



Urban Land Institute—Columbus

About Us

ULI Columbus is a District Council of the Urban Land Institute, a 501©(3) non-profit research and education organization supported by its members. Founded in 1936, ULI has nearly 30,000 members worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. A multidisciplinary real estate forum, ULI facilitates an open exchange of ideas, information, and experience among industry leaders and policy makers dedicated to creating better places.

ULI
1196 Hope Ave
Columbus, Ohio 43212
614.596.0983 www.uli.org

Mid-Ohio Regional Planning Commission

About Us

The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of Central Ohio governments and regional organizations which envisions and embraces innovative directions in transportation, energy, housing, land use, the environment and economic prosperity. Our membership is representative of the rural, urban and suburban communities that comprise 12 Counties in the Central Ohio Region. MORPC is committed to collaboration and developing bold new strategies that continue to make the region stand out both nationally and globally.

MORPC
111 Liberty Street Suite 100
Columbus, Ohio 43215
614.228.2663 www.morpc.org

ULI Columbus & MORPC Real Estate School: New Perspectives on Retail Real Estate Development Opportunities with Yaromir Steiner

Wednesday November 12, 2014
8:00 am Registration & Continental Breakfast
8:30 am—12:30 pm

At MORPC—Scioto Conference Room
111 Liberty Street Suite 100
Columbus, Ohio 43215
614.228.2663 www.morpc.org



“Great projects feel good; they convey authenticity and a positive energy that resonates well beyond that of their goods and services.”
—Yaromir Steiner,
Founder and CEO, Steiner + Associates

*Currently this course is only open to professionals in the public sector. Availability may open up for professionals in the private sector, please email columbus@uli.org to be added to the wait list."

MORPC

Public Members | \$40

Non Member Registrations Fees

Public Non Members | \$60

Continuing Education Credits available:

American Institute of Certified Planners (AICP) 4 Hours

American Institute of Architects (AIA) 4 Hours

REGISTER

<http://columbus.uli.org>

Thank you to our supporting sponsor...

THE CITY OF
COLUMBUS

MICHAEL B. COLEMAN, MAYOR

Course Schedule:

8:00 – 8:30 am | Registration and Continental Breakfast

8:30 – 10:30 am | New Perspectives on Retail Real Estate Development Opportunities

- Introduction to the apparent change of paradigm in the world of regional retail
- Three prima facie origins of retail transformation
 - Changing demographics
 - Changes in the role of the department stores
 - Emergence and integration of leisure time uses in shopping centers
- Understanding the fundamental driver of retail transformation – the ‘classification’ of the shopping environment –
- “Need” vs. “Want” based environments
- How to create sustainable “need” and/or “want” based retail environments
- How to create “need” based urban retail environments
- How to create “want” based urban retail environments
- The internet’s impact on “need” vs. “want” environments

10:45 – 11:00 am | Break

11:00am – 12:00pm | Case Studies

CocoWalk (*Miami, FL*)

Centro Ybor (*Tampa, FL*)

Newport on the Levee (*Newport, KY*)

Easton Town Center (*Columbus, OH*)

Liberty Center (*North Cincinnati, OH*)

12:00pm - 12:30pm | Q&A

A continental breakfast and lunch will be provided.