



The Urban Renaissance

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Rod Lawrence, JBG Smith
Randy Waites, Avison Young



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This session is being recorded.*



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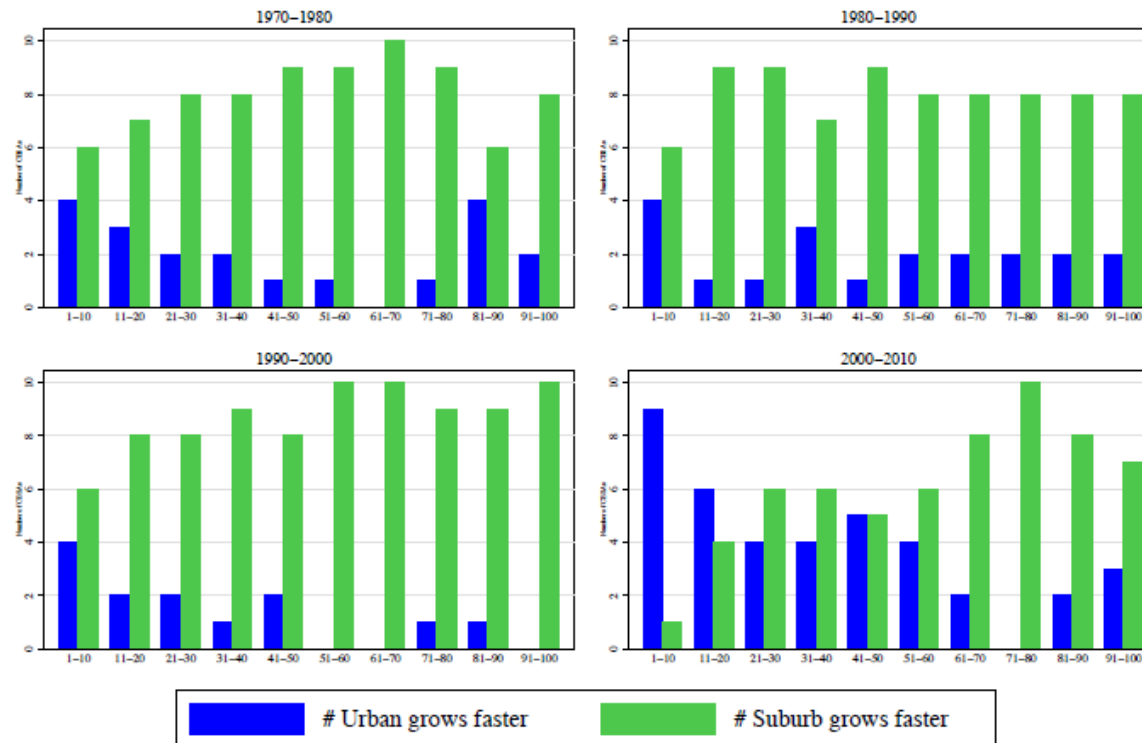
Randy Waites
Principal
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Learning Objectives

- Identify the genesis and driver behind this spike in urban appeal - economy/jobs, demographic/lifestyle, or technology.
- Explore how these changes have affected the design/construction of buildings and neighborhoods. For example, the growth of Amazon and online shopping is sending more packages to multifamily apartment buildings than ever before – examine how this has changed the design and operation of multifamily.
- Identify the challenges and opportunities presented by the urban renaissance, and determine what your company is doing to capitalize on this trend.
- Examine examples of successes and lessons learned from this trend.
- Discuss whether this trend will continue, change or evolve, and what speed bumps may lie ahead to slow it down, for example access to quality public education or traffic congestion.

Urban vs Suburban Growth – Top 100 Markets

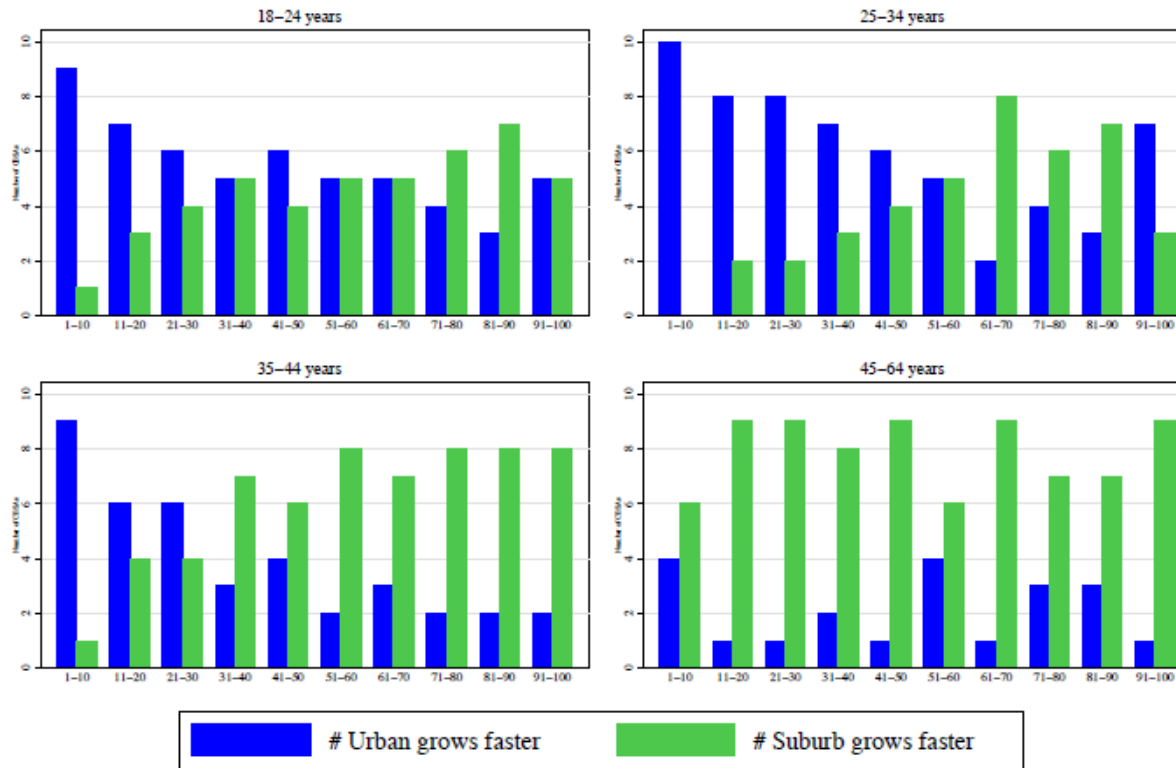
Downtown vs Suburban Growth, College Educated
by CBSA population rank (groups of 10)



Source: Couture and Handbury (2015)

Urban vs Suburban Growth – Top 100 Markets

Downtown vs Suburban Growth, College Educated, 2000–2010
by CBSA population rank (groups of 10)



Source: Couture and Handbury (2015)

Amazon HQ2 RFP

Amazon HQ2 Requirements/Preference:

- 1) Metro with greater than 1mm population
- 2) Stable, business friendly environment
- 3) Ability to attract and retain talent
- 4) Large labor force
- 5) Governmental incentives
- 6) Logistics: access to highways, public transit, intl airport
- 7) Cultural Community Fit – diverse population
- 8) Community/Quality of Life - education, entertainment, recreation

HQ2 selected city will be an Urban Renaissance location.

