

**FALL 2008**

**AMERICAN PLANNING  
ASSOCIATION  
STUDENT CONFERENCE**

Planning Ahead:  
Opportunities for Professional Growth

Friday, 19 September 2008  
NYU Kimmel Center for University Life  
60 Washington Square South

**NYU Wagner**

Robert F. Wagner Graduate School of Public Service

**NY**  
**metro**  
A M E R I C A N  
P L A N N I N G  
A S S O C I A T I O N



**COLUMBIA UNIVERSITY**

# CONFERENCE PROGRAM

- 1:00 pm – 2:00 pm      **Registration / Career Fair**
- 2:15 pm – 2:30 pm      **Welcoming Remarks**  
Donald Burns, AICP  
  
APA Student Representatives, NYU Wagner  
& Columbia University
- 2:30 pm – 3:00 pm      **Student Presentations**
- 3:00 pm – 4:00 pm      **Keynote Panel:**  
*Urban Planning: Navigating the Intersection of  
Public, Private & Non-Profit Sectors*
- 4:00 pm – 5:00 pm      **Breakout Sessions:**  
*SESSION A, Room 914:* Neighborhood Planning: Public Sector's Role in  
Economic Development & Community Revitalization  
*SESSION B, Room 905:* Physical Planning: Urban Design, Public Space,  
and Transportation  
*SESSION C, Room 907:* International Planning: Urban Development &  
Engaging Diverse Stakeholders  
*SESSION D, Room 909:* Community & Capital Planning: Leveraging  
Resources to Weather Economic Downturns
- 5:30 pm – 6:30 pm      **Cocktail Reception at the *Center for Architecture***  
536 LaGuardia Place, NY, NY 10012

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**Donald Burns** earned a BA in Public Affairs from SUNY-Albany in 1988. In 1993, he earned a Master of Urban Planning from CUNY-Hunter College. From 1991 to 1998, he worked as a planner for the Office of the Bronx Borough President where he worked on land use and transportation issues. From the spring 1998 to the summer of 1999, Mr. Burns worked for Malcolm Pirnie, Inc. an environmental engineering concern. Since 1999, Mr. Burns has been working for the Federal Transit Administration (FTA) as a community planner. From 1999 to 2003 he worked at the FTA Region II office in NYC and in 2003 he was promoted to the Lower Manhattan Recovery Office (LMRO).

Mr. Burns is the President-elect of the American Planning Association's New York Metro Chapter. He is currently the Board Secretary of the Montessori Day School of Brooklyn. Mr. Burns has been a member of APA Metro Chapter since 1996 and certified by the American Institute of Certified Planner's since 1998.

**KEYNOTE PANEL**  
**URBAN PLANNING:**  
**NAVIGATING THE INTERSECTION OF PUBLIC, PRIVATE & NON-PROFIT**

**MODERATOR:**

**Mitchell L. Moss**, Henry Hart Rice Professor of Urban Policy and Planning at NYU's Wagner Graduate School of Public Service, teaches and does research on urban planning and politics, with special emphasis on economic development, telecommunications, and the governance of NYC. From 1988 to 2004, Professor Moss served as Director of the Taub Urban Research Center and from 2002-2004, he was Director of NYU's Urban Planning Program. He recently completed a study on the need for reform of The Stafford Act, the principal federal legislation governing federal disaster policies. Professor Moss was voted "Professor the Year" by NYU Wagner students in 2002 and in 2003, he was awarded the American Planning Association's NY Metro Chapter's Robert Ponte Award for his contribution to the vitality of the New York Area. He is an honorary member of the League of Women Voters of the City of New York.

**Joe Chan** oversees the revitalization of Downtown Brooklyn including the development of new office and retail space, mixed-income housing, cultural facilities, public open space and streetscape improvements. Joe works with City agencies, local elected officials, developers, the business community and cultural organizations to spur new investment towards continuing Downtown Brooklyn's growth as the City's third largest central business district and an emerging 24-hour community. Previously, Joe was Senior Policy Advisor to NYC Deputy Mayor Daniel L. Doctoroff, serving as the Deputy Mayor's liaison for Brooklyn, long-term strategic land use and infrastructure planning issues. Joe also served as the Deputy Mayor's liaison to the Department of Small Business Services and NYC 2012, NYC's bid for the 2012 Olympics. Joe is a Magna Cum Laude graduate of NYU's Metropolitan Studies Program and holds a Master's Degree in Urban Planning from NYU Wagner.

**Daniel Hernandez** brings to his role as Co-Director of Jonathan Rose Companies' Planning practice more than 20 years of experience in the development planning and project management of land conservation projects, multi-phased neighborhood plans, mixed-use developments, community facilities, and residential buildings. A devoted environmentalist and urbanist, Mr. Hernandez and his real estate advisory team provide public agencies, institutions, non-profits, and private sector clients with the socially, environmentally and economically responsible strategies needed to fulfill their real estate development, land use, and climate change goals. Daniel Hernandez is Core Committee member of the U.S. Green Building Council responsible for the development of new LEED-Neighborhood Development program. He has also served as chair of the Development Committee of the Congress for the New Urbanism. Mr. Hernandez is a Harvard University Loeb Fellow and a graduated from UCLA Graduate School of Architecture and Urban Planning.

**Martha Hirst** was appointed Commissioner of the Department of Citywide Administrative Services (DCAS) by Mayor Bloomberg on January 1, 2002. She is the first woman ever to head the City's chief administrative agency. Ms. Hirst has nearly 30 years of experience in City government. Prior to her appointment at DCAS, she was Deputy Commissioner for Long-Term Planning at the Department of Sanitation, having worked in the agency since 1995. Ms. Hirst also served as Chief Legislative Representative under Mayors Koch, Dinkins, and Giuliani, Project Manager at the Urban Academy for Management, Inc., and Intergovernmental Relations Assistant at the Department of Housing Preservation and Development. Ms. Hirst received her BA at NYU in 1975 and her Masters in Urban Planning at the NYU Wagner in 2001. The mother of two sons, she and her family reside in Brooklyn.

**Ariella Rosenberg Maron** is the Deputy Director of Long-Term Planning and Sustainability for the City of New York's Mayor's Office. She was part of the core team that created PlaNYC 2030, the city's long-term sustainability plan that covers energy, transportation, water, air, land use and climate change, and currently oversees its implementation. Prior to this, she worked in the Energy Division of the NYC Economic Development Corporation where she specialized in energy efficiency and sustainability. She has also worked as an urban planner in The Bronx for the NYC Department of City Planning and as an analyst at the energy, economic consulting firm PA Consulting Group (formerly PHB Hagler Bailly). Ms. Maron also teaches a course on Sustainability Indicators at the Pratt Institute. She received her Masters in City Planning from MIT where she concentrated on environmental policy and urban design and focused her thesis research on mainstreaming green building in NYC. She received her undergraduate degree from the University of Pennsylvania.

## **BREAKOUT SESSION A**

### **Neighborhood Planning:**

#### **Public Sector's Role in Economic Development and Community Revitalization**

##### **MODERATOR:**

**Stacey Sutton** is Assistant Professor of Urban Planning at Columbia's Graduate School of Architecture, Planning and Preservation and Director of the Community and Capital Action Research Lab (C<sup>2</sup>ARL). Her research currently focuses on neighborhood change and commercial revitalization, paying particular attention to the complex set of factors that precipitate community economic development. Professor Sutton is currently conducting a study of neighborhood-based small business associations throughout NYC to understand circumstances that motivate civic participation among small business owners and the effects of collective action for neighborhoods and enterprises. This study holds promise for informing commercial revitalization policy and planning in NYC. Prior to joining Columbia University, Sutton was the NYU Wagner Marnold Fellow, and worked for more than nine years with the Aspen Institute Roundtable on Community Change where she has focused on two bodies of work: racial equity and community building as well as civic capacity and neighborhood voice. Professor Sutton holds a joint PhD in Urban Planning and Sociology and a MBA.

**Holly Leicht** is the Deputy Commissioner for Development at the NYC Department of Housing Preservation and Development. She oversees the divisions of Planning, New Construction and Preservation Finance, Housing Production, Housing Incentives and Special Needs Housing. Prior to joining HPD in 2004, she was the Director of Planning for offsite projects at the Lower Manhattan Development Corporation. She spent five years at the Municipal Art Society, first as in-house counsel and then as Director of Design, Planning and Advocacy. During her tenure at MAS, Holly directed Imagine New York, which engaged thousands of people in thinking about and discussing the future of the World Trade Center site and New York's neighborhoods in the aftermath of September 11th. She is a graduate of Northwestern University School of Law and Yale College.

**Robinson Hernandez** is a Project Manager at the NYC Department of Buildings. He is a graduate from the NYU Wagner urban planning program. "The NYC Department of Buildings ensures the safe and lawful use of over 950,000 buildings and properties by enforcing the City's Building Code, Electrical Code, Zoning Resolution, New York State Labor Law and New York State Multiple Dwelling Law. The agency's main activities include performing plan examinations, issuing construction permits, inspecting properties, and licensing trades. We also issue Certificates of Occupancy and Place of Assembly permits."

**Nick Molinari** is Deputy Director of Planning for the NYC Department of Parks & Recreation. He has been with Parks' Planning Division since 2005 and has managed complex waterfront projects such as the Greenpoint Williamsburg Waterfront Redevelopment, Bush Terminals Park, and the Freshkills Park Project. He previously worked with the NYC Urban Park Rangers, Brooklyn Center for the Urban Environment, Partnership for Parks, New Yorker's for Parks, and the Center for Architecture. He holds a BS in Natural Resource Management from Cornell University and a Master of Urban Planning from NYU Wagner.

**Winston Von Engel** is the Deputy Director of the Brooklyn Office at the Department of City Planning. The Brooklyn Borough Office of DCP formulates land use, zoning, urban design, and environmental recommendations for the Department and the City Planning Commission. As Deputy Director of the Brooklyn Office since 2001, together with the Director of the office, Winston oversees a team of 18 planning and design professionals and administrative support staff. He also directs the preparation of reports and studies on land use, zoning, and community issues, supervises staff reviews of land use applications and projects subject to the Uniform Land Use Review Procedure, advises the City Planning Commission Chair and the Commission on planning, urban design, and land use policies affecting the borough, and represents the Department, Chair and Commission at public forums. Winston graduated from the Pratt Institute with an M.S. in City and Regional Planning.

## **BREAKOUT SESSION B**

### **Physical Planning: Urban Design, Public Space, and Transportation**

#### **MODERATOR:**

**Carol Samol** is the Director of the Bronx Borough Office of the Department of City Planning. Prior to joining the public sector, Carol worked in the nonprofit sector for a community development corporation in Brooklyn and for an international grantmaker. Carol also has experience as an educator. She earned a Master of Urban Planning from NYU Wagner and a Masters of Arts in Philosophy from Fordham University.

**Renee Espiau** is a Senior Associate at the Project for Public Spaces. Renee is an Urban Planner with a diverse background in transportation policy and planning, having worked for a state Department of Transportation, a transportation think tank, and the non-profit sector. She is an advocate for incorporating Smart Growth, context-sensitive, and multimodal strategies into transportation and community development projects. She strongly believes in building relationships with project stakeholders in order to create innovative solutions that benefit a wide constituency. Renee is passionate about improving how we plan public spaces and creating sustainable transportation systems that support and enhance the quality of our communities. She earned a Master of Urban Planning from NYU Wagner.

**John Fontillas**, AIA, is a Senior Associate at H3 Hardy Collaboration Architecture, a NYC-based architectural and urban design firm. In his 21 years as a professional, Mr. Fontillas has designed and managed a range of projects for institutional and cultural clients. Mr. Fontillas is currently planning an 80-acre lifestyle center in Yonkers, NY; a streetscape program in Downtown Newark, NJ; and a cultural district plan for West Harlem. His projects have received awards from the New York Landmarks Conservancy, the United States Department of Transportation, and the AIA National Honor Award. Mr. Fontillas is a member of the American Institute of Architects, Urban Land Institute, American Planning Association, Forum for Urban Design, Design Trust for Public Space, and New York New Visions. He is a member of the Municipal Arts Society Planning Committee and his local

Brooklyn community board. He received his Bachelor of Arts in Architecture from the University of California, Berkeley, and his Masters in Urban Planning and Policy from NYU Wagner.

**Janet Jenkins** is an Associate of Eng-Wong, Taub & Associates with more than 15 years of experience in the management and performance of transportation planning services for transit, traffic, parking, bicycle, and pedestrian studies. Ms. Jenkins is currently involved in large-scale planning initiatives along the Manhattan, Queens, and Brooklyn waterfronts, including the development of the Hunter's Point South bikeway, pedestrian access improvements to the Hudson River from West Harlem to Washington Heights, and a comprehensive vision plan for the Sunset Park waterfront. She has also conducted campus planning studies for Stony Brook University and Winthrop-University Hospital, and is leading traffic studies for NYC's first-ever bus rapid transit system. Ms. Jenkins previously worked for MTA NYC Transit and Metro-North Railroad, where she managed the development of new parking facilities, including at Beacon Station on the Hudson Line. She currently serves as Transportation Committee Co-Chair of the APA New York Metro Chapter, and is a frequent author in the APA Transportation Planning Division newsletter. She earned her Master of Urban Planning at NYU Wagner, and her Bachelor of Arts in Public Policy at Occidental College.

**Michael Marrella**, AICP, is the Manager of Environmental Planning on the Fresh Kills Park project for the NYC Department of Parks and Recreation and the Department of City Planning. Prior to his work on the Fresh Kills Park project, Michael worked for AKRF, Inc., as a planning consultant, and worked as a planner for the Town of Smithtown, on Long Island. Michael holds a Master of City Planning from the Massachusetts Institute of Technology with a concentration in both Urban Design and Environmental Planning and a BA from Vassar College.

## **BREAKOUT SESSION C**

### **International Planning: Urban Development and Engaging Diverse Stakeholders**

#### **MODERATOR:**

**Natasha Iskander**, Assistant Professor of Public Policy at NYU Wagner, conducts research on labor migration and its relationship to economic development, labor mobilization and its relationship to workforce development, and processes of institutional innovation and organizational learning. She is currently working on a book, entitled *Creative State*, which examines how the governments of Mexico and Morocco elaborated policies to build a link between labor emigration and local economic development. She is also working on a project on Mexican immigrants in the construction industry, investigating how tacit skill moves across national borders. Additionally, Dr. Iskander is launching an initiative on water, climate change, and service delivery in cities around the world. Natasha Iskander received her PhD in Management at the Massachusetts Institute of Technology (MIT). She also holds a Masters in City Planning from MIT, and a BA in Cultural Studies from Stanford University. Prior to her doctoral studies, she worked for several years in non-profits in Egypt and the United States on issues of urban development, micro credit and community health planning. She has also worked as a community activist and migrant labor organizer.

**María Elosua** is an urban designer, architect and planner with over 15 years of wide-ranging experience. Her professional training and experience has included work in both Mexico and the USA and it ranges from regional planning to residential design. Three years ago, Ms Elosua launched the Mexico and Latin-American initiative for WRT and served as Director of Mexican Operations. She worked to open up this market for planning, urban design and architectural projects. She has been the project director and urban designer for several mixed use developments in Latin America and the

US, all ranging from 800 to 1000 hectares. She is currently pursuing the Mexican Initiative as an independent consultant and is also serving as voluntary consultant for several Mexican Institutions and committees.

**Zhan Guo** is a faculty member at NYU's Wagner School, specializing in transportation policy and planning. He studied architecture and urban design in China before coming to the U.S. to pursue a higher degree in urban and regional planning. His practical and research experience has included work in urban renewal, master planning, planning support systems, and smart growth in China and the U.S. Recently he has investigated transfer behavior in the London subway, and advised the London Underground (LUL) on ways to better integrate its systems. Zhan is also a co-founder of the China Planning Network (CPN), a renowned nonprofit organization that focuses on the urban development and planning issues in China.

**Clara Irazábal**, PhD, is Assistant Professor in the Graduate School of Architecture, Planning and Preservation at Columbia University. She received a Ph.D. in Architecture from the University of California at Berkeley, and has two Masters in Architecture and Urban Design and Planning from the University of California at Berkeley and the Universidad Central de Venezuela, respectively. She cultivates research interests in both domestic and international arenas. A native Venezuelan, she has worked as a consultant, researcher, and/or professor in Venezuela, Brazil, Colombia, Mexico, and the USA; and has lectured in many other countries. Irazábal situates her scholarship at the intersection of planning and urban design as fields of practice, and urban/cultural and Latino/Latin American studies as a mode of inquiry. Irazábal is the author of *City Making and Urban Governance in the Americas: Curitiba and Portland* (Ashgate, 2005).

**Leonardo G. Romeo** is Managing Director of Local Development International (LDI) s.a.s, an international development consulting firm and Adjunct Professor of Planning at NYU Wagner. In 2007 he retired as Principal Technical Adviser for Local Development Planning with the United Nations Capital Development Fund (UNCDF), after a career of 30 years dedicated to building local/municipal governments' capacity and designing, managing and evaluating urban and rural infrastructure projects in developing countries. His research, teaching and consulting work covers public sector decentralization reforms, local government planning/budgeting processes and investment projects planning and analysis in developing economies. Mr. Romeo holds a Dott.Arch. degree in Urban and Regional Planning (University of Venice, Italy) and a M.Sc.in Civil Engineering (Columbia University, New York, USA).

## **BREAKOUT SESSION D**

### **Community & Capital Planning: Leveraging Resources to Weather Economic Downturns**

#### **MODERATOR:**

**James Stuckey** is the President, CEO and founder of VERDANT PROPERTIES, LLCTM, a real estate development, ownership, acquisitions and consulting Limited Liability Company. He has over thirty years of public and private development experience, completing many of the most complicated real estate projects in the United States. From January 1994 through June 2007, Mr. Stuckey was responsible for the creation and completion of several billion dollars of highly visible public/private commercial real estate development projects at Forest City Ratner Companies. As President of the Atlantic Yards Development Group, Mr. Stuckey had primary responsibility for the overall Atlantic Yards project, including land acquisition and site assemblage, public and environmental review and approval processes, business negotiations (including government financial incentives), and design and development. He was responsible for overseeing the project's LEED Certification for

Neighborhood Development, a system that integrates the principles of smart growth, urbanism, and green buildings into the first national system of design. He served as the lead negotiator of the project's historic Community Benefits Agreement.

**Marc Jahr** was appointed President of the NYC Housing Development Corporation (“HDC”) in December, 2007. Prior to joining the Corporation, Mr. Jahr was Citi Community Capital’s New York Metropolitan Area Market Director. At Citibank, he supervised its community development real estate lending group and was responsible for its affordable rental housing and home ownership lending programs in the metropolitan New York area. Before joining Citibank, Mr. Jahr held various senior positions at Local Initiatives Support Corporation including New York Equity Fund Manager, NYC Program Director and Program Vice President. He also served in several positions at the NYC Department of Housing Preservation and Development (“HPD”), including Director of its Multi-Family Housing Unit, as well as Deputy Director of HPD’s Small Homes Unit. Mr. Jahr also served as Director of the Neighborhood Housing Services Program of East Flatbush and the NYC Commission on Human Rights East Flatbush Neighborhood Stabilization Program. Mr. Jahr is a graduate of the New School College. He also served as a VISTA volunteer in Scranton, PA and Shungnak, AK.

**Blondel A. Pinnock** is the Senior Vice President and President of Carver Community Development Corporation. She is responsible for formalizing Carver’s community development, corporate giving, and outreach strategy within the neighborhoods it serves. This also includes lending and investing through the New Market Tax Credit program. A lawyer by training, during her 11 year career in banking and finance Ms. Pinnock has been responsible for financing residential and commercial projects within NYC. She has worked closely with real estate developers and not for profit developers in structuring and financing projects located within low and moderate income census tract areas. From 2000 to 2007, Ms. Pinnock served as Vice President and then Senior Vice President of Community Development Banking at Bank of America and its predecessor institution, Fleet Bank. Prior to joining the Bank, Ms. Pinnock held the position as counsel and deputy director for the NYC Department of Housing, Preservation and Development’s (“HPD”) Tax Incentives Unit. Prior to HPD, she worked as a litigation associate at the law firm of Wilson, Elser, Moskowitz, Edelman and Dicker. Ms. Pinnock earned a B.A. in History and Sociology from Columbia University (1990) and a J.D. from Hofstra University School of Law (1994).

**Edward Poteat**, Director of Real Estate Finance, is responsible for all building acquisitions, property development, underwriting, marketing, and the placement of bank and government financing, both construction and permanent. Mr. Poteat also manages HP Realty's joint development ventures with non-profit organizations and local building owners. He previously worked as a Mortgage Officer at Chase Community Development Corporation where he financed affordable housing projects. Mr. Poteat is a member of 100 Black Men in NYC. He holds a Bachelor's Degree in Economics and Urban Planning from Yale University. He is also a master's candidate in Urban Planning at Hunter College.

**Kristine Ryan**, Assistant Director at NYC’s Office of Management and Budget, holds a B.A. from Boston College and received her Masters of Public Policy from Rockefeller College at SUNY Albany. While a graduate student Ms. Ryan interned at the New York State Division of the Budget. After receiving her Masters Degree she joined the NYC Office of Management and Budget (OMB) where she has worked for 8 years. After progressing to the position of supervising analyst in the OMB Education Taskforce, Kristine was promoted to unit head of the Administrative Agencies and Elected Officials Taskforce and then became the Taskforce's assistant director. In the summer of 2007 Ms. Ryan became Assistant Director of the Fire, Parks and Sanitation Taskforce. As assistant director Kristine provides budgetary management and oversight for these three critical city agencies, whose combined annual budgets have a total value of over \$3 billion.