



LAND ECONOMICS WEEKEND

---

LAMBDA ALPHA  
ORANGE COUNTY

---

OCTOBER 18 - 20, 2018  
Newport Beach, CA



# Welcome

---

From LAI Orange County Chapter President Stevan Gromet

Dear Fellow LAI Members:

Welcome to Orange County's first LEW! We are excited to host what is sure to be an exciting and educational weekend.

Some think of Orange County as "L.A. South." Not so! "The OC" has its own set of challenges and opportunities, and a decidedly different vibe, making our chapter somewhat unique. We have a big population (over 3 million) and a big, but diverse, economy (over \$200B gross county product). We have Fortune 500 companies, but also numerous start-ups. We have the Pacific Ocean and mountains in close proximity. We are suburban but are developing significant urban cores. We are home to one of California's largest retail malls—the world-famous South Coast Plaza—and our own world-class symphony, the Pacific Symphony.

At 948 square miles, Orange County is big. No doubt you will see some of our suburban sprawl, but we will also show you how master planned communities have evolved since the 1960's into state-of-the-art lifestyle communities. You will see how industrial uses along the coast are giving way to more recreational and environmentally friendly uses. You will see mountains backdrop a stunningly beautiful coastline. And while the OC may not have quite the history of Boston or Baltimore, you'll be surprised by our rich historical roots.

October is the best month to visit. The crowds have disappeared and the coastal summer fog we call "June Gloom" is gone. Our offshore islands, Santa Catalina and San Clemente, come back into view. In fact, a number of people are staying after the LEW for Bill Hoffman's "What's Up in Downtown" on Sunday. It will be a relaxing, kick-back guided tour of L.A.'s most iconic and famous landmarks and neighborhoods (bus departs from Fashion Island Hotel but folks can get on or off in L.A.). For more information visit: [www.hoffytours.com](http://www.hoffytours.com).

We are so excited to see you all! Onward and upward!

Steve Gromet, President  
LAI Orange County



# ORANGE COUNTY LEW COMMITTEE



ROGER GRABLE, JD  
LEW Co-Chair  
Partner, Manatt



STEVAN GROMET, JD, CCIM, CRE  
LEW Co-Chair  
Principal, Gromet & Associates

## COMMITTEE MEMBERS

JEANETTE C. JUSTUS  
President  
Jeanette C. Justus Associates

MICHELE O'BRIEN  
Client Advocate  
Willis Towers Watson

JOHN PENNER, MAI  
Sr. Managing Director  
Valbridge Property Advisors

MARK PROTTAS, MAI  
So Cal Managing Director  
CBRE Valuation & Advisory Group

WAYNE SILZEL, CRE, MAI, CMB, MBA  
Immediate Past President

### Important Contacts

KARA NOMURA  
Association Executive, Orange County  
714.955.1822

SHEILA HAMILTON  
Executive Director, LAI  
602.330.8039

CYNTHIA CLOTZMAN  
Gromet & Associates  
310.386.9150





# Thursday

OCTOBER 18, 2018  
FASHION ISLAND HOTEL

---

- |                   |  |
|-------------------|--|
| 7:30 am - 8:30 am | Breakfast<br>LAI/LEF Board Members and Chapter Presidents  |
| 8:30 am - 5:30 pm | LAI Business Meetings<br>LAI Executive Committee<br>LAI Chapter Presidents' Roundtable<br>LAI Board of Governors |
| 7:00 pm - 9:00 pm | LEW Welcome Reception<br>Welcome address from Senator John Moorlach<br>A Slice of Orange County, Bill Hoffmann   |

**John Moorlach** was twice re-elected to County Treasurer-Tax Collector. In 2006, voters elected John to serve in his first of two terms on the Board of Supervisors, where he continued his focus on reforming the county's budget practices and sounding the alarm on the county's growing unfunded liabilities.



Moorlach is a California history enthusiast and served as Vice President of the Gold Discovery to Statehood California (1848-1850) Sesquicentennial Foundation Board. He has photographed nearly all of the state's historical landmarks, a program under the auspices of the State Historical Resources Commission. Consequently, he has visited every county in the state, some on numerous occasions, and has enjoyed multiple drives on Highway 1, from San Diego County to Crescent City and beyond.

---



**Bill Hoffman**, AKA “Hoffy”, began giving architectural walking tours in 1981 after earning his Master's Degree in Urban Planning from UCLA. Hoffman earned his PhD in Social Ecology from UC Irvine. His research highlighted urban design trends in planned communities. His greatest love is teaching, and, after 35 years in the high school and college classroom, he formed Hoffy Tours, offering tours from architecture to history to craft beer. His most admired planner is urban sociologist William Whyte, whose pioneering study of plazas in New York—*The Social Life of Small Urban Spaces* (1980)—helped designers make truly comfortable plazas.



# Friday

OCTOBER 19, 2018  
MASTER PLANNED COMMUNITIES

---

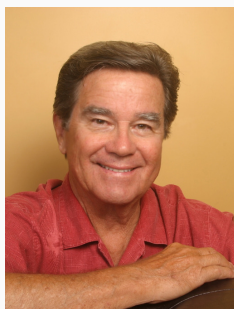
- 7:00 -7:45 am Breakfast at Fashion Island Hotel
- 7:00 am Economic Drivers of Orange County (Coulson) & Master Planned Communities (Kellenberg/Martin)
- 7:50 am Board bus for Segerstrom Center for the Arts
- 8:15 am Tour of Segerstrom Center for the Arts  
Pacific Symphony tour (Forsythe)
- 9:25 am Tour of Tustin Legacy, Woodbridge, The Park Apartments
- 10:25 am 400 Spectrum Center (Irvine Co.)  
Spectrum as OC Urban Core (Kellenberg/Martin)
- 12:00 pm Lunch & tour of Rancho Mission Viejo master planned community (Skyline Award Recipient)
- 1:40 pm Bus tour of Las Flores planned community, Rancho Santa Margarita Town Center
- 2:40 pm Tour: The development of the OC Great Park master planned community
- 4:30 pm Uptown Newport redevelopment project & wine reception  
- John Santry (host), Shopoff Realty Investments  
- Coralee Newman, Government Solutions  
- Chris Epting book signing
- 5:50 pm Board bus for Fashion Island Hotel (dinner on your own)



**Steve Kellenberg** is founder of Kellenberg Studios, an urban planning and design consultancy with a focus on large scale new communities, mixed use centers and urban redevelopment. For five years, starting in 2012 he was Senior Vice President at the Irvine Company in Newport Beach, heading the company's Urban Planning and Design department. There he focused on large scale

redevelopment in Silicon Valley and on the Irvine Ranch. He also led a GIS-based team in developing innovative analytical tools for property acquisition and gauging redevelopment feasibility.

Steve has been in the industry for over 35 years, most of which was spent consulting on the design of large scale and mixed use new communities, town centers and business environments. Prior to joining the Irvine Company, he worked at EDAW and then AECOM where he consulted with companies such as DMB, Newhall Land and Farming, Rancho Mission Viejo, Shea Homes, Lewis Companies and others, including several in the Middle East, China, Singapore and South America.



**John Martin** and his team are experts in research, planning, marketing, management consulting, and residential product programming.

John was a senior marketing and sales executive for some of Southern California's most prominent homebuilders and spent fifteen years as an entrepreneurial developer and builder. He provided

leadership in the strategic planning, product design, and marketing of Mission Viejo in the 1960s and 1970s, The Irvine Company in the 1970s and 1980s, and Valencia in the 1990s.

Inducted into the California Building Industry Association Hall of Fame in 2012, John is a frequent speaker at the Urban Land Institute, Pacific Coast Builders Conference, American Planning Association, Building Industry Association, and more. He has lectured in Urban Planning and Real Estate Development at Cornell, UCLA, UCI, USC and Chapman University. He believes we can invent the future with Vision, Leadership, Creativity, Innovation, and Organizational Effectiveness.



**N. Edward Coulson** is a professor of economics and the Director of the Center for Real Estate at The Paul Merage School of Business, UC Irvine. Coulson joined the faculty of UC Irvine in 2017. From 2014 through 2016 he was Director of the Lied Institute for Real Estate Studies at University of Nevada, Las Vegas, and prior to that he was for many years Professor of Economics and Jeffrey and Cindy King

Faculty Fellow in Real Estate at Penn State University. He has also been a visiting faculty at University of Auckland, the Federal Reserve Bank of Philadelphia, and elsewhere. He is currently co-editor of Journal of Regional Science, and is on the editorial boards of the other leading journals in the fields of real estate, urban economics, and housing, in which fields he has also published extensively. His co-edited volume, *Energy Efficiency and the Future of Real Estate*, was published in 2017 by Palgrave Press. Professor Coulson received his B.S. in economics from UC Riverside and his Ph.D. from UC San Diego, where he studied under Nobel Laureate Robert Engle.

---



**John E. Forsythe** has led the Pacific Symphony since May 1998. Now in its 40th season, it's the largest orchestra formed in the U.S. in the last 50 years and is recognized as an outstanding and innovative ensemble making strides on both the national and international scene. In April 2018, the Pacific Symphony made its debut at Carnegie Hall as one of two orchestras invited to perform for a year-long celebration of composer Philip Glass' 80th birthday. In May 2018, it completed its first tour of China. In June, the symphony completed this extraordinary season with its first national televised program on *Great Performances*.

# Renee & Henry Segerstrom Concert Hall

Orange County's Performing Arts Center features a series of bold architectural statements intended to symbolize the cultural energy of the nation's 6th most populous county. Despite the dramatic signature of Segerstrom Hall (1986 – Charles Lawrence) and the undulating glass wall of the more recent Concert Hall and Samueli Theatre (2006 – Cesar Pelli), the central public plaza area was largely underutilized until the introduction of the Argyros Plaza (Michael Maltzan – 2017). This 14-acre arts campus demonstrates how world-class architecture addresses the public realm.



# Irvine Spectrum

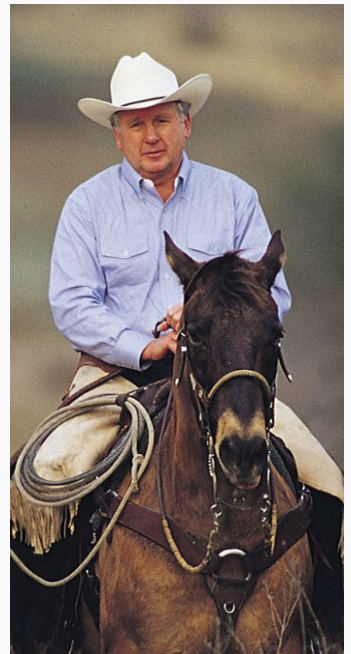
Opened in 1995 and constructed in three phases, the Irvine Spectrum is one of the region's most successful entertainment-based outdoor shopping centers. With a distinctive Mediterranean and Moorish-inspired design based on the Alhambra Palace in Granada, Spain, the Spectrum is a series of intimate pedestrian "streets" channeled to a 21-screen movie complex, restaurants, anchor stores and carousel. Situated near the county's tallest LEED certified skyscrapers (Pei Cobb Freed Architects) and nearby apartment complexes, the Spectrum is an immaculate, multi-use entertainment and lifestyle destination.





# *International Skyline Award*

**RANCHO  
MISSION  
VIEJO**



Since 1882, the members of the O'Neill family have owned and managed Rancho Mission Viejo.

As stewards of this land, they have established a proud tradition of ranching, farming, open space preservation, thoughtful land management, responsible development, and community service. Today, family leader Anthony R. "Tony" Moiso remains committed to this tradition, which serves as a lasting legacy of the land and a guide to the future.



# The Orange County Great Park



Spanning over 1,300 acres on part of a former Marine Corps Air Station, the Great Park was envisioned as the 21st century's first great metropolitan park. Its original design competition featured a man-made canyon, Habitat Park, and Fields and Memorial Park. However, the housing downturn of 2008 caused a major downsizing, with more emphasis on sports fields, parkland and adjoining housing. Currently, the Great Park features the Palm Court Arts Complex, with museums, galleries, balloon and carousel rides, a farm and food lab, and other amenities. Public-private partner FivePoint is developing adjacent land with new homes and commercial development.





**John Santry** is a senior real estate executive with twenty plus years of real estate development and acquisition experience including all facets of the development and acquisition process from site selection, market research analysis, contract negotiation, financial modeling and development analysis; to project entitlement, design consultant team management and project debt and equity financing; to oversight of construction, property management, asset management; and property dispositions.

## Uptown Newport



**Uptown Newport Village** consists of condos, apartments, and ground level retail with urban plazas and paseos. The entire development will have 1,244 residential units and 11,500 SF of retail with two acres of park space.

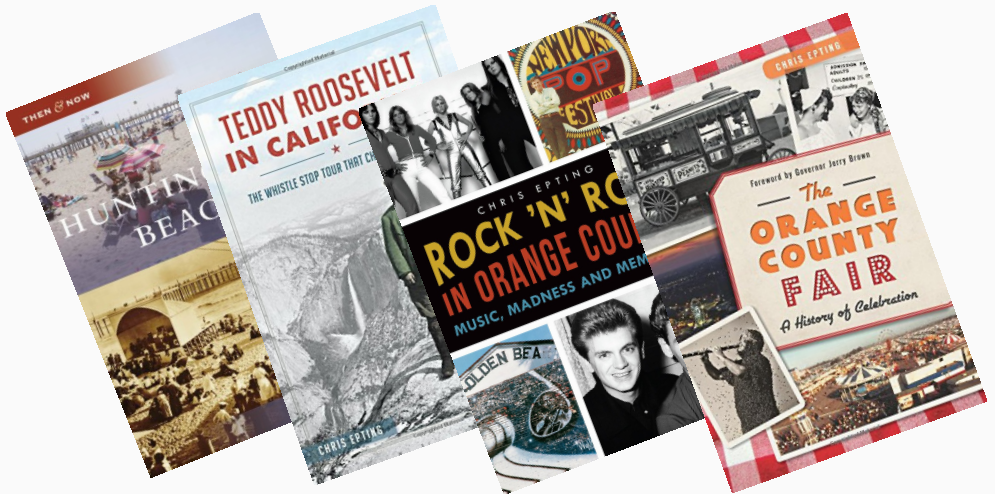
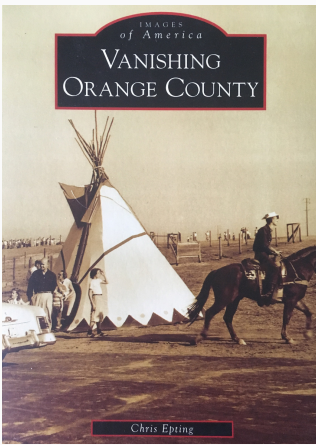


**Coralee S. Newman's** career has focused on land use entitlement, government relations and community relations. In 1980 she opened her first firm, Urban Strategies, achieving a landmark approval for the redevelopment of the historic Balboa Fun Zone. In 1983, she joined the Irvine Company overseeing government and community relations. Her efforts included the approval of the 3,000-acre Tustin Ranch Planned Community along with the approval for the 12,000-acre East Orange General Plan. In 1993, she founded Government Solutions, Inc., obtaining numerous land use approvals throughout Southern California including two Newport Beach approvals; Shopoff Realty Investments, Uptown a 1,244 dwelling unit mixed-use project, the MBK Ebbitide 86 unit project and an Irvine approval of the 325,000 square foot Master Plan for Concordia University Irvine.

---



**Chris Epting** is the author of 30 travel/history books, including *James Dean Died Here*, *Roadside Baseball*, *Vanishing Orange County* and others. He is also an award-winning travel writer and has written for the *Los Angeles Times*, *Westways* and *Travel + Leisure* magazine, among other publications. Chris is also a veteran music journalist and recently co-wrote the John Oates memoir *Change of Seasons*. He currently hosts the acclaimed docu-drama TV program, *It Happened Here*, seen on the REELZ channel.





# Saturday

OCTOBER 20, 2018  
COASTAL REDEVELOPMENT

---

- 7:00 am-7:45 am Breakfast at Fashion Island Hotel's Cabana Room
- 7:15 am The Design History of Southern Orange County (Hoffman)
- 7:45 am Board bus for San Juan Capistrano
- 8:40 am Los Rios historic district tour
- 9:00 am Mission San Juan Capistrano tour
- 10:00 am Bus tour of Dana Point/Lantern District
- 10:40 am Planning & development of the Montage Hotel, Laguna Beach (Pearson)
- 12:20 pm Lunch & Presentations | Newport Civic Center  
- Redevelopment of former oil tank farm (Santry)  
- State water policy & Poseidon desalination plant (Lamar)  
- Pacific City development (Berger/Kearney)
- 2:00 pm The Residences at Pacific City tour
- 3:10 pm Optional ferry and walking tour of Balboa Island  
Banana snack at the famous frozen banana stand
- 4:40 pm Board bus for Fashion Island Hotel
- 5:45 pm Bus departs for Awards Dinner (Hornblower Cruises)
- 6:00 pm Cocktail Reception & Awards Dinner



**MISSION SAN JUAN CAPISTRANO** was founded in 1776 by Franciscan father and now Saint Junipero Serra. This “Jewel of the Missions”—seventh in a string of 21 missions along California’s coast—was all but abandoned after Mexican independence from Spain. Victim of a terrible earthquake, it was brought back to life by determined priests and preservationists. Discovery by Hollywood and a 1930s song about the return of its famous swallows helped return the mission to glory. Today, the Mission Preservation Foundation, an IRS non-profit 501(c)(3) organization, has helped maintain and enhance this beautiful landmark that receives over 250,000 visitors annually.



As Orange County’s most historic city, San Juan Capistrano is a case study in careful planning, historic preservation and citizen pride. With architectural review requiring Spanish, Mission and Western Vernacular styles, San Juan Capistrano has a welcoming, compact downtown that contrasts with much of the county’s automobile-scaled development. We’ll see this preservation success first hand as we tour the Los Rios Historic District—California’s oldest continuously lived-in neighborhood.



## **MONTAGE HOTEL AND TREASURE ISLAND PARK**

The 2003 development of this gorgeous resort and park is a landmark success story for the hotel, the public and the City of Laguna Beach. Originally a trailer park with limited access, the city and the California Coastal Commission negotiated a brilliant outcome. In return for development rights, the Montage group agreed to build and maintain the 7-acre coastal park with public access and parking. The hotel's craftsman architecture and reduced scale met the City's design review and height requirements. As you will see, the finished product is a dramatic and tasteful blend of public and private interests.





**Elizabeth Pearson** served on the Laguna Beach Planning Commission and was a 12-year City Councilwoman (3 times as mayor). Before moving to California in 1983, she worked in Economic Development and Marketing for the city of Cleveland following that city's bankruptcy in the late 1970's. During her time on the Planning Commission, she was intimately involved in the Development Plan, Local Coast Plan and Environmental Impact Review of Treasure Island, now known as The Montage Resort. As Mayor, she led the city following a devastating landslide in 2005, securing funding from FEMA and the State of California to rebuild the infrastructure and hillside in Bluebird Canyon. Using her nonprofit fundraising experience, Elizabeth championed a new Senior Center in Laguna Beach, which opened in 2010.

---



**Steve LaMar** is the current Vice President of the Association of California Water Agencies (ACWA). He has been Chair of the ACWA Federal Affairs Committee and a member of the ACWA Board of Directors. He is past chair of the ACWA Headwaters Task Force, where he helped draft the ACWA Headwaters Policy and Framework.

He has served on the board of directors of several other water-related organizations, including the National Water Resources Association (representing 17 Western states), the Southern California Water Committee, and CalDesal.

Steve is currently Vice President of the Board of the Irvine Ranch Water District (IRWD). He has served on the Board for 9 years. Director LaMar currently serves on IRWD's Finance & Personnel Committee and the Water Resources Policy & Communications Committee, as well as various ad hoc committees.





**Pieter Berger**, Senior Associate Partner  
MVE + Partners

Pieter is a talented designer who has played a significant role in the design of many of the firm's most prominent mixed-use, residential, and international projects. He maintains a design focus on sustainability, continually seeking out the latest in cutting-edge green building concepts. Pieter is also one of MVE's many experts in Building Information Modeling (BIM) and excels in various design software programs.



**Paul Kearney**, Associate Partner  
MVE + Partners

Paul plays an integral role in the conceptual and schematic design phases for many of the firm's key domestic and international projects. His involvement also extends into the design development and construction phases of project development. As a LEED Accredited Professional, and with an educational background in Environmental Design, he brings a sustainable design approach to many of the firm's various project types, including mixed-use, residential, office, and commercial developments.

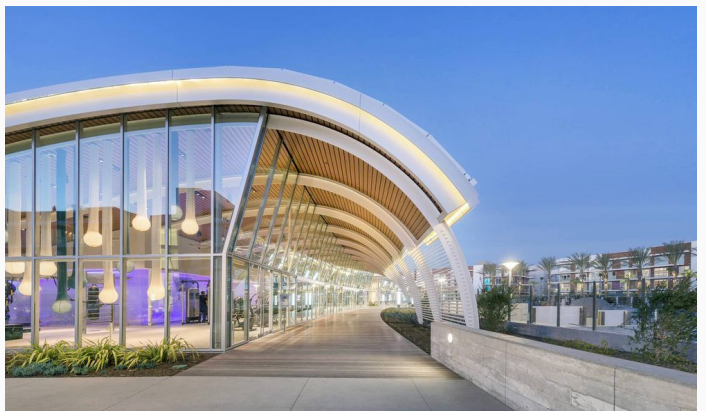
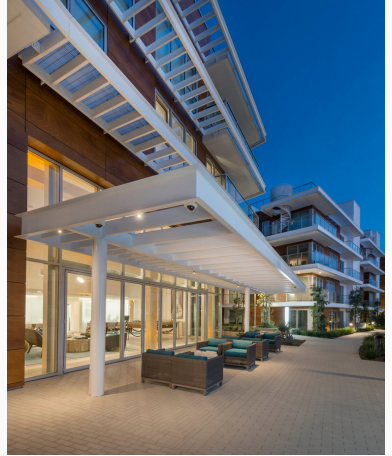


# The Residences at Pacific City Huntington Beach

## 2018 MFE Award Winner



The Residences at Pacific City, which comprises six residential neighborhoods over 17 acres, emphasizes indoor-outdoor living via a central community building, a large pool and deck, and its location fronting a public park. The common amenity building stands as the focal point of the community with its unique curvature mimicking the look of an ocean wave. The adjacent pool deck forms the shallows, while the landscape design for the public park includes varying heights of vegetation to replicate the swell. Inside, the building features a fitness center, lounge, recreation room, business center, surfboard shop, and storage.





## BALBOA ISLAND, NEWPORT BEACH

Born in 1918 from a coastal sandbar and much dredging, Balboa Island is one of three artificial islands created out of Newport Harbor. Today, it is one of the most expensive real estate markets in the nation. Known for its quaint and eclectic homes on small lots, gorgeous landscaping, and bay view promenades, Balboa is one of the county's most popular, beautiful and unique communities. We'll take the ferry from Newport Peninsula, stroll along the bay, and enjoy a famous chocolate-covered banana on Marine Avenue where specialty retail reigns supreme.

## Cocktail Hour & Awards Dinner

We will conclude the Orange County LEW with a beautiful cruise in Newport Harbor on the 6,000 sq. ft. *Endless Dreams* yacht, with three spacious decks to enjoy the evening's festivities. California coastal casual attire is requested.



**HORNBLOWER™**  
CRUISES & EVENTS

# Thank you to Our Sponsors

---

## Premier Event Sponsors

\$5000



## Awards Dinner Sponsors

\$5000



# Breakfast Program Sponsors

\$2,500



# Member Sponsors

\$1,000

Scott Calder  
Wayne Silzel



JEANETTE C. JUSTUS ASSOCIATES  
SCHOOL PLANNING | PUBLIC POLICY



FITZGERALD·YAP·KREDITOR LLP



Voice: 949.888.6513 info@gmugeo.com www.gmugeo.com



WillisTowersWatson 





# CBRE KNOWS LOCAL MARKETS WORLDWIDE



With the industry's most powerful global platform, deepest local-market insights and proven expertise across all asset classes, CBRE Southern California enables better real estate decision-making and drives consistently superior outcomes for every client we serve. How can we help you transform your real estate into real advantage?

**CBRE.us/SoCal**

Mark Prottas, MAI | So Cal - Managing Director  
Valuation and Advisory Services  
P 949.725.3411  
mark.prottas@cbre.com

**CBRE** *Build on  
Advantage*

Thank you to our  
Program Guide Sponsor  
Mark Prottas, MAI  
CBRE

# After the LEW

## SUNDAY, OCTOBER 21

Join tour guide Bill Hoffman for an action-packed, but also relaxing, recliner bus tour of downtown LA, Hollywood and Beverly Hills. We'll see downtown icons such as Gehry's Disney Concert Hall and the new Wilshire Grand—the tallest building on the West Coast. We'll cruise Hollywood's famous Walk of Fame and Chinese Theatre on our way to Rodeo Drive—one of the most expensive retail streets in the US. Limited space! \$78.00 p/p departing from the Fashion Island Hotel. Contact Bill Hoffman at Hoffs Tours: 949.246.4548



## DID YOU KNOW?

The city of Los Angeles, founded by the Spanish in 1781, is the US' second largest city. And LA County alone contains 88 incorporated cities!

Downtown LA (DTLA) is experiencing a dynamic building boom in office, retail, mixed use, and hotel development. The city is now second to Seattle for the most cranes! LA is revitalizing its convention center, Arts District, historic core and even its long-neglected river. DTLA's population has grown to 70,000 with a 93% apartment occupancy rate.



