

**MEDIA INVITED**



## **NEWMAN REAL ESTATE INSTITUTE IN ASSOCIATION WITH NEW YORK CITY DEPARTMENT OF CITY PLANNING PRESENT:**

### **“Trading High in the Sky: Transfer of Development Rights”**

**NEW YORK, NY – February 25, 2015** – [The Steven L. Newman Real Estate Institute](#), in the [Zicklin School of Business](#) at [Baruch College](#), in association with the [New York City Department of City Planning](#), will host “TRADING HIGH IN THE SKY: Transfer of Development Rights,” a half-day conference to explore key issues and proposals pertaining to the transfer of unused development rights (TDR) in New York City. City Planning Commission Chairman **Carl Weisbrod** is the keynote speaker for the conference, scheduled on Feb. 26, from 8:30 a.m. to 1:00 p.m. The conference will be held on the Baruch campus in rooms 750 and 760 of the William and Anita Newman Library Building, 151 E. 25th Street.

Over the last 50 years, New York City has pioneered the use of TDRs to achieve planning and urban design goals, examples include landmark transfers, large-scale development provisions and Special District mechanisms like the High Line and the Grand Central and Theater Subdistricts. As the real estate market continues its ascent, and as calls to create or restrict TDR programs proliferate, what can we learn from the past to guide the use of TDRs in the future?

The Department of City Planning (DCP) has received several proposals to create new TDR mechanisms in order to unlock floor area, generate revenue for public benefits or achieve other planning objectives. They have also heard calls from various quarters to reform existing mechanisms in order to facilitate their use or to subject them to greater public oversight. These varying viewpoints are represented on the panels at the conference.

“The TDR Conference marks the beginning of a period of stakeholder engagement and a careful reconsideration of DCP policy regarding TDRs that will guide future actions and the potential reform of existing TDR mechanisms,” Chairman Weisbrod said. “As outlined in the Mayor’s Housing Plan, Housing New York, DCP is undertaking a

comprehensive study to identify opportunities for using Transferable Development Rights to promote housing development and other public goals.”

“We are honored to be working with the DCP to help kick off this important conversation. This collaboration represents our commitment to support public sector agencies in their efforts to refine the tools used to make our great city, and others, more equitable and livable,” said **Jack S. Nyman**, Executive Director of the Steven L. Newman Real Estate Institute and conference chair. “Our hope is to assist the DCP in its drive to achieve its goals of promoting housing development and other essential planning initiatives through its consideration of land use mechanisms such as TDRs.”

The conference will be divided into two panels: 1-Experience from Elsewhere and 2-New York City Issues. Panelists include **David Brown**, Director of Real Estate, Archdiocese of New York; **Kenneth K. Fisher**, Partner, Cozen O’Conner; **David Karnovsky**, Partner, Fried, Frank, Harris, Shriver & Jacobson LLP; **Jerold S. Kayden**, Frank Backus Williams Professor of Urban Planning and Design, Harvard University Graduate School of Design; **Margaret Newman**, Executive Director, Municipal Art Society of New York; **Jack S. Nyman**, Executive Director, The Steven L. Newman Real Estate Institute; **Rick Pruetz**, Principal, Planning & Implementation Strategies; **Richard J. Roddewig**, President & Co-Founder, Clarion Associates, Inc.; **David Schleicher**, Associate Professor of Law, George Mason University School of Law; **Robert I. Shapiro**, Founder and President, City Center Real Estate; **Dan Sider**, Senior Advisor for Special Projects, San Francisco Planning Department and **Robert Von Ancken**, Chairman, Landauer Valuation & Advisory, Newmark Grubb Knight Frank.

In preparation for the conference, DCP compiled a comprehensive survey of existing TDR programs in New York City, which can be found at [nyc.gov/planning](http://nyc.gov/planning). (DCP to provide direct hyperlink Wednesday AM).

**Media who have questions about the event, should contact: Jack S. Nyman, Executive Director of The Steven L. Newman Real Estate Institute, at (646) 660-6950 or Rachaele Raynoff, Press Secretary NYC Department of City Planning, at (212) 720-3471 or follow along on Twitter under the hashtag #NYCTDR.**

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#### **About The Steven L. Newman Real Estate Institute:**

[The Steven L. Newman Real Estate Institute](#) at Baruch College offers a wide range of educational and research opportunities to broadly address the needs of the real estate industry. The Institute is part of the [Zicklin School of Business](#), the largest accredited collegiate school of business in the United States, and offers professional education courses and workshops to train current practitioners, as well as the next generation of real estate professionals, helping them succeed in, and contribute to, a dynamic and quickly evolving marketplace. As Executive Director of The Steven L. Newman Real Estate Institute, [Jack S. Nyman](#) leads operations, strategic planning and industry partnering; and guides professional development and continuing education programming, topical research, symposia and public events. Under his direction, the Institute has achieved national recognition for providing cutting-edge programs to inform real estate asset managers on cost-effective strategies for portfolio optimization. Individuals, academics, students, corporations, nonprofits and government agencies all benefit from the programs offered by the Institute.

#### **About Baruch College, City University of New York:**

[Baruch College](#) is a senior college in the [City University of New York](#) (CUNY) with a total enrollment of more than 17,000 students, who represent 160 countries and speak more than 100 languages. Ranked among the top 15% of U.S. colleges and No. 5 as a public regional university, Baruch College is regularly recognized as being among the most ethnically diverse colleges in the country. As a public institution with a tradition of academic excellence, Baruch College offers accessibility and opportunity for students from every corner of New York City and from around the world. For more about Baruch College, go to <http://www.baruch.cuny.edu/>.

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