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# Mixed-Use Development

Building the Future of Arizona

December 10-11, 2007 • Arizona Biltmore Resort & Spa • Phoenix

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**Attorneys:** Benefit from the in-depth legal analysis of the development process as it applies to mixed-use developments, hear practice pointers from seasoned professionals, and network with attendees who affect decisions on your projects.

**Developers:** Gain insight into strategies and pitfalls while navigating the system, understand how to best manage your relationships with agencies and the public, and learn from the experiences of your fellow attendees.

**Government Employees:** Strengthen your services by understanding what developers need, how to work most effectively within the process, and how others have overcome challenges.

**Everyone:** Profit from the opportunity to interact with fellow attendees and faculty members who may be dealing with similar development issues, sharpen your understanding of legal and policy considerations, and gain practical insights on how to manage the important issues facing you.

**Schedule and Instructor Bios Inside** 

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**Monday, December 10**

**Tuesday, December 11**

- 8:30 Registration and Continental Breakfast
- 9:00 **Welcome and Introduction**  
Overview of Day One  
**Jason Barclay Morris, Esq., Program Co-Chair**, and  
**Michael B. Withey, Esq., Program Co-Chair**  
Withey Morris, Phoenix
- 9:15 **State of the Market**  
Current Issues for Mixed-Use Developments  
**Steven La Terra, National Director**  
**Homebuilder Services Group**  
Land Advisors Organization, Scottsdale  
**C. Joseph Blackburn, President**  
Everest Holdings, Paradise Valley
- 10:30 Morning Break
- 10:45 **Urban Form**  
Update on the New Urban Guidelines  
**Donald Keuth, President**  
Phoenix Community Alliance, Phoenix
- 11:30 **Update from the School of Design**  
Trends and Innovations in Real Estate Development Theory  
**Richard N. Loope, Director**  
**Master of Real Estate Development Program**  
Arizona State University, College of Design, Tempe
- 12:15 Q&A Panel  
Members of the Faculty
- 12:30 Lunch Break
- 1:45 **Retail Ground-Up Development vs. Redevelopment**  
Considerations for the Current Market  
**Charles R. Carlise, President**  
De Rito Partners Development, Phoenix
- 2:30 Afternoon Break
- 2:45 **Appraisal Process**  
Where Do Appraisers Fit into All of This?  
**Peter D. Bowes, CRE, MAI**  
Bowes and Company, Denver
- 3:30 **Ethics**  
Real Life Ethics in the Real Estate Arena  
**Marlene A. Pontrelli, Esq.**  
Mariscal, Weeks, McIntyre & Friedlander, Phoenix
- 5:00 Q&A Panel  
Members of the Faculty
- 5:15 Adjourn

- 8:30 Continental Breakfast
- 9:00 **Welcome Back**  
Overview of Day Two  
**Jason Barclay Morris, Esq., Program Co-Chair**  
**Michael B. Withey, Esq., Program Co-Chair**
- 9:15 **Strategies in Land Assemblage**  
Negotiating the Process for a Successful Project  
**Nicholas J. Wood, Esq.**  
Snell & Wilmer, Phoenix
- 10:00 Morning Break
- 10:15 **Designing a Successful Mixed-Use Project**  
Design and Planning Perspectives  
**Leo Mendez, AIA**  
**Principal and Retail Market Sector Leader**, and  
**Ben Patton, AICP, Urban Planning Advisor**  
DFD CornoyerHedrick, Phoenix
- 11:30 **Transit-Oriented Development**  
Developing Mixed-Use Along the Light Rail Line  
**Larry S. Lazarus, Esq.**  
Lazarus & Associates, Phoenix
- 12:15 Lunch Break

- 1:30 **Featured Panel**  
Issues Raised and Lessons Learned: Hayden Ferry Lakeside on Tempe Town Lake, CityScape and One Scottsdale  
**Steven A. Betts, Esq., President and CEO**  
SunCor Development Company, Tempe  
**Mike Ebert, Managing Partner, Development**  
RED Development, Scottsdale  
**Karrin Kunasek Taylor, Esq.**  
**Vice President of Entitlements**  
DMB Associates, Scottsdale

- 2:30 Afternoon Break
- 2:45 **Featured Panel, Continued**
- 3:45 **The Evaluation Process**  
What Needs to Happen Before Mixed-Use Can Occur?  
**Tammy J. Perkins, Acting Director**  
**Water Services Department**  
City of Phoenix  
**Debra Stark, Planning Director**  
City of Phoenix
- 4:45 Evaluations and Adjourn

**Save These Dates!**

**Endangered Species Act**  
November 1-2, Austin  
November 1-2, San Francisco  
**Conservation Easements**  
November 2, Phoenix

**Land Use Law**  
December 3-4, Albuquerque  
**Eminent Domain**  
December 6-7, San Francisco

**NEPA**  
December 13-14, Denver  
**Law of the Rio Grande SuperConference**  
January 24-25, Albuquerque

**Mixed-Use Development**

meet your **instructors**

**Program Co-Chairs**

**Jason Barclay Morris** practices land use, planning and zoning, and municipal law. He chairs the City of Phoenix License Appeals Board and is a representative to the Maricopa County Transportation Advisory Board.

**Michael B. Withey** practices zoning, land use, real estate development and municipal law. Previously, he was a law clerk to the Honorable William P. Copple, U.S. District Court, District of Arizona.

**Featured Panelists**

**Steven A. Betts** develops residential communities and commercial projects. He is an appointee to the Growing Smarter Oversight Council and has been primarily responsible for several landmark Arizona legislative enactments.

**Mike Ebert** is a founding partner of his firm, where he is responsible for project coordination, financing, budgeting, equity structure, due diligence, governmental relations and legal aspects for each project.

**Karrin Kunasek Taylor** is responsible for ongoing zoning and land use entitlement matters. She plays a key leadership role in the strategic oversight of obtaining and managing land use approvals for her company's properties.

**Instructors**

**C. Joseph Blackburn** has had direct involvement with and has sold assets with an aggregate value well over \$1 billion, and he has negotiated the investment of approximately \$600 million into real estate assets.

**Peter D. Bowes** is an expert in appraisal of complex and unusual properties. His services include appraisals, arbitration, alternative dispute resolution, counseling, serving as an expert witness, litigation support and mediation.

**Charles R. Carlise** specializes in the sale, leasing and development of retail properties. He was responsible for the renaissance of the Biltmore Fashion Park and the development of The Park at Chandler.

**Donald Keuth** has been in his position since 1997. He is the current chair of the City of Phoenix Planning Commission. He has headed the Phoenix offices for two architectural and engineering firms that focused on public sector projects.

**Steven La Terra** assists homebuilders in formulating and achieving growth strategies through appropriate land positioning, mergers and acquisitions, and capital acquisition.

**Larry S. Lazarus** specializes in land use planning, zoning, development permits and administrative law. He has been actively involved in development projects near the new light rail, as well as other transit-oriented areas. He was a co-author of the first General Plan adopted by the City of Phoenix.

**Richard N. Loope** heads a program built upon an innovative transdisciplinary approach from the schools of Design, Law, Business, and Construction at Arizona State University.

**Leo Mendez** practices architecture with his firm. His expertise and experience best lie within the design of high end retail and mixed-use projects. He has been involved in projects in at least eight different states throughout the U.S.

**Ben Patton** represents developers in the Phoenix and Las Vegas markets in the planning, zoning, and design of over 40 mid- and high-rise projects. He has been a planner with public sector agencies in Iowa, Colorado and Arizona.

**Tammy J. Perkins** has held a variety of positions with the City since 1982, including serving as a lobbyist at the State Legislature. She worked in the Neighborhood Services Department for 13 years, six of which were as the Director.

**Marlene A. Pontrelli** practices in the areas of government representation and family law. She is a former City Attorney for the City of Tempe and has experience with real estate development and acquisitions, condemnations and civil trials and appeals.

**Debra Stark** is currently the Phoenix Planning Director. Previously, she was the Community Development Director for the City of Peoria for over nine years. She also worked for Maricopa County Planning and Development for eight years.

**Nicholas J. Wood** chairs his firm's Zoning and Land Use Practice Group. He is a former Adjunct Professor at Marquette University Law School and is the author of numerous publications on zoning and land use issues.

**For sponsorship information, please contact CLE INTERNATIONAL Program Attorney Caroline R. Kert, caroline@cle.com.**

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**Cancellation**

Full tuition refunds (less a \$50 administrative charge) will be given only if notice of cancellation is received by 5:00 p.m. MST on the Monday prior to the Conference. Substitutions may be made at any time.

**Tuition**

- \$695 per person
- \$595 each for two or more
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- \$495 each for two or more government, 501(c)(3) organizations, full-time judges, law students and paralegals

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# Mixed-Use Development

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# Mixed-Use Development

Planning, Appraisal and Legal Issues

December 10-11, 2007 • Arizona Biltmore Resort & Spa • Phoenix

## Featuring Speakers From:

Arizona State University, College of Design  
Bowes and Company  
City of Phoenix  
De Rito Partners Development  
DFD CornoyerHedrick  
DMB Associates  
Everest Holdings  
Land Advisors Organization  
Phoenix Community Alliance  
RED Development  
SunCor Development Company  
... and the region's leading law firms!

## Featured Presentation: Issues Raised and Lessons Learned



### Representing Hayden Ferry Lakeside on Tempe Town Lake

Steven A. Betts, Esq.  
President and CEO  
SunCor Development Company  
Tempe

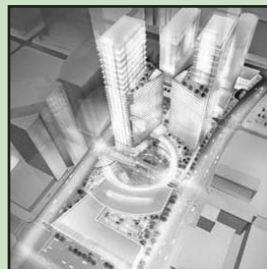


Image courtesy of Callison, LLC.

### Representing CityScape

Mike Ebert  
Managing Partner, Development  
RED Development  
Scottsdale



### Representing One Scottsdale

Karrin Kunasek Taylor, Esq.  
Vice President of Entitlements  
DMB Associates  
Scottsdale