

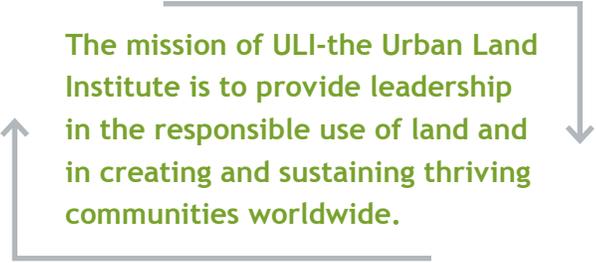
County/Inland Empire Places of Commerce Initiative Council through best practice research. The Initiative Council will explore the latest trends and innovations in mixed use, retail, office and industrial space.

FY 2012 Vice Chair: Elizabeth Cobb, Shea Properties

SUSTAINABLE COMMUNITIES INITIATIVE COUNCIL

The short-term and long-range goals of the Sustainable Communities Initiative Council are: 1) To increase public awareness and broad-based participation in the creation of economically-viable sustainable communities in Orange County and the Inland Empire; 2) To create a “go-to” resource for objective information on the “good business” case for sustainable communities, i.e. value creation, incentives, risk management, etc. and related best management practices; and 3) To proactively advise ULI members and the community-at-large on emerging sustainable communities topics, especially those with real estate economic implications in Orange County and the Inland Empire.

FY 2012 Vice Chair: Open



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

For more information, contact the ULI Orange County/Inland Empire office at (949) 585-2995 or orangecounty@uli.org.

**If you are a Full Member of the ULI, note that the Initiative Councils are modeled after the ULI National Product Councils. If you are an Associate Member and would like your involvement with ULI to be richer, here's your chance to do it at the local level. Participation on an Initiative Council is limited to ULI members only (Young Leaders Group and Student Members are ineligible). Initiative Council members missing two consecutive meetings will be resigned. Participation on more than one Initiative Council is not permitted. Guests (ULI members and non-members) are permitted at the discretion of the respective Vice Chairs and are limited to five guests per meeting.*

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INITIATIVE COUNCILS



Urban Land
Institute

Orange County/Inland Empire

About the ULI Orange County/Inland Empire Initiative Councils

The Urban Land Institute (ULI) focuses its work around seven priority initiatives: Capital Markets, Edge Development, Housing, Infrastructure, Placemaking/Public Realm, Places of Commerce and Sustainability.

The ULI Orange County/Inland Empire is excited to announce the District Council's new Initiative Councils, focusing on these priority initiatives. Membership on the Initiative Councils are limited to 30 members each and members must commit to attending scheduled meetings.* The objective is to create Initiative Councils of industry professionals, who get to know each other over the course of a year, by meeting regularly and sharing best practices and lessons learned. Discussion at the Initiative Council meetings must allow for diverse consideration of issues that effect change. Openness is key! The Initiative Councils are responsible for educating and effecting change in the ULI membership and among industry professionals by organizing at least one large program and one small program in the fiscal year related to their priority initiative. These Initiative Councils have access to research published by the ULI and its members and they will establish and maintain working relationships with the ULI's senior resident fellows and academic fellows as well as ULI's senior staff in Georgetown who support the respective priority initiatives. The Initiative Councils provide opportunities for leadership and volunteer involvement in the ULI at the local level, by promoting excellence in programming and fostering a culture of openness and sharing of issues critical to the land use planning and real estate development industries.

CAPITAL MARKETS INITIATIVE COUNCIL

This Initiative Council will focus on short-term and long-range issues that surround financial markets and look at how these issues are transforming the business of real estate finance, locally, nationally and internationally. The Initiative Council has access to resources such as financial trends and data on shifting areas of interest through research published by the ULI and its members.

FY 2012 Vice Chair: Eric Snyder, Talonvest Capital

EDGE DEVELOPMENT INITIATIVE COUNCIL

ULI has addressed many of the elements of good development at the edge through issues of placemaking, walkability and smart growth. As developers and public officials face the challenge of building better edge communities, the short-term and long-range goals of the Edge Development Council Initiative Council will focus on topics like how entitlements and the ap-

proval process can expedite developments that are sustainable over the long term, how transportation networks can be better planned to encourage desired land uses, and how mixed-use and mixed-income developments can be incorporated into local and regional planning and implementation.

FY 2012 Vice Chair: Sean O'Malley, SWA Group

HOUSING INITIATIVE COUNCIL

ULI supports providing housing that meets the full spectrum of needs for people of all ages, incomes and stages of life as central to developing sustainable communities. The short-term and long-range goals of the Housing Initiative Council will be to analyze issues and policies affecting housing, study the effects of incentives, work to advance the production of the full spectrum of housing, and showcase best practices in both the public and private sectors.

FY 2012 Vice Chair: Patrick Simons, Strategic Property Economics

INFRASTRUCTURE INITIATIVE COUNCIL

Infrastructure is critical to the vitality of the country and to the real estate industry. The ULI Infrastructure program examines trends in infrastructure and works to promote sustainable infrastructure policies. The short-term and long-range goals of the ULI Orange County/Inland Empire Infrastructure Initiative Council will be to explore the issues surrounding infrastructure and to inform and influence infrastructure decision making and promote sustainable infrastructure policies that support compact land use and reduce energy consumption.

FY 2012 Vice Chair: Jerry King, Tetrattech

PLACEMAKING INITIATIVE COUNCIL

ULI understands that the quest for community and identity fosters an increasing concern for the quality of the public realm and for urban design that creates place. Through inspired community design, a project or area stands the test of time and retains its value through generations, thus making place making and the quality of the public realm of significant and continuous concern. The short-term and long-range goals of the ULI Orange County/Inland Empire Placemaking Initiative Council will explore the issues surrounding quality places, including the intrinsic nature of what makes a great place, what cultural aspects of daily life inform place, how does authenticity and artfulness play a part in the formation of vibrancy of place, and how can the revitalization of existing centers begin to re-knit the fabric of the community.

FY 2012 Vice Chair: Rich Flierl, Cooper Carry Architects

PLACES OF COMMERCE INITIATIVE COUNCIL

Communities must have a strong, diverse commercial sector to be economically viable. The provision of the space for the commercial sector will be examined by the ULI Orange →