASSISTANCE PANELS

Completed TAPs:

- CB4, Bronx, NY (October, 2019)
- Hunts Point, Bronx, NY (March, 2019)
- Sleepy Hollow, NY (November, 2017)
- Waterfront Alliance (August, 2017)
- Gowanus, Brooklyn, NY (April, 2017)
- University Heights, Bronx, NY (July, 2014)
- Broadway Junction, Brooklyn, NY (June, 2014)
- Far Rockaway, Queens, NY (May, 2014)

Current Initiatives:

- Gowanus Urban Design Climate Workshop Report Coming Soon!
- Future TAP opportunities:
  - Mount McGregor Correctional Facility, Wilton, NY (NYESD)
  - Mixed Use Urban Distribution Center, NY, NY (NYCEDC)
  - Boston Road Corridor, Bronx, NY (Bronx DCP)
TAP Client
WATERFRONT ALLIANCE

TAP Funding
THE NEW YORK COMMUNITY TRUST

TAP Partners

Urban Land Institute
Center for Sustainability & Economic Performance

Cornell AAP
Architecture Art Planning

Waterfront Edge Design Guidelines
TAP Report
MARCH 2018
FRAMING THE PANEL ASSIGNMENT

• Evaluate the business case for WEDG
• 4 key questions:
  1. Primary incentives for engaging with WEDG?
  2. Potential economic benefits associated with WEDG?
  3. Appropriate timing and method for encouraging developers to engage on WEDG during the development process?
  4. Can WEDG provide insurance premium and risk reduction incentives?
THE PANEL’S RECOMMENDATIONS

✓ Learn from successful certifications in the marketplace, but don’t replicate them
✓ Recognize strengths and limitations of current business case for WEDG
✓ Engaging insurance market may sweeten business case for WEDG
✓ Municipalities can be a market entry point for WEDG
✓ Consider incentives & strategies for municipalities, which could support a WEDG market for developers
✓ Build demand for WEDG through strategic private sector engagement
✓ Engage developers “early and often” to increase WEDG uptake
✓ Business case should inform a sustainable organizational and financial model for WEDG
THE PANEL’S RECOMMENDATIONS

Most Likely to Drive Developer/Owner Engagement

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