BATTERY PARK CITY: Coming of Age
Lessons learned from one of the world’s most successful planned communities

May 31, 2012
8:00 a.m. – 4:30 p.m.
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a conference presented by
THE STEVEN L. NEWMAN
REAL ESTATE INSTITUTE
Baruch College, CUNY

Four World Financial Center
250 Vesey Street, 29th Floor
New York, NY 10281

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8:00 – 8:30 a.m. Registration & Refreshments

8:30 – 8:35 a.m. Welcoming Remarks

Jack S. Nyman, Director
The Steven L. Newman Real Estate Institute, Baruch College, CUNY

8:35 – 8:40 a.m. Robert R. Douglass
Chief of Staff to Former Governor Nelson A. Rockefeller

8:40 – 9:00 a.m. Keynote speaker

Charles J. Urstadt, Founding Chairman & CEO (1968-1978), Vice Chairman (1996-2010), Battery Park City Authority

9:00 – 10:30 a.m. Panel 1 – The Early Years – From Concept to Creation (1960s-2000)

Battery Park City began as a vision of what cities could be in the future, and has been defined over the years by a mix of groundbreaking concepts and innovative designs that have achieved worldwide acclaim and made this planned community a blueprint for urban development.

Moderator:
Michael De Chiara, Founding Partner, Zetlin & De Chiara

Speakers:

John E. Zuccotti, Co-Chairman, Brookfield Office Properties
Formerly, President and CEO, Olympia & York Companies USA (1990-1996)

Stanton Eckstut FAIA, Founding Principal, EE&K a Perkins Eastman company

Alexander Cooper FAIA, Founding Partner, Cooper, Robertson & Partners

Amanda M. Burden, FAICP, Chair, NYC Planning Commission
Formerly VP, Planning and Design, Battery Park City Authority (1983-1990)

Donald H. Elliott, Counsel, Bryant Burgher Jaffee LLP, Former Chair, NYC Planning Commission

Q&A
10:30 – 10:45 a.m.  
Opening Video  
Featuring:  
Cesar Pelli FAIA, RIBA, JIA, Principal, Pelli Clarke Pelli Architects  
Rafael Pelli AIA, LEED AP, Partner, Pelli Clarke Pelli Architects  

10:45 – 11:00 a.m.  
Break  

11:00 – 12:30 p.m.  
Panel 2 – Building a Sustainable Community (2000-Present)  
In 2000, the Battery Park City Authority published its Residential Green Guidelines, to establish a process for the creation of environmentally responsible residential buildings. Under these and the ensuing Commercial Green Guidelines, the first LEED-certified high-rise residential building in the U.S. was constructed, followed by seven other residential buildings, one office tower and NYC's first green public school – each of which has achieved LEED Platinum or Gold.  
Moderator:  
Carol Willis, Founder, Director, Curator, The Skyscraper Museum, New York and Adjunct Associate Professor of Urban Studies, Columbia University  
Speakers:  
Timothy S. Carey, Former President and CEO, Battery Park City Authority (1999-2005)  
Russell Albanese, Chairman, Albanese Organization, Inc.  
Rafael Pelli AIA, LEED AP, Partner, Pelli Clarke Architects  
Robert F. Fox Jr. AIA, Senior Partner, Cook+Fox Architects  
Q&A  

12:30 – 1:30 p.m.  
Lunch  
Optional: Battery Park City Walking Tour  
Led by:  
Brian Shea AIA, Partner, Cooper, Robertson & Partners  

1:30 – 1:40 p.m.  
Keynote speaker  
Gayle M. Horwitz, President & CEO, Battery Park City Authority  

1:40 – 3:10 p.m.  
Panel 3 – Addressing the Needs of a Growing Community  
In the nearly 50 years since the first master plan concepts were proposed, Battery Park City has become a thriving mixed use community that is world-renowned. How have the Battery Park City Authority and its private development partners responded to the needs of a growing community that has overcome challenges ranging from economic downturns to the post-9/11 world?  
Moderator:  
Jordan Gruzen FAIA, Partner, Gruzen Samton-IBI Group Architects
Speakers:

Dennis H. Friedrich, President and Global Chief Investment Officer, Brookfield Office Properties

Thomas Hanrahan AIA, Founding Partner, HanrahanMeyers Architects

Martha J. Gallo, Chief Compliance Officer, JPMorgan Chase & Co., Member of the Board, Battery Park City Authority

David G. Marwell, PhD., Museum Director and CEO, The Museum of Jewish Heritage, A Living Memorial to the Holocaust

Q&A

3:10 p.m. – 3:25 p.m.  Break

3:25 p.m. – 4:25 p.m.  “Fireside Chat” – Looking Back: Lessons Learned

Once an abandoned waterfront replete with dilapidated piers, Battery Park City is now recognized globally as a model for successful large-scale planning efforts and environmentally responsible construction. What lessons have we learned from this groundbreaking waterfront project? What might we have done differently? What lessons have been translated to other communities around the world?

Moderator

Rick Bell FAIA, Executive Director, AIA New York Chapter

Speakers

Charles J. Urstadt, Founding Chairman & CEO, Battery Park City Authority (1968-1978)

Timothy S. Carey, Former President and CEO, Battery Park City Authority (1999-2005)

Philip Pitruzzello, Vice President, Manhattanville Development, Columbia University Facilities, Former President and CEO (1994-1996); General Counsel (1988-1992), Battery Park City Authority

Robert R. Douglass, Chief of Staff to Former Governor Nelson A. Rockefeller

4:25 – 4:30 p.m.  Closing of the Conference, Concluding Remarks

Jack S. Nyman, Director
The Steven L. Newman Real Estate Institute

The Steven L. Newman Real Estate Institute
Baruch College, CUNY


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Russell C. Albanese is Chairman of the Albanese Organization and has more than 30 years of experience in real estate planning, design, and development. For over 60 years, the Albanese Organization has been dedicated to building better buildings by introducing innovative concepts that enhance quality of life and long-term value. Russell has continued this innovative spirit, leading the company’s evolution to sustainable development, the heart of all its endeavors.

Russell was a founding Board Member of the U.S. Green Building Council’s New York City Chapter, has served as the Co-Chair of the Environment Committee of the New York Building Congress and is actively involved in other industry related and charitable organizations; he also serves on the boards of Sustainable Long Island, the Nature Conservancy, and Long Island Youth for Christ. Russell joined the firm in 1979 after receiving a B.S. degree in engineering from Duke University.

Rick Bell, FAIA is Executive Director of the American Institute of Architects New York Chapter, where he was instrumental in the creation of the Center for Architecture on LaGuardia Place. At the AIA he has led efforts to foster greater engagement of the design community with municipal agencies on a wide variety of issues, ranging from affordable housing and waterfront use to accessibility and active design.

Previously, Rick served as Assistant Commissioner of Architecture and Engineering at the NYC Department of Design and Construction. He holds degrees from Yale and Columbia and is a Fellow of the American Institute of Architects.

Amanda M. Burden, FAICP is the New York City Planning Commissioner and Chair of the New York City Planning Commission. Since 2002, she has spearheaded Mayor Bloomberg’s economic development initiatives with comprehensive urban design master plans designed to catalyze commercial and residential development throughout the city and to reclaim its waterfront.

Under Burden’s direction, the Department of City Planning has initiated rezoning plans that provide significant new housing opportunities in diverse neighborhoods. She has championed the creation of new public spaces throughout the city, developing the esplanade along the East River Waterfront in Lower Manhattan and facilitating the preservation of the High Line. Implementing the critical sustainability objectives set forth by Mayor Bloomberg’s ambitious PlaNYC agenda, her initiatives are channeling growth to transit-rich areas while preserving the unique character of more auto-dependent lower-density neighborhoods.

Commissioner Burden received a Master’s Degree in Urban Planning from Columbia University and an Honorary Doctorate in Public Administration from the Pratt Institute.

Timothy S. Carey led the Battery Park City Authority, as President/CEO from 1999 to 2005 and spearheaded its recovery after 9/11. He oversaw the environmentally-balanced development of this distinctive section of Lower Manhattan, including the groundbreaking construction of The Solaire, as the nation’s first “green” residential high-rise building which achieved a Gold designation under the USGBC LEED rating system. Carey also led the BPCA to financial stability, driving the authority’s net profits from $38 million in 1996 to $150 million in 2005.
Mr. Carey is currently semi-retired serving as Executive Director of the Westchester County Public Utility Service Agency; the Chairman of Westchester County Community College Board of Trustees where he developed the first LEED Gold Certified County building; the President of the Governor George Pataki Leadership and Learning Center; and is a consultant developing public policy solutions on issues related to sustainability.

Alexander Cooper, FAIA is the founding partner of Cooper, Robertson & Partners. He has served as partner-in-charge on many of the firm’s major, large-scale planning and urban design projects, including Battery Park City in New York, the expansion of the Museum of Modern Art, the Framework for Campus Planning for Yale University, the Plan for Allston for Harvard University and the Master Plan for the Central Delaware in Philadelphia. He has also designed numerous prominent buildings, including Columbia University’s School of Social Work, Duke University Medical Center’s Ambulatory Care Clinic and Stuyvesant High School in Lower Manhattan.

Prior to founding CRP in 1979, Mr. Cooper served as a member of the New York City Planning Commission, Director of the Urban Design Group of the New York City Department of City Planning, and Director of Design for the Housing and Development Administration. He received his Bachelor of Arts and Master of Architecture from Yale University.

Michael De Chiara, a founding Partner of Zetlin & De Chiara LLP, is experienced in virtually all aspects of the law as it relates to the design and construction industry. In addition to litigation and contractual matters, he often advises clients on financial affairs and general business matters covering partnership law, corporate law, employment law, and professional practice matters, including ownership transition and licensing issues.

Mr. De Chiara is consistently recognized by Chambers USA, The Legal 500 USA Guide, Super Lawyer Magazine, and Best Lawyers of America as a leading litigator in construction law and has received the notable AV rating from Martindale-Hubbell; and is a recipient of the AIA New York State President’s Citation for Outstanding Service.

Robert R. Douglass is Of Counsel in the Global Corporate Department of Milbank, Tweed, Hadley & McCloy LLP. He has broad experience in the areas of domestic and international banking. Mr. Douglass served as Vice Chairman of The Chase Manhattan Corporation from 1985 to 1993. He was a partner at Milbank from 1972 through 1976, and from 1965 to 1972, served as Counsel and later Secretary to Governor Nelson A. Rockefeller. Prior to that, he was associated with the law firm of Hinman, Howard & Kattell of Binghamton, New York.

Mr. Douglas is Chairman of the Downtown Lower Manhattan Association and the Alliance for Downtown New York, and is a member of the Council on Foreign Relations.

Mr. Douglass received his B.A. with distinction from Dartmouth College in 1953, an LL.B. from Cornell Law School in 1959 and an honorary Master of Arts degree from Dartmouth in 1983.

Stanton Eckstut, FAIA is a Principal and Director of Perkins Eastman. Stan’s work encompasses large-scale development, higher education buildings and plans, primary and secondary schools, transit systems, office buildings, waterfronts, and courthouses.
Throughout such wide-ranging projects, there remains one primary constant: a dedication to complementing form and shape with use and context. Regardless of their scale, Stan’s projects all represent his dedication to creating great places, places that will surpass expectations and thrive within a community’s collective experience.

Many of Mr. Eckstut’s projects have received awards and critical acclaim. In 2006, he received a Distinguished Service Award from the Citizens Housing & Planning Council, and in 2004 he was given a Distinguished Achievement Award from the New York Society of Architects. Perhaps Mr. Eckstut’s most praised project, Battery Park City was honored with ULI’s prestigious Heritage Award.

**Donald H. Elliott** is Of Counsel, in Bryant Burgher Jaffee’s Real Estate Group. Elliot was Assistant Counsel to the New York State Commission of Investigation, Counsel to Mayor John Lindsay and Chairman of the New York City Planning Commission where he was responsible for many important zoning innovations which have influenced land use regulation across the country.

Elliot served on the Boards of the New York City Health and Hospitals Corporation, the New York Metropolitan Transportation Authority and WNET/Thirteen. He is an honorary member of the New York Chapter of the American Institute of Architects and has been Chairman of the New York Urban Coalition, Inc. and of Long Island University. Elliot graduated from Carleton College in Northfield, Minnesota and New York University School of Law.

**Robert F. Fox, Jr., AIA** is one of New York City’s most highly respected leaders in the green building movement. He serves on numerous advisory committees, including the Mayor’s Advisory Council for the Office of Long-Term Planning and Sustainability and the Center for Health and the Global Environment. He is also the Chairman of the GSA’s Green Building Advisory Committee.

In 2003, Bob joined Rick Cook to form Cook+Fox Architects, a firm devoted to creating beautiful, environmentally responsible high-performance buildings, including the Bank of America Tower at One Bryant Park. Bob led the team that created the original Residential and Commercial Environmental “Green Guidelines“ for the Battery Park City Authority in Lower Manhattan. The Green Guidelines have resulted in over 5 million square feet of LEED Gold and Platinum buildings.

**Dennis H. Friedrich**, named President and Global Chief Investment Officer in June 2011, is responsible for Brookfield Office Properties’ global growth strategy, including acquisition and development activity throughout the company’s operating and target markets. Prior to his current role, Dennis was president and chief executive officer of the U.S. Commercial Operations division, in charge of asset management, leasing, and day-to-day operations of Brookfield’s 50-million-square-foot U.S. office portfolio.

Dennis holds a business degree in Finance from Baruch College and is a member of the Executive Committee of The Real Estate Board of New York. He is also on the board of directors of REBNY Board of Governors, Realty Foundation of New York, ABNY Foundation and the Advisory Board of The Steven L. Newman Real Estate Institute at Baruch College. Dennis is a Partner in the Partnership for New York City and is a Trustee of the Citizens Budget Commission.
**Martha J. Gallo** is the Head of Global Compliance and Regulatory Management for JPMorgan Chase, a global financial services firm with assets of $2.3 trillion and operations in more than 60 countries. Martha has worked for JPMorgan Chase for 30 years and has held numerous leadership positions across the firm, including General Auditor, Chief Operating Officer (COO) for Global Finance, COO of Credit Risk, Co-Head of Technology, and CFO/COO of Technology and Operations.

Martha is on the Board of the Battery Park City Authority and the Women’s Refugee Commission. She lives in Battery Park City with her husband and two daughters, ages 14 and 9. She is active in the Lower Manhattan community and was Co-President of the Battery Park City Parents and Neighbors Association from 2002-2007.

Martha is a graduate of Cornell University, with a B.S. in Human Development and Family Studies and a M.B.A. in Accounting.

**Jordan L. Gruzen, FAIA**, is a New York based architect whose firm, Gruzen Samton-IBI Group, has designed five buildings in Battery Park City. In addition to TriBeCa Pointe, the tallest apartment on the north end, his firm was co-architect for the adjacent Stuyvesant High School. He has lived in this community for twenty-two years in the Regatta.

His experiences as a resident, a condo board member, as well as co-manager of the North Cove Marina, have shaped his view that this is the very best place to live in New York City. Living in a park, with only the sound of lapping waves and pedestrian voices on the promenade, have given him a standard of what City living can be.

As an architect who has been responsible for the design of over 50,000 apartments in the New York metropolitan area he brings to the discussion today a rich background from which to discuss the merits of Battery Park City.

**Thomas Hanrahan** is a founding partner of HanrahanMeyers architects (hMa). He has been principal on a number of award winning projects, including the Won Dharma Center (2010 Design Award, Faith + Form Magazine); Holley Residence (featured at the Museum of Modern Art in 1999), Pratt Design Center, and the Interpretive Center museum in Chattanooga, Tennessee.

Mr. Hanrahan works with urban design clients, including Battery Park City Authority, where hMa are the official master plan architects for the North Neighborhood. Mr. Hanrahan has unique expertise in green master planning and sustainable urban design.

For the Won Dharma Center Master Plan, Mr. Hanrahan has overviewed the development of a 550-acre site into a ‘zero-carbon footprint’ landscape. Mr. Hanrahan is also overseeing the construction of hMa’s design of five buildings on the Won Dharma Center site.

Mr. Hanrahan received his B. Arch from the University of Illinois and his M. Arch from Harvard’s Graduate School of Design.

**Gayle M. Horwitz** became President & CEO of the Battery Park City Authority in October 2010, after serving as its Chief Operating Officer. Ms. Horwitz also serves as the President of the Battery Park City Parks Conservancy. From 2007 to 2010 she served as First Deputy Comptroller responsible for managing the daily operations of the Comptroller’s office, which included a staff of more than 720 employees and a $66 million operating budget.
Ms. Horwitz served as Deputy Comptroller and Chief of Staff, 2002/2007, Assistant Vice President at National Westminster Bancorp, 1993/1996, and as Deputy Director for Management, Planning and Analysis, and then as Director of Operations for the New York City Department of General Services, 1990/1993.

Ms. Horwitz earned a Master’s Degree in Public Administration from New York University and an A.B. degree from Mount Holyoke College.

David G. Marwell, Director of the Museum of Jewish Heritage – A Living Memorial to the Holocaust in New York City and president of the Auschwitz Jewish Center Foundation, received a Ph.D. in Modern European History from the State University of New York at Binghamton. Prior to his work at the U.S. Holocaust Memorial Museum in Washington, D.C. from 1997 to 2000, Dr. Marwell was Director of the Berlin Document Center in Berlin and then Executive Director of the JFK Assassination Records Review Board. He also served as Chief of Investigative Research for the U.S. Department of Justice, Office of Special Investigations. In that capacity, Dr. Marwell was responsible for conducting historical and forensic research in support of Justice Department prosecution of Nazi war criminals, including Klaus Barbie and Josef Mengele. He has also served as an expert witness and consultant to the governments of Canada and Australia on several war crimes prosecutions, and was a member of the Interagency Working Group for Nazi War Criminal Documents. He is a member of the U.S. Delegation to the Task Force for International Cooperation on Holocaust Education, Remembrance, and Research.

Jack S. Nyman, the Director of the Steven L. Newman Real Estate Institute at Baruch College, City University of New York, has been instrumental in the accelerated growth and esteemed reputation of the Institute, and has helped place it into the national arena of real estate education and research. His expertise lies in the areas of development, investment, and strategic planning with an emphasis on asset management. Nyman has extensive experience as a developer, having owned and managed commercial, residential, and industrial properties.

Nyman is a Fellow of the Institute for Urban Design and has most recently served as Vice-Chair of the board of the U.S. Green Building Council, New York; he serves on numerous other boards, such as the CUNY Institute for Urban Systems.

Nyman holds a Master of Architecture degree from Arizona State University with a concentration in building science, and an advanced Master’s in Real Estate Development with a concentration in finance from Harvard University. He was awarded a Harvard Research Fellowship and has authored numerous Harvard case studies and lectured on various aspects of real estate development, affordable housing, and finance.

Cesar Pelli, FAIA, RIBA, JIA is the Senior Principal of Pelli Clarke Pelli Architects. Cesar was born in Argentina where he earned a Diploma in Architecture from the University of Tucumán. He first worked as Project Director at Eero Saarinen overseeing the TWA Terminal at JFK Airport and Morse and Stiles Colleges at Yale University. He was then Director of Design at DMJM and, later, Partner for Design at Gruen Associates, both in Los Angeles. Throughout these years, he designed several award-winning projects, including the San Bernardino City Hall in California; the Pacific Design Center in Los Angeles; and the United States Embassy in Tokyo.

From 1977 to 1984, Mr. Pelli became Dean of the Yale University School of Architecture and also founded Cesar Pelli & Associates. In 1995, the American Institute of Architects awarded Mr. Pelli the Gold Medal, in recognition of a lifetime of distinguished achievement in architecture. In 2004, Mr. Pelli was awarded the Aga Khan Award for Architecture for the design of the Petronas Towers.
Rafael Pelli is the Partner-in-Charge of the Pelli Clarke Pelli Architects New York office, established in 2000. Mr. Pelli has directed the design for a wide range of projects, from large urban projects such as 731 Lexington Avenue (the Bloomberg Tower), to academic projects such as the Business Instructional Facility at the University of Illinois at Urbana-Champaign. He has advocated sustainable design principles in his work, completing award-winning LEED Platinum projects for commercial, residential, and academic buildings.

Mr. Pelli has served on the NYC Green Codes Task Force and Turner Construction’s Green Advisory Board. He has worked with Pelli Clarke Pelli Architects (formerly Cesar Pelli & Associates) since 1989, becoming a Partner of the firm in 1995. Mr. Pelli received a Bachelor of Arts in 1978 from Yale University and a Master of Architecture in 1985 from the Harvard University Graduate School of Design.

Philip Pitruzzello is the Vice President for Columbia University’s Manhattanville Development Group where he serves as the Columbia University Facilities point person on the development, design and construction of the University's Manhattanville in West Harlem initiative.

Previously, he was responsible for corporate real estate at Time Warner where he headed Time Warner’s participation in the redevelopment of Columbus Circle. Philip has previously served in government and private sector senior management positions and headed the Battery Park City Authority (President, Chief Executive Officer 1994-1996; General Counsel 1988-1992).

Additionally, he serves on a number of boards including the Bowery Residents Committee and the Apollo Theater Foundation.

Charles J. Urstadt serves as Chief Executive Officer and Chairman of Urstadt Biddle Properties Inc. He has been Chairman since 1986 and Chief Executive Officer since September 1989. Mr. Urstadt serves as the Chairman and Director of Urstadt Property Company, Inc. He serves as Trustee Emeritus of Pace University. He has been Director of Urstadt Biddle Properties Inc. since 1975. He serves as Trustee of Historic Hudson Valley. He served as a Trustee of Putnam Trust Company and Teachers Insurance and Annuity Association.

Mr. Urstadt was appointed First Chairman of the Battery Park City Authority by Governor Nelson A. Rockefeller on July 24, 1968, and he became full-time Chief Executive Officer on April 23, 1973. He has been named the "Father of Battery Park City" by the Mayor and Governor. Mr. Urstadt’s term as member and Chairman expired on December 31, 1978. He was reappointed as a member by Governor Pataki on January 1, 1998 for a six-year term and was elected Vice-Chairman upon his appointment. His term was renewed on January 1, 2004. It expired on December 31, 2009 and he left after a brief two-month term as Chairman, on February 23, 2010.

Carol Willis is the founder, director, and curator of The Skyscraper Museum. An architectural and urban historian, she has researched, taught, and written about the history of American city building. She is the author of Form Follows Finance: Skyscrapers and Skylines in New York and Chicago.

Ms. Willis is an Adjunct Associate Professor of Urban Studies at Columbia University where since 1989 she has taught in the program The Shape of Two Cities: New York and Paris in The Graduate School of Architecture, Planning. From 1979 to 1991 she taught courses on the history of architecture at Parsons School of Design in New York and for eleven summers conducted walking tours on the history of French architecture for Parsons in Paris.
As an undergraduate, Ms. Willis majored in Art History at Boston University, graduating magna cum laude and Phi Beta Kappa in 1971. She did her graduate work in architectural history at Columbia University in the Department of Art History and Archaeology, receiving an M.A. in 1976 and M.Phil. in 1979.

**John E. Zuccotti** is the U.S. Chairman of Brookfield Properties and of Counsel for Weil, Gotshal & Manges LLP. Mr. Zuccotti served as the First Deputy Mayor of the City of New York under Mayor Abraham Beame from 1975 through 1977. Mayor John Lindsay appointed him to the New York City Planning Commission in 1971 and Chairman of the Commission in 1973. Mr. Zuccotti also served as Chairman of Mayor Edward Koch's Advisory Committee on Police Management and Personnel Policy, was a member of Mayor Koch's Advisory Task Force on the Homeless, and was Chairman of Governor Hugh L. Carey's Task Force on the World Trade Center.

Mr. Zuccotti has specialized in planning, housing, real estate and municipal law. He has played a leading role in the development process of major residential and commercial projects in the New York metropolitan area.

Mr. Zuccotti is a member of the Board of Directors of the National 9/11 Memorial and Museum at the World Trade Center and a Director of the Lower Manhattan Development Corporation. Zuccotti Park in Lower Manhattan is named in his honor.

John E. Zuccotti graduated from Princeton University in 1959 and received his law degree from Yale University Law School in 1963.
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