



APA NY METRO CHAPTER

# 2019

Friday October 18, 2019  
Scandinavia House | 58 Park Avenue | NY

## ANNUAL CONFERENCE



**SATURDAY OCTOBER 19, 11:00 AM: ANNOUNCEMENT & MOBILE WORKSHOP**  
(SEPARATE REGISTRATION REQUIRED)

**LONG ISLAND'S "GREAT NEIGHBORHOOD": EXPLORING THE REVITALIZATION OF DOWNTOWN PATCHOGUE VILLAGE**

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### PROGRAM OVERVIEW

8:00 AM - 8:45 AM	REGISTRATION	
8:45 AM - 9:00 AM	WELCOME REMARKS	
9:00 AM - 9:30 AM	KEYNOTE SPEAKER	<i>Clare Newman, President and CEO, Trust for Governors Island Governors Island: NYC's Newly-Designated "Great Public Space"</i>
9:30 AM - 11:00 AM	SESSION #1	<i>Techquity: Expanding Opportunity Through Technology</i>
11:10 AM - 12:25 PM	SESSION #2	<i>Hudson Square: Celebrating 10 Years of Community</i>
12:25 PM - 1:25 PM	AWARDS AND LUNCH	
1:25 PM - 2:40 PM	SESSION #3	<i>Biophilic Urbanism In Planning: How Can We Successfully Plan and Design Our Cities to Mimic the Natural Environment?</i>
2:50 PM - 4:20 PM	SESSION #4	<i>Just Say Zone! Preparing for Recreational Marijuana in the New York Metro Area and Lessons Learned from Other States</i>
4:20 PM - 5:35 PM	SESSION #5	<i>Progress on the Pink Tax on Transportation</i>
5:35 PM - 7:35 PM	COCKTAILS & NETWORKING	

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## MORNING PROGRAM

### 8:45 AM – 9:00 AM | WELCOME REMARKS

**Max Sokol**, AICP, President APA-NY Metro Chapter; **Holly Chase**, AICP, Conference Chair

### 9:00AM – 9:30AM | KEYNOTE SPEAKER | **CLARE NEWMAN, PRESIDENT & CEO, TRUST FOR GOVERNORS ISLAND**

Clare Newman serves as the President and CEO of the Trust for Governors Island. The Trust is a not-for-profit organization created by the City of New York and charged with the planning, redevelopment, and ongoing operations of the 150-acre island. Newman is responsible for supporting the development of Governors Island as a year-round destination for recreation, innovation, and culture. She comes to the Trust from the Brooklyn Navy Yard Development Corporation where, as Chief of Staff and EVP, she implemented projects to create jobs and foster development. Previously, Newman was a senior leader at Bloomberg Philanthropies and a Vice President at NYCEDC.

### 9:30AM – 11:00AM | SESSION 1 | **TECHQUITY: EXPANDING OPPORTUNITY THROUGH TECHNOLOGY**

(CM Credit Ethics 1.5)

How do we utilize emerging technologies to make the planning process more accessible, equitable, and effective? Technological advances are reshaping the planning field; as planners, it is incumbent upon us to ensure that these advances empower disadvantaged communities rather than further exclude them from planning processes.

**Hannah Kates**, NYC Department of City Planning; **Sarah Kaufman**, NYU Rudin Center for Transportation; **Houman Saberi**, New America; **Jose Serrano-McClain**, HR&A Advisors.

### 11:10AM – 12:25PM | SESSION 2 | **HUDSON SQUARE: CELEBRATING 10 YEARS OF COMMUNITY** (CM Credit 1.25)

The Hudson Square Business Improvement District was established 10 years ago and, along with the rezoning from industrial to a mix of uses 5 years ago, served as a catalyst for the transformation of the former Printing District into a hub of creative industries. This is a community and economic development success story initiated through forward-thinking urban planning and public-private co-creation.

**Ellen Baer**, Hudson Square BID; **Renée Schoonbeek**, AICP, LEED GA, CallisonRTKL; **Shirley Secunda**, CB2 Traffic and Transportation Committee; **Carl Weisbrod**, HR&A Advisors

### 12:25PM – 1:25PM | **LUNCH & AWARDS** (Included in registration)

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The APA Foundation is the only charitable foundation exclusively dedicated to the planning profession. The Foundation supports scholarships, planning assistance for disaster-affected and at-need communities, and research to equip planners with evidence-based tools to create great communities for all.

Demonstrate your commitment to the future of our profession by making your donation at <https://give.planning.org/NYM>

**1:25PM – 2:40PM | SESSION 3 | BIOPHILIC URBANISM IN PLANNING: HOW CAN WE SUCCESSFULLY PLAN AND DESIGN OUR CITIES TO MIMIC THE NATURAL ENVIRONMENT?** (CM Credit 1.25)

Urban planners and designers must shift fundamental thinking and practices around how we develop land and our cities. We can dramatically reshape the way we structure our living environs by applying the principles of biophilic urbanism to land use planning and urban design.

**Jennifer Bolstad**, RLA, LEED-AP, ASLA, AIA, ISA, Certified Arborist, Local Office Landscape and Urban Design;  
**Sarah Charlop-Powers**, Natural Areas Conservancy; **Emory Grace Lee**, AICP ENV SP, Insight Civil;  
**Mitchell Joachim**, PhD, Terreform ONE; **Walter Meyer**, ASLA, LEED AP, Local Office Landscape and Urban Design;  
**Eric Sanderson**, PHD, Wildlife Conservation Society

**2:50PM – 4:20PM | SESSION 4 | JUST SAY ZONE! PREPARING FOR RECREATIONAL MARIJUANA IN THE NEW YORK METRO AREA AND LESSONS LEARNED FROM OTHER STATES** (CM Credit Law 1.5)

With legal recreational marijuana fast becoming a reality in states around the country, and with the existing medical marijuana program in New York, local municipalities will soon have to prepare for where and how to locate cannabis facilities.

**Heather Kumer**, Esq., LEED AP BD+C, Connell Foley; **Charles Latini**, PP, AICP, L&G Planning

**4:20PM – 5:35PM | SESSION 5 | PROGRESS ON THE PINK TAX ON TRANSPORTATION** (CM Credit 1.25)

From day-to-day harassment, to accessibility obstacles for pregnant women and caregivers, women report a distinct set of challenges on New York City transportation. In Fall of 2018, the NYU Rudin Center released "The Pink Tax on Transportation: Women's Challenges in Mobility" report. This panel will discuss progress to date and the road ahead.

**Gloria Campbell**, NYC Economic Development Corporation; **Julia Day**, Gehl NY;  
**Sally Librera**, MTA New York City Transit; **Christine Serdjenian Yearwood**, Up-Stand

**5:35PM – 7:35PM | COCKTAILS & NETWORKING** (Included in registration)

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**Baer, Ellen.** President and CEO, Hudson Square Business Improvement District.

Ellen Baer is the Hudson Square BID's first President and CEO and is ultimately responsible for all the BID's activities, including the implementation of a \$27 million neighborhood masterplan, Hudson Square Is Now. Prior to joining the BID, Ellen developed and implemented public-private real estate partnerships for over 25 years in both the private sector and City Government. Ellen has held several Board positions, including co-chair for the Board of Directors of the NYC BID Managers Association; and Board member of Women Executives in Real Estate (WX). Ellen holds a BA from Hamilton College and an MBA from Baruch College.



**Bolstad, Jennifer.** RLA, LEED-AP, ASLA, AIA, ISA, Certified Arborist. Local Office Landscape and Urban Design.

Jennifer Bolstad is a landscape architect, an educator, and a community organizer for social and environmental justice. Together with Walter Meyer, she is co-founder of Local Office Landscape and Urban Design, based in Brooklyn, New York. She teaches at New York University and Parsons/The New School for Design and holds degrees from Harvard College and Harvard Graduate School of Design. Her research and practice concentration is coastal landscapes at all scales, operating between infrastructure, urbanism and ecology. Bolstad's ecology-driven design work starts with modeling vulnerabilities and exploring infrastructural solutions that offer multiple benefits. Once implemented, these projects provide performance metrics that can inform cost-benefit models and policy change.



**Campbell, Gloria.** Transportation Planner, NYC Economic Development Corporation.

Gloria Campbell is a transportation planner at the NYC Economic Development Corporation. Last year, she supported the NYU Rudin Center's Pink Tax on Transportation work. Gloria is passionate about increasing quality of life in urban communities through equitable, safe and efficient transportation. She holds a Master of Urban Planning from NYU and serves as the Communications Chair for the APA-NYM Transportation Committee.



**Charlop-Powers, Sarah.** Co-Founder and Executive Director, Natural Areas Conservancy.

Sarah Charlop-Powers is the co-founder and executive director of the Natural Areas Conservancy (NAC), a nonprofit dedicated to managing New York City's 20,000 acres of forests and wetlands. The NAC is a pioneer in the field of urban conservation, using data and science to develop innovative new ways to manage urban natural areas so that they serve diverse users, protect biodiversity, and provide environmental benefits. Sarah's previous experience includes working at Scenic Hudson, Jonathan Rose Companies, NYSEDA, and the Mohonk Preserve. She has a B.A. in Economics from Binghamton University and a Masters of Environmental Management from the Yale School of Forestry and Environmental Studies.



**Day, Julia.** Team Lead, Gehl NY.

Julia develops projects across design, policy and strategy and focuses on creating public spaces where people can engage with and shape their cities. She has worked with city governments and community leaders across North America and the UK to turn under-used roadbed into play space, to make walking and biking convenient and safe travel options, and to collect quantitative and qualitative data on things we value, such as sense of belonging, but that often are considered too difficult to measure. With Gehl, she supports city leaders in creating initiatives where people are front and center in the city-making process. She has a Master's in City Design and Social Science from the London School of Economics and a BA in History from Washington University in St. Louis.





**Joachim, Mitchell, PhD.** Co-Founder of Terreform ONE, Associate Professor of Practice at NYU. Mitchell was formally an architect at the offices of Frank Gehry and I.M. Pei. He has been awarded a Fulbright Scholarship and fellowships with TED, Moshe Safdie, and Martin Society for Sustainability, MIT. He was chosen by Wired magazine for "The Smart List" and selected by Rolling Stone for "The 100 People Who Are Changing America". Mitchell has won many honors including the LafargeHolcim Acknowledgement Award, ARCHITECT R+D Award, AIA New York Urban Design Merit Award, 1st Place International Architecture Award, Victor Papanek Social Design Award, Zumtobel Group Award for Sustainability, Architizer A+ Award, History Channel Infiniti Award for City of the Future, and Time magazine's Best Invention with MIT Smart Cities Car. He has co-authored four books, "Design with Life: Biotech Architecture and Resilient Cities," "XXL-XS: New Directions in Ecological Design," "Super Cells: Building with Biology," and "Global Design: Elsewhere Envisioned". Mitchell earned a PhD from MIT, MAUD from Harvard University, and MArch from Columbia University.



**Kates, Hannah.** NYC Department of City Planning. Hannah Kates is an Adjunct Assistant Professor of Public Service of NYU's Robert F. Wagner Graduate School of Public Service. She is a product manager and web developer on the NYC Planning Labs team at NYC Department of City Planning. She is focused on developing modern civic technology and data analytics tools that help cities operate more efficiently, sustainably, and equitably. Her background is in urban planning and environmental engineering, with experience spanning consulting, non-profit advocacy, and tech startups. Hannah has a B.S. in Environmental Engineering from Georgia Tech and a Master of Urban Planning degree from NYU Wagner. She also has an Advanced Certificate in Applied Urban Science and Informatics from the NYU Center for Urban Science + Progress.



**Kaufman, Sarah.** Associate Director, NYU Rudin Center for Transportation. Sarah M. Kaufman researches, advocates for and educates about cutting-edge technologies in transportation. She is an Adjunct Professor of Planning, teaching Intelligent Cities and Advanced Projects in Urban Planning. Ms. Kaufman was honored with a Responsible 100 Award by City & State New York in December 2018 and a Tech Power 50 Award in February 2019. She has been cited in The New York Times, The Wall Street Journal, NBC Nightly News, CityLab and Urban Omnibus for her work on gender and biking, job access, and intelligent transportation. Ms. Kaufman joined NYU Wagner after nearly 5 years at the MTA. Ms. Kaufman earned a Master of Urban Planning from NYU's Wagner School in 2005, and a BA from Washington University in St. Louis, majoring in science writing and concentrating in computer science.



**Kumer, Heather, LEED AP BD + C.** Associate, Connell Foley. Heather Kumer, a LEED-Accredited Professional in Building Design and Construction, practices primarily in the areas of real estate, land use, and cannabis law. She regularly works to obtain approvals in front of planning boards, zoning boards, and historic preservation boards, as well as provides counsel on redevelopment agreements and redevelopment plan amendments. Heather has been involved with drug policy reform and cannabis legislation since 2004, when she was involved with Students for Sensible Drug Policy during college. She continues to work in cannabis industry advocacy as the Municipal Policy Advisor for the New Jersey Cannabis Industry Association. Prior to joining Connell Foley, Heather was an in-house counsel and sustainability coordinator for the Jersey City Redevelopment Agency, where she worked closely with the general counsel on legal matters. She holds a J.D. from Pace University School of Law and a B.A from American University.



**Latini, Charles, PP, AICP.** Principal owner, L&G Planning , LLC.

Charles Latini, Jr., is a land use planner and design professional. Principal owner of L&G Planning and President of the APA New Jersey Chapter, he is both a practitioner and public policy advocate. Experience in both the public and private sectors, his main area of focus has been in the area of redevelopment where education and outreach are utilized to build a constituency for better land use planning and community design decisions. His Environmental Planning & Design education from Rutgers University has allowed him to take his interest in urban design and integrate innovative land development approaches together with transportation and open space in a holistic manner. Chuck began his career in municipal government and at the Office of State Planning and the Transit Friendly Land Use Program at NJ TRANSIT.



**Lee, Emory Grace. AICP, ENV SP.** Senior Vice President, Insight Civil.

Emory Lee is an urban planner with a passion for integrating natural systems into planning and design of cities and urban infrastructure. At Insight Civil, Emory provides oversight and delivery of project management and consulting services to clients for key engagements and is responsible for spear-heading all business growth and development initiatives, client relationship management, and digital marketing efforts for the firm. Prior to joining Insight Civil, Emory served as Deputy Director of the Planning, Projections and Demand Management unit in the Bureau of Environmental Planning and Analysis at the NYC Department of Environmental Protection where she managed development and implementation of citywide water demand management programs. Emory is co-chair of the APA NYM Urban Design Committee and is also a participant in the prestigious 2019 Coro Leadership New York (LNY 31) program.



**Libreria, Sally.** Senior Vice President, Subways, MTA New York City Transit.

Sally Libreria leads North America's largest rail transit operation. Sally assumed the role in May of 2018, overseeing a team of 30,000 employees in the safe and effective delivery of 24/7 train service through New York City – moving 5.6M riders over nearly 700 miles of track and 493 stations each day. Sally is the first woman to serve in the role, and she manages all aspects of daily operations, strategic planning, and performance improvement initiatives for the organization. Sally previously led the Staten Island Railway, and held roles of Vice President of Operations Support and Chief Officer of Operations Training for Subways. Sally earned Masters' Degrees in Transportation Engineering and Urban Planning from the University of California, Berkeley and completed her undergraduate degree in Labor Relations at Cornell University.



**Meyer, Walter, ASLA, LEED AP.** Local Office Landscape and Urban Design.

Walter Meyer is an urban designer who uses ecosystem services to create resilient hydrology and energy systems, especially in vulnerable coastal communities. In 2006 he co-founded Local Office Landscape and Urban Design (LOLA) with landscape architect Jennifer Bolstad. He holds degrees in Landscape Architecture and Urban Design from the University of Florida and Harvard University, and he is a Lecturer at the Parsons School of Design in New York, NY. In 2013, Meyer was recognized by the White House as a "Champion of Change" for his work using alternate energy as a means of immediate relief and an engine for long-term economic recovery after Superstorm Sandy. He served as an adviser to the President's team until 2016. His work navigates seamlessly between professional practice, academia and humanitarianism.



**Newman, Clare.** President and CEO of the Trust for Governors Island (TGI)

Clare is charged with the planning, redevelopment, and ongoing operations of 150 acres of Governors Island. Clare comes to TGI from the Brooklyn Navy Yard Development Corporation (BNYDC) where, as Chief of Staff and EVP, she implemented projects to create jobs and foster development. Before BNYDC, Clare was a senior leader at Bloomberg Philanthropies, heading an international competition for solutions to urban challenges. Previously, Clare was a Vice President at NYCEDC, executing projects including the restoration of Kings Theatre, the City's bike share program, and the Applied Sciences initiative. Clare received a Masters of Urban Planning from GSAPP at Columbia University and a B.A. with honors in Political Economy from Williams College. She is a member of the board of TransitCenter and a member of WX.



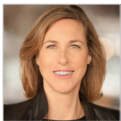
**Saberi, Houman.** Deputy Director, Resilient Communities Initiative, New America.

Saberi is helping to build resilient community wireless networks in Sandy-affected areas of the City in partnership with local businesses, civic organizations, and residents. Before joining New America, Saberi was the Percival and Naomi Goodman Fellow at Columbia University's Graduate School of Architecture, Planning, and Preservation. As part of his fellowship, he worked with the Digital Stewards program at the Red Hook Initiative where he drafted a report detailing a community-centered approach to WiFi deployment in public housing and trained local residents on mapping their communities with open data and geographic information systems software. Previously, Saberi developed project management skills as a manager on United States Agency for International Development funded projects based in Washington D.C., Egypt, and Indonesia. In Egypt, he managed a special fund for entrepreneurship, vocational skills training, and access to finance, while in Indonesia he was an operations manager for an anti-corruption project. Prior to this, he served as a community development agent in the United States Peace Corps in Morocco where he engaged in rural health education and infrastructure projects.



**Sanderson, Eric, PhD.** Senior Conservation Ecologist, Wildlife Conservation Society.

Eric W. Sanderson is a Senior Conservation Ecologist at the Wildlife Conservation Society (WCS) and a 2019-2020 Fellow at the Dorothy B. and Lewis Cullman Center for Writers and Scholars at the New York Public Library. He is the author of *Mannahatta: A Natural History of New York City* (2009), *Terra Nova: The New World After Oil, Cars, and Suburbs* (2013) and lead editor of *Prospects for Resilience: Insights from New York City's Jamaica Bay* (2016). He and Kim Fisher developed *Visionmaker.nyc*, a free online tool to create, share, and evaluate visions of New York City's environment.



**Schoonbeek, Renée, AICP, LEED GA.** Senior Associate Vice President, Planning & Urban Design, CallisonRTKL.

Renée leads CallisonRTKL's Planning and Urban Design studio in New York. She has a wealth of experience in both the public and private sectors in master planning, economic and community development. Prior to joining CallisonRTKL, she served as Vice President of Planning and Capital Projects of the Hudson Square Business Improvement District. She spearheaded a \$27 million streetscape master plan conceived as a public-private partnership to implement pedestrian safety improvements, create temporary public spaces, construct green infrastructure and renovate a public park. After graduating with her master's degree in Urban Geography from the University of Amsterdam in the Netherlands, Renée worked on large-scale, multi-faceted new developments throughout the Amsterdam metropolitan area. She moved to New York in 2007, where she serves on the Board of Directors of the Fine Arts Federation of New York on behalf of the APA.

## SPEAKER BIOS



**Secunda, Shirley.** Chair, Manhattan Community Board 2 Traffic and Transportation Committee. Shirley Secunda is the Chair of Manhattan's CB2 Traffic and Transportation Committee and a member of the Village Alliance BID's Board of Directors and Executive Committee. For many years, she was a Project Manager and Director of Development at Project for Public Spaces, a non-profit planning and design organization specializing in improving the public environment, including streetscapes and street activities. Shirley wrote *Streets as Places: Using Streets to Rebuild Communities*, one of the first traffic calming handbooks in English. Previously, she served as Vice President for Programs for the APA Metro Chapter.



**Serrano-McClain, Jose.** Director, HR&A Advisors.

As a leader in the firm's Inclusive Cities and Urban Tech & Innovation practices, Jose's work focuses on crafting strategies that address issues of equity and inclusion in the design of next-generation urban services and places, and support re-imagined forms of civic participation. He serves as project manager overseeing development of equitable economic development strategies for a first-of-a-kind urban innovation company, and is supporting design of stakeholder engagement strategies and research around innovative civic engagement models for OneNYC, the city's master plan of strategic initiatives focused on equity, resiliency, and sustainability. Prior to joining HR&A, Jose was Program Director of NYCx Co-Labs for the NYC Mayor's Office of the Chief Technology Officer, where he led the creation of an urban innovation R&D program that represented an entirely new approach to 21st century city-making.



**Weisbrod, Carl.** Senior Advisor, HR&A Advisors.

With over 40 years of brokering complex public-private partnerships and creating innovative governance strategies to spur economic development, Carl Weisbrod is a national authority on city planning, affordable housing policy, urban development, and public-private real estate development. Throughout his career serving the City of New York, including as Chairman of the New York City Planning Commission and President of the NYC Economic Development Corporation, and guiding public agencies, Carl has led efforts to revitalize some of New York's most iconic neighborhoods: Times Square from the late 1970's through the early 1990's; Lower Manhattan both pre- and post-9/11; and, as President of Real Estate for Trinity Church, the successful rezoning of Hudson Square, which has transformed the neighborhood into a dynamic hub for creative industries and new housing. Carl is currently a Senior Advisor at HR&A Advisors.



**Yearwood, Christine Serdjenian.** Founder and CEO, Up-Stand.

Since 2015, Christine's work has focused on improving accessibility for pregnant women, families, and caregivers. She has worked on multiple transportation initiatives as a transit coalition member and member of New York City Transit's Advisory Committee for Transit Accessibility, as well as infrastructure initiatives including the revisioning of Broadway Junction and Astoria Boulevard. Christine holds an ME in Higher Education from Harvard University, a MST. in ESL from Pace University, and a BA in Sociology from Brown University. Christine was recently recognized for her work on two projects by the Citizens Committee of New York City to improve accessibility in NYC, The Ramp Project NYC and One Stop Family Pop Up.