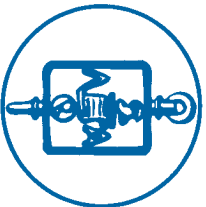


LAMBDA ALPHA INTERNATIONAL



AN HONORARY LAND ECONOMICS SOCIETY
710 East Ogden Avenue, Suite 600, Naperville, Illinois 60563-8614

FIRST CLASS
US Postage
PAID
Westmont, IL
Permit #173





Weekend Experience in N.Y.

The The New York Chapter presented an exhaustive and enlightening cross-section of Manhattan Island during the Weekend Experience held October 17-20, 2002. Following the lead established several years ago, the New York Weekend Experience consisted of two (2) guest speaker dinners, a themed sites tour and a more focused Board of Governors' Meeting. The New York Chapter supplemented these activities with a private boat tour of the Manhattan skyline, Brooklyn, and New Jersey shores.

WELCOMING RECEPTION AND KEYNOTE DINNER

LAI President **Roger Kallman** welcomed an overflow dinner reception at the Tavern on the Green in Central Park on Thursday evening, noting the significant representation from London and Canadian chapters, and from members representing LAI from as far away as Hawaii and Australia. New York Chapter President, **Kenneth Patton** was introduced, and remained our tour guide, historian and contact point throughout the three-day New York Weekend Experience. Ken is a salty New Yorker, Dean of the Real Estate School at New York University, distinguished and knowledgeable scholar and practitioner.



Steve Spinola, President of the Real Estate Board of New York, Ken Patton, LAI New York Chapter President, Roger Kallman, LAI President, and Michael Wallace, author of *Gotham*.

Patton introduced **Steven Spinola**, President of the Real Estate Board of New York who augmented a dramatic dinner setting with the tale of September 11th from the industry's perspective. He lamented that the destruction of the 16-acre World Trade Center site caused the loss of life of over

3,000 people. In a matter of minutes, the event removed one-quarter of the office space of Lower Manhattan and its aftermath caused a reaction from the Real Estate Board of New York of which he is proud. Brokers were mobilized to find replacement space on the Board's letter edict that there be no price gouging. He related how the Mayor, Governor and two Senators assisted with the Federal response of a \$20 billion fund to start the rebuilding process involving the replacement of 4.4 million data circuits, 140 miles of cable, the reconstruction of the PATH train service by 2003 and site preparation, most of which has been substantially completed in thirteen months.

MOBILE WORKSHOP

Early on Friday, some ninety attendees passed security at the Skidmore, Owings and Merrill (SOM) building at Fourteen Wall Street to hear presentations by **T.J. Gottesdiener, Ken Lewis and Mustafa Abadan** of SOM. T.J. Gottesdiener, in an animated slide presentation, reviewed the site of the former World Trade Center from its earliest records. He described the process by which Larry Silverstein, leaseholder for the World Trade Center site, was evaluating the reconstruction potential of the site. Gottesdiener noted that the construction of the World Trade Center in the seventies had resulted in the destruction of flow-through streets, view planes and accesses which the current rebuilding hopes to fix.



World Trade Center presentation at Skidmore, Owings and Merrill (SOM) building at 14 Wall Street.

Supplementing the World Trade Center site discussion, the group, in a separate session, heard from the SOM project designers for the AOL-Time Warner building under construction at 4 Columbus Circle. The Project,

a mixed-use building of condominium, office, hotel, retail, Jazz Concert and repertory space and rapid transit connections, was later visited. As a massive mixed-use anchor to Columbus Circle, the AOL-Time Warner New York complex replaces a 1950's convention center that has been obsolete since the 1980's.

The Mobile Workshop tour rested over a fabulous buffet luncheon at the Panevino Ristorante in the Avery Fisher Hall at 10 Lincoln Center Plaza on the west side of Central Park. New York Chapter President Ken Patton provided a prelude to the pedestrian "incision across the belly of Manhattan" west from the proposed UN temporary building to Times Square. Following lunch, he reviewed the air rights assemblies process and landmark preservation buildings associated with the Forty-Second Street trek. He described the conference hotel focus being located in "club row", consisting of restored hotels and the distinguished Harvard, Yale, Princeton and New York Yacht Club facilities. The walk would conclude in an architect's "Bermuda Triangle" at Sixth Street where the theatre district, Times Square and related buildings have presented challenges and a demise in architectural creativity.

In a presentation in the lobby of the Chrysler Building and the Chrysler East Building, **Jim Brady** from Tishman, Speyer Properties, *continued on page 5*

Feature Article

Weekend Experience in New York 1

Special Articles

San Diego Weekend Experience 4
What's New at International 7
Call for Nominations 7

In Every Issue

President's Letter 2
About Us Chapter News 3
News from the Editor 5
Welcome New Members 6

President's Letter



Roger Kallman

Even with the Holiday Season now upon us, many members will still be reflecting on the New York Weekend Experience and Board of Governors Meeting which were both such a great success. Without a doubt this was a very special occasion, but the success

was due in no small part to the exceptional efforts of **Ken Patton**, Chapter President, **Herve Kevenides**, and **Fran Brooks**. The considerable expectations of Lambda Alpha members were met and exceeded by a programme which catered to both frequent and occasional visitors, as well as to first-time travelers to the City.

The total number of members and guests who attended the various functions was impressive by any standard, but no more so than the number of Lambda Alpha Chapters which were represented over the weekend. With acknowledged bias, as a member of the London Chapter, I was especially delighted by the turnout from the United Kingdom, which represented nearly ten percent of all attendees at the weekend functions. International interest in the activities of our organization continues to grow, and we are planning our 35th Biennial Congress in Honolulu, Hawaii beginning November 6th where important Pacific Rim issues are influencing the future of land development.

Two factors have come to distinguish our semi-annual meetings, and both were very much in evidence at the New York Weekend Experience. First of all our programmes are both topical and substantive, yet designed to satisfy a broad spectrum of interests. They are relevant and stimulating, whether one's professional affiliation is development, finance, architecture, planning, real estate, government or a host of other fields. And second, local chapters secure outstanding speakers who are leading practitioners and opinion formers who know the pulse and direction of thinking in the cities which host our weekend meetings. In New York we inevitably paid homage at "Ground Zero" – a poignant experience for us all – but we also heard **T.J. Gottesdiener** of Skidmore, Owings & Merrill speak with optimism and confidence about the future of the World

Trade Centre site and Lower Manhattan in general. From Times Square and the Reuters building to Central Park and the AOL Time-Warner complex, from the Chrysler building to Grand Central Station, and around the adjacent boroughs of Brooklyn and Queens, we saw a city no longer stunned by the events of 9/11, but a confident metropolis still providing leadership in both new development and conservation projects.

On successive evenings we were inspired and enthralled by two passionate and provocative speakers who helped to "interpret" the Weekend Experience and who challenged us to learn from the New York approach. We were indebted to **Steve Spinola**, President of the Real Estate Board of New York and **Michael Wallace**, professor and Pulitzer Prize winning author of the acclaimed book, **Gotham**.

With the arrival of the New Year, it is appropriate to shift the focus of our attention away from the East Coast of America to the west – from New York to California, specifically to San Diego. For the second time in 14 years this dynamic southern California city will extend its hospitality and share its experiences with members and guests of Lambda Alpha International. Bordering northern Mexico, San Diego will afford a special opportunity to learn how cities in strategic geographical locations successfully deal with complex political, cultural, physical and economic issues. I encourage those who regularly attend our Weekend Experiences – but especially those who have not availed themselves of the chance to participate – to register for our San Diego meeting, and of course to consider the opportunity of extending their visits to the region. Along with Chapter President, **Perry Dealy**, and other officers and organizers of this event, I personally look forward to seeing you all in May and sharing once again both personal and professional experiences.

Let me close by looking forward – but also back – on what has been for me a rewarding first year as International President of Lambda Alpha. I would also like to take this moment to wish members, families and friends a healthy, prosperous and above all, peaceful New Year.

Lambda Alpha International Officers 2002

President

Roger Kallman LONDON

First Vice President

Larry E. Lund ELY

Immediate Past President

Thompson A. Dyke ELY

Vice President—East US/Canada

Josef Nathanson BALTIMORE

Vice President—Central US/Canada

Alan Artibise EAST-WEST GATEWAY

Assistant Vice President

Tim Griffin MINNESOTA

Vice President—Western US/Canada

David C. Lachoff LOS ANGELES

Assistant Vice President

Janet C. Norris GOLDEN GATE

Vice President—Europe

Karen Sieracki LONDON

Assistant Vice President

Michael H. Mallinson LONDON

Vice President—Pacific

David L. Callies ALOHA

Assistant Vice President

David Greenwood VANCOUVER

Secretary

J. Craig Williams ORANGE COUNTY

Treasurer

Les Pollock ELY

Assistant Treasurer

Ian James Lord SIMCOE

Scribe

James A. Fawcett LOS ANGELES

Assistant Scribe

Jeffrey L. Soule BALTIMORE

Historian

Alan Nevin SAN DIEGO

LAND ECONOMICS FOUNDATION

President

Virginia A. Solomon SIMCOE

Vice President

Dr. John E. Gnuschke MEMPHIS

Secretary

Gary H. London SAN DIEGO

Treasurer

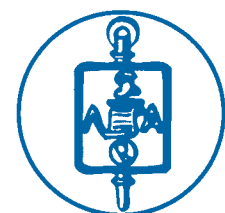
Dr. Stanley W. Hamilton VANCOUVER

KeyNotes newsletter is published quarterly for members of Lambda Alpha International.

Editor, James A. Fawcett; Production Manager, Barbara Morris; Layout and Design, Scotpress Printing; Webmaster, Elizabeth Ghaffari

For more information about LAI activities, visit the website or contact the International Office:

Terry Stevenson, Executive Director
710 East Ogden Avenue, Suite 600
Naperville, Illinois 60563
630-579-3284 • 630-369-2488 fax
lai@lai.org • www.lai.org



WHAT'S NEW AT INTERNATIONAL

Within the next month, and after a great deal of work by our staff at the offices of the International in Chicago, **we will put the entire membership directory online.** This is a major achievement for your Society. In addition to making it easier to send communications to you via the Internet, this format will offer a host of other options. For example, you will now be able to make changes in your directory entry online permitting us to have a directory that is rapidly and preferably frequently updated.

There are a couple of things to remember about the new system. First, the directory will list only those members whose dues are up to date. Also, if you need to make

changes in your directory entry, you'll need to make them yourself, or ask one of your chapter officers to make the changes for you. The International office can help you if you need assistance. We'd also like to remind you that the capability to send emails to the entire membership must not be used for commercial purposes. It is primarily for use by the chapters and International.

We have made every effort to ensure that directory entries contain the latest information about members. However there will inevitably be mistakes. If you find an error in your entry, please correct it so that future communications to you will be accurate.

To access the directory, click on the "Members Only" section of the website, www.lai.org. At the prompt, enter your email address and type the password, "LAI." You'll then be given access to the "Members Only" section of the website which contains the names of the Board of Governors and Chapter Presidents and the directory. Click to be sent to the directory, change your password to your preferred personal password and browse the directory as you wish. It is important to remember that you must enter your own email address to have access to your directory entry. We hope that you find this new system easy to use.

- James Fawcett

Online KeyNotes Coming

As our Editor James Fawcett announced, LAI will be publishing a shorter online version of **KeyNotes** monthly that will be more timely than the published version which you will now be receiving twice annually. The editorial content of our online **KeyNotes** will focus on upcoming events in your chapter and your professional involvement.

Please email us with information on upcoming events such as speeches, publications, or panels in which you are involved and we will announce it in online **KeyNotes**.

Also, use online **KeyNotes** to look for qualified personnel. If you are looking to add someone to your staff, let LAI members help you by sending us an announcement or a link where members can get more information.

Remember to include Lambda Alpha International in all your press releases, if we think the announcement will be of value to our members, we will add it to our monthly online **KeyNotes**.

Start now and begin sending us material on your upcoming chapter events and member activity. Send the material by email to Barbara Morris at www.lai.org. The first edition is scheduled for February.

LAI International Awards

Call for Nominations

LAI's 35th Biennial Congress will be held November 6-9 in Hawaii. An integral part of the Congress is the selection of recipients for LAI's distinguished awards program. To recognize leadership in the land economics profession, we are seeking nominations for the following awards:

Four awards recognize service to land economics professions or organizations: **International Member of the Year**, **International Public Official**, **International Urban Affairs**, and the **International Fellow Awards**.

Two awards honor the memory and contributions of distinguished LAI members: **Richard T. Ely Distinguished Educator Award** and the **Gerald D. Hines International Humanitarian Award**.

Other awards include the **Journalism Award**, **Author Award** and the **Skyline Award**.

Detailed criteria for these award nominations is available on the website at www.lai.org. To nominate a member, please contact your Local Chapter President, or send your nomination request to us at LAI Headquarters. **Deadline for nominations is August 1, 2003.**

Watch for LAI's on-line directory*

Click on the "Members Only" section at www.lai.org
Enter your **email address** and type the **password "LAI"**
Click to the directory
Change your password to your preferred **personal password**
Browse the directory.

It's important that we have your updated email address for on-line **KeyNotes** and directory access. Send your email updates to Barbara Morris at www.lai.org.

*coming in February

Welcome New Members*

BALTIMORE CHAPTER

Barbara Mobarak, Planning & Design Research Group

GEORGE WASHINGTON CHAPTER

Jane H. Bachner, Federal Railroad Administration, U.S. Dept. of Transportation
Ralph Bennett, Bennett, Frank, McCarthy, Architects, Inc.
Neal B. Bien, Bien/Paul Ventures, Inc.
Byron B. Black, WDG Architecture, PLLC
Leonard Bogorad, Robert Charles Lesser & Co., LLC
Geoffrey Booth, The Urban Land Institute
Calvert Sheriff Bowie, Bowie Gridley Architects
David W. Briggs, Holland & Knight LLP
Christopher H. Collins, Holland & Knight LLP
Nancy E. Czapek, U.S. General Services Administration
R. William Hard, LCOR
Ann Hughes Hargrove, Committee of 100 on the Federal City
John B. Harned, Hines
Robert R. Harris, Holland & Knight LLP
Jay John Hellman, The Hellman Company, Inc.
William K. Hellmuth, Hellmuth Obata & Kassabaum
Charlotte Kosmela, SmithGroup, Inc.
Anthony M. Lanier, EastBanc, Inc.
Thomas E. Luebke, Leo A. Daly
William G. MacRostie, Heritage Consulting Group LLC
Peter May, Office of the Architect of the Capitol
John E. McGaw, Office of the Deputy Mayor of the District of Columbia for Planning and Economic Development
Joan J. Millane, The Johns Hopkins University and The Johns Hopkins Health System
Jerry A. Moore, III Arter & Hadden LLP
Richard B. Nettler, Robins, Kaplan, Miller & Ciresi LLP
David E. Neumann, Versaci Neumann & Partners
Mark A. Papa, Lee & Liu Associates
Michelle L. Pourciau, D.C. Department of Transportation
Sandy Silverman, Dorsky Hodgson + Partners, Inc.
John Brooke Slidell, The Bozzuto Group
Michael G. Stevens, D.C. Marketing Center
Dan Tangherlini, D.C. Department of Transportation
Martin J. Wells, Wells & Associates, LLC
Charles B. Zucker, Lee and Liu Associates

GOLDEN GATE CHAPTER

Lawrence B. Badiner, San Francisco Planning Dept.
Omar R. Benjamin, Port of Oakland
Paula Blasier, University of California
John Briscoe, Stoel Rives LLP
James N. Carbone, RREEF
Alan D. Collenette, Grubb & Ellis Company
Michael A. Covarrubias, TMG Partners
Hillary E. Gitelman, Presidio Trust
Wylie Grieg, RREEF
Mary Huss, San Francisco Business Times
Michael B. Liever, Orrick, Herrington & Sutcliffe LLP
Bruce Lymburn, Wendel, Rosen, Black & Dean, LLP
Clark D. Manus, Heller Manus Architects
Constance B. Moore, BRE Properties
Amy J. Neches, San Francisco Redevelopment Agency
Terezia C. Nemeth, Catellus Development Corp.
Paul E. Osmundson, Presidio Trust
Rod Pasion, Chicago Title Company
Tom Sargent, Equity Community Builders
Glenn A. Shannon, Shorestein Company, LP
Linda A. Sobuta, Simon Martin-Vegue Windelstein Moris
Tay C. Via, Coblentz, Patch Duffy & Bass LLP
Jeffrey A. Weidell, NorthMarq Capital

LONDON CHAPTER

Neil Blake, Business Strategies

LOS ANGELES CHAPTER

Rich Abelson, Gensler Architects
Gregory J. Broughton, PCR Services Corporation
Christopher W. Coe, Arquitectonica
Laurie C. Collins, Santa Monica Mt. Conservancy
Michael Cusumano, Cusumano Real Estate Group
Janet Doud, Old Republic Exchange Facilitator Co.
Fred Encinas, In-N-Out
Rosa Esquenda, LandAmerica Exchange Co.
Gary Gray, Windsor Capital Group
Maurice Kurtz, Kurtz Urban Planning Consultants
Stephen Lampe, Marcus & Millichap
Allyn F.P. Lean, Union Development Company
Kenneth Lee, Forest City Development
Maureen M. Muranaka, Bryan Cave LLP
James Nielsen, Key Bank
Russell Reynolds, Buss-Shelger Associates
Philip S. Simmons, Champion Development
Elizabeth Watson, Greenberg, Glusker, Fields, Claman et al., LLP

PHILADELPHIA CHAPTER

Robert Davis, TBW
Tony DeAngelo, U.S. Equities Realty, Inc.
John MacDonald, Impact Services Corporation
Robert Maurone, Enterprise Cable Group
Carolyn Nichols, Philadelphia Parking Authority
Dennis O'Brien, State Representative
Eugene J. Veneziale, Legg Mason Real Estate Services

SACRAMENTO CHAPTER

Bob Earl, Sundt Construction, Inc.
Toni Giannoni, The Allen Group
Barbara Hayes, SACTO
William Ishmael, Nolte & Associates
Randy Sater, Teichert
Val Toppenberg, City of West Sacramento

SIMCOE CHAPTER

Lloyd D. Cherniak, Lebovic Enterprises
Anthony C. Coombes, The Neptis Foundation
Rowan F. J. Faludi
Robert Glover, IBI Group
Ken Greenberg, Greenberg Consultants Inc.
Steve Hiley, Marathon Developments Inc.
Kathy Kinnear, Area Managing Partner
Heather J. Konehat, Town of Caledon
Thomas R. Lederer, Davis & Company
Russell B. Mathew, Hemson Consulting Ltd.
Ronald G. Richards
John Sutherns, McCormack Rankin Corporation
Gerald Thompson, Regional Municipality of Waterloo

**If we missed you, please let us know so that we can recognize you in the next issue of KeyNotes.*



About Us Chapter News

Visit the Chapter Corner at www.lai.org for all the latest information on LAI activities at the local level.

Grant Money Available

The Board of Governors at the New York meeting voted to provide a \$200 grant to assist Local Chapters in developing their own website linked to International's. The first ten (10) chapters responding will each receive \$200 to be used for website development. You can choose your own website developer, however, we suggest that you consider our current developer, TechPlace, or Association Management Systems (LAI's management firm) to insure that your site conforms with the International site.

To request your grant, please contact our Executive Director, Terry Stevenson at tstevenson@association-mgmt.com or phone her at 630-579-3284.

Land Economics Foundation

Thank you for your contributions to this important Scholarship Program. LAI's Land Economics Foundation offers a scholarship to a deserving student pursuing a degree in one of the many fields related to land economics. The Canadian Land Economics Foundation also offers scholarship funds. For your convenience, a voluntary contribution has been added to your dues statement. Additional information on LEF is available on the website at www.lai.org.

Upcoming Weekend Experiences

May 1-4, 2003

Manchester Grand Hyatt
San Diego, CA

November 6-9, 2003

Outrigger Reef on the Beach
Island of Oahu, Hawaii

Do you have a special project, development or area you would like to showcase in your city? If so, your chapter may wish to consider hosting a future Weekend Experience. Dates are available beginning in the Fall of 2004. Call Terry Stevenson at 630-579-3284 for details and assistance.

OUR WEBSITE: Visit www.lai.org for

Order forms - mugs, letterhead, key pins, Click onto "Members Only" on the home page.

Just FYI - Visit the information sharing area of the website--click onto the "FYI" on the home page.

LAI Bookstore - Lists recommended books with clickable link to Amazon.com. Access this area of the website to order your copy of **Gotham** written by Michael Wallace, LAI member and dinner speaker at the New York Weekend Experience.

Attention Authors

LAI's online bookstore lists publications (many by members) on important issues in land economics. If you've recently authored a publication, please let us know. We'll be happy to list your publication along with a brief summary on our website. We provide a direct link to Amazon.com to facilitate book orders.

Contact Barbara Morris at bmorris@association-mgmt.com or 630-579-3284 for details on getting your publication listed on-line.

San Diego - May 1-3, 2003

The San Diego Chapter is planning an excellent Weekend Experience for us May 1-2, 2003. **Perry Dealy** and his committee have worked hard to provide a creative and stimulating program for us. While details are still being confirmed as we go to press, the following itinerary is planned:

Thursday, May 1

Cocktails and Dinner at the Manchester Grand Hyatt. The dinner speaker will focus on the world-renowned Bio Tech Industry in San Diego with presentations covering the Salk Institute, Scripps Institute, and the Burnham Cancer Center.

Friday, May 2

Morning Motor Coach Tour. We will see some examples of the City of Villages along with visiting the Bio Tech area in the Torrey Pines area of San Diego. A refreshment stop is planned at the new Lodge Hotel at the Torrey Pines Golf Course. This five-star hotel is a great example of the California Craftsman style, indicative of Green and Green Architects.

Friday afternoon will be devoted to the Board of Governors' and Chapter Presidents' meetings from 1-5 pm. Those not having meeting commitments have the afternoon free.

The newly-renovated Prado on Balboa Park will be the site of the President's Dinner. After dinner and cocktails, John Davies will provide an introduction and Peter Davis will give an overview of the downtown renaissance.

Saturday, May 3

Saturday will provide a walking, pedicab and motor coach tour of downtown San Diego starting at the Manchester Grand Hyatt. We will review the Marina residential high rise district, the Gaslamp District, the Ballpark District, Little Italy and the waterfront. Lunch will be provided at the Centre City Development Corporation where we will see a presentation on all the projects going on downtown.

Saturday evening is free, however, we have arranged a theatre opportunity at the world-renowned Old Globe Theatre in Balboa Park including a behind-the-scenes-tour meeting the actors.

Please remember -- all our Weekend Experiences are spouse and guest friendly. We encourage you to plan your Weekend Experiences in conjunction with family vacations.

WATCH FOR THE MARCH ISSUE OF KEYNOTES containing San Diego registration and detailed program information.

35th Biennial Congress - Oahu, Hawaii

On November 6-9, 2003 the Aloha Chapter of Lambda Alpha International will host the Weekend Experience. The September issue of **KeyNotes** will include registration information and program details.

With airfares plummeting, you may wish to book your travel arrangements soon. Bring your family, come early or stay after to enjoy all that Hawaii has to offer. The Outrigger Reef on the Beach offers first-class accommodations in a Hawaiian paradise.

Watch for details as they become available at www.lai.org.

Please note: We regret that at this time we are unable to schedule the previously planned post-Weekend Tokyo excursion.



Ken Lewis of SOM (center) describing the AOL-Time Warner complex under construction at 4 Columbus Circle.



Steve Davies of the Project for Public Spaces in Bryant Park.

NEWS FROM THE EDITOR

You hold in your hands one of the three printed issues of **KeyNotes** that you will receive this year. At its October meeting in New York, the Board of Governors authorized the Scribe and Executive Director to begin moving **KeyNotes** to the Internet. We believe that by publishing online, we can be timelier in getting information to you, produce **KeyNotes** more frequently and include more chapter information that we cannot publish in the paper version primarily because of mailing costs. We believe that you'll agree with this choice as the new online **KeyNotes** appears at your local PC or Mac.

There are many advantages of putting much of our information such as **KeyNotes** online. But for those of you who are not connected to the internet it will create an inconvenience and we regret that con-

sequence of this change. We took that into account in our decision to go online and the reduced mailing costs and advantages of timely posting of information were too compelling to resist. On the other hand, our greatest asset as an organization is the fellowship we share with our colleagues. So, I urge you to use this as an opportunity to help your colleagues who are not connected to the Internet. Print out a copy of the (forthcoming) online **KeyNotes** for them. In the meantime, enjoy this issue and log on to the website at www.lai.org to keep up with the events in your society.

- James Fawcett

continued from front page

described the detailed renovations to the Chrysler Building, the acquisition of the Chrysler East Building constructed in 1954 and the Trilon Center Market, all representing a built-form, renovation and a conversion to a central core building for AAA tenancies. The renovation had added 155,000 square feet to the Center and he pointed to the renovation's successes of architect Philip Johnson in re-skinning the building, the restoration of the historic lobby and the renovation of the ceiling murals and appointments.

While the Chrysler Building tour could only accommodate fifty, half of our group visited Grand Central Station, where architect **Hugh Boyd**, who designed the Grand Central Market, gave a tour of its redevelopment. Before proceeding to the Reuters Building, the group stopped at Bryant Park, where **Steve Davies** of Project for Public Spaces, Inc. (PPS) showed photos of what Bryant Park looked like and how PPS developed a strategy that cleaned up the undesirable elements that had taken over the park. That day the park was filled with chess players and people sitting in moveable chairs soaking up the sun.



Architect Hugh Boyd, designer of the Grand Central Market discussing the Grand Central Station redevelopment.

At the Reuters Building, 3 Times Square, the group assembled in the cafeteria space on the 16th floor overlooking historic Times Square and the theatre district. Ken Patton, with speakers **Tim Thompkins** and **Jacques Robertson**, described how Mayor John Lindsay had initiated air rights to build the theatre district and preserve its theatre heritage. While Times Square had become sullied by ownership and use interests, its renovations thereafter were secured by the introduction of media companies, entertainment facilities and publishing enterprises that have provided for a reincarnation of an essentially national site. Crime rates are down and the largest enterprises now appear to be in competition for the best signage – the biggest super signs are worth rentals of \$4 million per year.

Glenn Elliot, speaking for Reuters, described their investment in consolidating their leasehold space in the Times Square building. Reuters is a multi-national entity and claims status as the world's largest media company. In 1995, it consolidated from 22 local offices in the tri-state area by building its space at 3 Times Square. Its costs were supplemented by investing \$25 million in building 34,000 square feet of sign space on the building. The signage is fully digital with three vertical integrated components. In emphasizing the revenue merits of signage on Times Square, Elliot described the two elements of value: the sign's billboard area and its electronics. Pricing for sign revenue recoveries include rates that vary on a gross basis, on daily sales and on special events.

PRESIDENT'S DINNER

On Friday evening, Ken Patton introduced Pulitzer Prize winner, **Michael Wallace**, author of **Gotham**. In an energetic, if not controversial, peroration, Wallace traced the history of New York as a model to profess personal predilections on how to solve societal ills, ranging from alcohol addiction to the welfare state. In a rousing send-off, he posed a litany of political recommendations that reddened the ears of Republicans and, probably, Democrats alike. From the fires that ravaged the buildings of early New York to the fires that burned on his own agenda, he presented a stimulating, thought-provoking and fitting challenge to all careers engaged in influencing the public interest.

CRUISE

Early on a dull Saturday morning, several dozen Weekend Experience veterans boarded a private charter boat for a tour of the Manhattan waterfront. **Harve Kevenides**, professor of Real Estate at New York University, narrated the tour for those comforted by the interior space. The stalwart Canadians established a bridgehead on the bow and revelled under the passage of the Brooklyn Bridge, the foot of Wall Street, the shadow of the new Goodman, Saks Tower in New Jersey and the ever-present Lady with the Torch. As the skies cleared and the Brooklyn skyline sheltered the return voyage, all assembled marvelled at the magnitude and grandeur of the New York skyline and the City that Never Sleeps.

In all, the New York Chapter arranged a wonderful Weekend Experience for members to learn about the city and enjoy its many unique qualities. Our thanks go to **Ken Patton** and his committee for a job well done. We also wish to acknowledge our sponsors, the **New York University** and **Newmark & Company Real Estate** for their generous contributions to the Weekend Experience.

(We thank Ian James Lord of the Simcoe Chapter for his engaging recap of the New York Weekend Experience)