



MEET THE DEVELOPERS



Mark Cartella
SVP Development
& Construction
Alterra Property Group, LLC



Craig Grossman
General Partner
Arts + Crafts Holdings



Kate McNamara
Senior Vice President
PIDC Navy Yard



Ian Smith
Principal
Ian Smith Design
Group

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Moderator

Paul Steinke
Executive Director
The Preservation Alliance
for Greater Philadelphia



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#MeetTheDevelopers



Tuesday, October 17, 2023
City Winery Philadelphia
990 Filbert Street, Philadelphia, PA 19107



Mark Cartella

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Craig Grossman

General Partner
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Mark oversees the execution phase of Alterra's real estate development and capital improvement projects including all facets of the project delivery process with a focus on design and construction.

Prior to joining Alterra, Mark worked several years in the Philadelphia Business Unit of Turner Construction Company, the largest construction management company in the world by volume, gaining unparalleled construction management expertise. After Turner, Mark worked 7 years at one of Philadelphia's preeminent professional project management/real estate services company, Aegis Property Group. Over the course of his career, Mark has successfully managed the design and construction of various building product types ranging from highly sophisticated healthcare facilities, historic preservation/adaptive reuse buildings, higher ed/K-12 institutions, office space, and multi-family/mixed used developments with an aggregate volume valued in the billions.

Mark is a graduate of Drexel University and holds a BS in Architectural Engineering, Mechanical Concentration, as well as a dual minor in Mechanical Engineering and Construction Management. He also holds a LEED AP designation under the USGBC.

Mark was born and raised in the Philadelphia area and currently resides in South Jersey with his wife and three children.

Craig has over twenty years of experience in transformational "creative class" place-making and neighborhood revitalization. Craig spearheads the leadership, operations, management and development of mixed use / commercial real estate assets and ignites the creation of innovative communities with a focus on the entrepreneur, meticulously curating local and independently owned businesses. His expertise is in differentiating assets and neighborhoods through innovative marketing, targeted leasing efforts, hands on management and specialized development of his properties. Craig focuses at Arts + Crafts Holdings in leading its long-term strategic vision, community development and leasing and operational initiatives.

Craig was the driving force behind the successful development of Midtown Village in Center City Philadelphia, which originally comprised of 24 properties and just over 400,000 square feet of commercial, residential and mixed-use space. Upon taking title to the properties, Craig managed the master planning, architectural and design process, and rehabilitation and construction initiatives. Focusing on luring Philadelphia-based entrepreneurs, start-ups, unique boutiques and food and beverage operators to the properties, Craig led the transformation of a two block blighted area of Center City Philadelphia on and around South 13th Street, once a "red light district," into one of the most exciting and popular live/work destinations in Philadelphia.

Craig graduated from Brandeis University with a Bachelor of Arts in Philosophy in 1990 and received his Masters in Business Administration from Baruch College in 1998. Craig lives with his family in Center City Philadelphia.



Kate McNamara

Senior Vice President
PIDC Navy Yard

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Kate McNamara is PIDC's Senior Vice President for the Navy Yard, a 1,200 acre mixed-use campus in South Philadelphia featuring 150 companies and over 15,000 employees. She is responsible for campus planning and development, site and utility grid operations, and capital projects, overseeing a \$35M annual operating budget and over \$50M in infrastructure projects.

In 2020, Ms. McNamara led a nationwide competitive process that resulted in a \$2.6B master development partnership with Ensemble Real Estate Investments and Mosaic Development Partners, including market-leading commitments for equity ownership and contracting by MBE, WBE, DBE, and veteran-owned companies. Building on that agreement, she oversaw development of the 2022 Navy Yard Plan Update, an inclusive plan for equitable, sustainable, and accessible economic growth featuring \$6B of investment and 8.9M SF of new development.

Ms. McNamara joined PIDC in 2011 to lead the *Lower Schuylkill Master Plan*, a \$411M initiative to reposition 3,700 acres of riverfront industrial land. Prior to joining PIDC, Ms. McNamara served as Special Assistant to PA Governor Ed Rendell, managing the Commonwealth's \$450M port expansion initiative and strategic planning for the \$786M expansion of the PA Convention Center.



Ian Smith

Principal
Ian Smith Design Group

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Ian Smith, Principal, Ian Smith Design Group (IS-DG) Ian Smith is the founding principal of IS-DG, an award-winning design architecture firm in Philadelphia, PA. Ian's combined accomplishments include architect, author, and educator. Ian continues to serve the civic discourse through teaching occasionally at local universities in addition to his current appointments on the Philadelphia Preservation Alliance Board, PhilaNOMA, and the Edmund Bacon Urban Design committee. Ian seeks to identify and interlace the invisible emotional narratives within which the built environment is perceived.

One of the core values of the Firm, Ian firmly believes that, "Much of who we are as people comes from the stories we have been told as well as the ones that we are a part of. We work to identify the intertwined emotional narratives upon which we depend. This allows us to have a sensitivity to the many challenges that may influence the outcome of the project. Not only did we find that this came easily when pursuing memorial, dedication, and legacy projects, but also became relevant to single family homes and utility additions."

Ian continues to serve the civic discourse through teaching occasionally at local universities in addition to his current appointments on the PhilaNOMA, Philadelphia Preservation Alliance Board, Inglis House, and Carpenters Company. IS-DG celebrated 15 years in business July 2023.



Paul Steinke

Executive Director
**The Preservation Alliance for
Greater Philadelphia**

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Moderator

Paul Steinke serves as executive director of the Preservation Alliance for Greater Philadelphia, a membership-based organization whose mission is to promote the appreciation, adaptive re-use and development of the Philadelphia region's historic buildings, communities and landscapes. He started in this role in June 2016 after serving on the organization's board of directors for many years.

Paul ran for Philadelphia City Council in the May 2015 Democratic primary. Although he was not elected, Paul received endorsements from the Philadelphia Inquirer, Daily News, Philadelphia Tribune and former Pennsylvania governor Edward G. Rendell, and was recommended by the Greater Philadelphia Chamber of Commerce.

Prior to his run for public office, Paul served as general manager of the Reading Terminal Market for 13 years, where he oversaw numerous improvements in the facility and tenant mix. In 2014, the market was recognized by the American Planning Association as one of the Great Places in America.

Earlier in his career, Paul served for four years as the founding Executive Director of University City District, a neighborhood improvement organization that has been central to the revitalization of West Philadelphia. Before that, Paul was a founding staff member of the Center City District, Philadelphia's downtown improvement agency, where he spent seven years as its Finance Director.

A lifelong Philadelphian, Paul holds a Bachelor's Degree in Business Administration and Economics from Pennsylvania State University, and pursued an MBA at Drexel University. Paul serves as board treasurer of The Fund for the Water Works and is a member of the Implementation Committee of the Global Philadelphia Association. He lives in University City with his husband and partner of 25 years, David Ade, an architect with a practice based in Center City.

Upcoming Events

Happy Hour Breakfast

Wednesday, November 1, 2023

9:00 AM to 10:00 AM

Zarwin Baum

\$20 for Members, \$35 for Guests.

45th Annual Reception

Membership Meeting and Board Election

Monday, November 13, 2023

5:00 PM to 7:00 PM

Volvér at the Kimmel Center

\$45 for Members, \$65 for Guests

Lunch with the City's Leaders

Leslie Richards

CEO and General Manager, SEPTA

Thursday, November 7, 2023

11:45 AM to 1:30 PM

Museum of the American Revolution

\$55 for Members, \$75 for Guests

Lunch with the City's Leaders

Daniel J. Hilferty

Chairman & CEO, Comcast Spectacor

Thursday, November 16, 2023

11:45 AM to 1:30 PM

W PHILADELPHIA HOTEL

\$55 for Members, \$75 for Guests

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Domus is a Philadelphia-area general contractor established in 1976 on the foundation of impeccable business ethics and a willingness to solve problems for customers. That

foundation has helped us grow to a firm with expertise in multi-unit residential, hospitality, historic, retail/commercial and academic construction projects with over \$175 million dollars of work in progress. Domus consistently delivers jobs on time and on budget by engaging the owner and architect early in the process. By working diligently to understand the customer's needs and learning the challenges presented by each project, we become an invaluable team partner. Contact Scott Zuckerman at szuckerman@domusinc.net, or 215-849-4444 ext. 42.



Founded in 1917, the Electrical Association of Philadelphia is a non-profit trade association with a long history of serving the Greater Philadelphia electrical, lighting, and HVAC markets. Comprised of all segments within the industry, the EAP provides member companies with a variety of services, programs, and professional development opportunities

to ensure safety and compliance in the field. Learn more at www.eap.org.



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PRESERVATION ALLIANCE

for greater philadelphia

Preservation Alliance for Greater Philadelphia actively promotes the appreciation, protection, appropriate use, and development of the Philadelphia region's historic buildings, communities, and landscapes. As a membership-based, not-for-profit advocacy organization that shines a

spotlight on the historic places that make the Philadelphia region special, the Alliance gives a voice and a toolbox to those who care deeply about protecting them for the future. Visit www.preservationalliance.com

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Upcoming Events: CenterCityBusiness.Org



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