

MARTHA FRISH OKABE

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I am passionate about teaching undergraduates, graduate students and community members how to analyze, understand and execute the tasks necessary to revitalize urban communities. My background in commercial real estate development informs my teaching on sophisticated multi-sector approaches to the city. My current research and writing focuses on the social and economic implications of the built environment. The public sector, the private sector and nonprofit organizations all have a vital role to play in enhancing life in residential and commercial communities, and I speak the languages of all three.

EXPERIENCE: HIGHER EDUCATION

UNIVERSITY OF CHICAGO WORKING GROUP ON “SCENES” *2016-present*

Subject-matter expert in large-scale research project on the ways cultural amenities contribute to the vitality and economic development of cities. As lead author, wrote a contribution to the Spring 2018 *Oxford Handbook of Public Heritage Theory and Method*. Session chair at 2017 Midwest Political Science Association conference
<http://bit.ly/2rbCRzl>

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO, CHICAGO, IL *2000-present*

Instructor in Historic Preservation: “Understanding Real Estate Development.” *Spring 2000; Fall 2001; Spring 2003; Fall 2004; Fall 2006; Fall 2009; Fall 2010; Fall 2014*: M.S. program in Historic Preservation. Curriculum includes feasibility and financial analysis of residential and commercial property. Other responsibilities include advising student theses and serving on admissions committee.

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO, CHICAGO, IL

Instructor in Continuing Studies, “Introduction to Historic Preservation in Chicago.” *Spring 2009*

DEPAUL UNIVERSITY, Chicago, IL

Instructor in Public Policy Studies: “Daniel Burnham and Chicago Architecture,” *fall 2008, fall 2009*; “Introduction to Historic Preservation in Chicago”, *Fall 2005*.

Associate Director, The Real Estate Center At DePaul University. Conference Organizer for “Large Format and Big Box Retail: The Chicago Story,” (Dec. 2004) *2004-2005*

PROFESSIONAL EXPERIENCE

MEMBER, ADVISORY BOARD, CENTER FOR THE LIVING CITY *2018- present*

Expanding this global organization’s programs promoting civic engagement and creative responses for the advancement of social, economic and environmental justice to Chicago and the Midwest.

PRESIDENT, FRIENDS OF DOWNTOWN/CITY ORGANIZER, Jane's Walk CHICAGO 2012-2017

As a board member of the Chicago nonprofit Friends of Downtown (FoD) in 2012, I proposed that FoD organize the city's inaugural participation in the Jane's Walk global event, and secured funding to promote the program. These events are intended to have an educational, social and cultural impact on Chicago residents in teaching about community, and instill pride in the city's rich neighborhood traditions. In 2014 and 2015, the Walks each experienced an attendance increase of 40% over the previous year. In 2016, we achieved 83,025 digital advertising impressions ("eyeballs") for an increase of 178% over the 29,802 impressions achieved in 2015.

MARTHA FRISH, Chicago, IL

2001- present (concurrent)

Consultant. Urban redevelopment and revitalization studies including residential, retail, office, and cultural uses. Strategic advisory services for public and private sector clients. Recent clients include a consortium of eleven major Chicago cultural institutions collaborating on a memorial to Daniel Burnham.

THE NATIONAL TRUST FOR HISTORIC PRESERVATION Chicago, IL

2000-2001

Senior Program Officer, Midwest Office. Responsibilities included advocacy, grant oversight, and serving as Midwest representative for the Trust's Community Partners subsidiary. Community outreach responsibilities included speeches on preservation-related topics and conducting strategic planning programs with local and statewide nonprofit historic preservation organizations

DLK ARCHITECTURE, INC., Chicago, IL

1997-1998

Director, Planning and Preservation Services. Project, client and staff management; marketed planning and preservation consulting services to clients. Clients included the Town of Fort Sheridan and the Field Museum for an outdoor exhibit on the history of Chicago's skyline.

DEPARTMENT OF PLANNING AND DEVELOPMENT, CITY OF CHICAGO, IL

1996-1997

Assistant Commissioner for Strategic Planning. Led long-range planning and research with a ten-person team, producing reports on current demographic and economic development conditions in the city of Chicago.

FRISH & COMPANY, INC., New York City. Consultancy.

1990-1996

Sole-practitioner certified Women's Business Enterprise (WBE) economic development and historic preservation consulting firm. Clients included:

- **Old Bridge Township Economic Development Corporation.** Under contract to act as Director of Economic Development for 42-square mile New Jersey township. Responsible for marketing location to prospective employers. Proposed and implemented development policy, establish operating procedures, plan and conduct public relations. Worked with local and state agencies to implement strategies.
- **Edwin Schlossberg Incorporated.** Conducted a market study and scenario projections for the proposed expansion of the Museum of the Hudson Highlands, an environmental science center in the Hudson Valley.
- **The New 42nd Street, Inc.** Conducted a market study for 12 entertainment-related uses to be incorporated in the 42nd Street Development Project. Scenario projections were prepared for each use including detailed estimates of operating revenues, expenses and rents.
- **City of Yonkers.** Evaluated the conversion of an historic building for use by visual and performing artists, as well as for galleries, classrooms and arts-related retail space, to serve as

- a catalyst for downtown revitalization. Work included preparing business plans, incorporating conceptual plans and project cost estimates to create financing scenarios and projections of expenses and revenues.
- **Brooklyn Economic Development Corporation.** Served as a consultant on landmarks and zoning issues relating to the revitalization of F.W.I.L. Lundy's Restaurant in Brooklyn.
 - **Port Authority of New York and New Jersey.** Examined the urban context surrounding the Port Authority Bus Terminal for a study assessing the feasibility of redeveloping the Terminal's retail program.

EHRENKRANTZ, ECKSTUT & WHITELAW, New York City. *Architects.* 1989-1990

Project Manager. Client management; staff supervision; budgeting; report preparation and writing; and public presentations for urban design and historic preservation projects in the U.S. and England. Wrote urban design guidelines for Hoboken, New Jersey and two projects in London. These included Poplar Dock, an expansion site owned by Olympia & York east of Canary Wharf. Established and administered London office comprising two partners and seven staff architects.

JCP REALTY, INC., New York City. *Retailer.* 1987-1989

Real Estate Development Research Project Manager. Market and financial analysis for J.C. Penney's commercial and residential investments throughout the U.S. Position consolidated as part of corporate relocation to Plano, Texas.

NYC PUBLIC DEVELOPMENT CORPORATION, New York City. *Municipal Agency.* 1986-1987

Development Manager. Inter-departmental coordination and marketing of large publicly-sponsored commercial developments and historic preservation projects. Coordinated architects, lawyers and consultants; negotiated with developers; advanced projects through the public approvals process.

HALCYON, LTD., Hartford, CT. *Consultancy.* 1985-1986

Senior Associate. Performed market analysis, prepared financial projections and developed project concepts for mixed-use developments emphasizing retail uses. Engagements included the 42nd Street Development Project and other sites in New York City and Texas. Evaluated Urban Development Action Grant applications using financial and market analysis techniques, for the U.S. Department of Housing and Urban Development.

LAVENTHOL AND HORWATH, New York City. *Accounting & Consulting Firm.* 1983-1985

Consultant. Conducted leisure-time industry market studies including demographic analyses and financial projections. Recommendations used in development planning process for hotels in New York, New Jersey, and Connecticut.

PHIPPS HOUSES, New York City. *Non-profit affordable housing developer.* 1981-1983

Financial Analyst. Construction cost, lease-up and capital improvement budget analyses for new and rehabilitated housing, including buildings controlled by Bellevue Hospital. Other projects included preparation of pro formas and presentation materials for 12 sites in response to the Request for Proposals for Battery Park City.

PUBLIC SPEAKING

- “What Do We Experience in the Built Environment?”** College Art Association Annual Conference panel, “Women in a World Designed by Men,” Chicago, IL *February 2020*
- “What Do We Experience in the Built Environment?”** Annual Meeting, Chicago Chapter, Society of Architectural Historians, Chicago, IL *December 2019*
- “French Cultural Influences in the Physical Development of Chicago,”** at DePaul University, Discover Chicago: France and the Francophone World in Chicago, Chicago, IL *September 2015*
- “Helping a Place and Its Residents: Historic Preservation and Community Development,”** Planning Matters Conference, University of Illinois, Urbana-Champaign, IL *March 2002*
- “Preservation Planning and Effective Non-Profits,”** Preservation Resource Center of Northeastern Ohio Conference, Hudson, OH *May 2001*
- “How to Save Our Historic Schools,”** Downtown Ohio, Inc. Preservation and Revitalization Conference, Columbus, OH *May 2001*
- “Trapping the White Elephant: Feasibility Issues in Reusing Mammoth Outmoded Buildings,”** Landmarks Preservation Council of IL Statewide Conference, Lake Forest, IL *September 2000,*
- “Wall Street Comes to Main Street,”** Cornelius O’Brien Conference on Historic Preservation, French Lick, IN *13 October 2000*

SELECTED PUBLICATIONS

- Martha Frish Okabe, Daniel Silver and Terry Nichols Clark,** “Heritage as an Element of the Scenescape” in *Oxford Handbook of Public Heritage Theory and Method,* *Spring 2018.*
- Martha Frish,** “Remember Preservation Tax Credits?,” *Planning* magazine, *February 2012*
- Martha Frish,** Letter to the Editor, New York Times, June 18, 2011
(<http://preview.tinyurl.com/7mmqsur>)
- Martha Frish,** “Bold Plans, Bigger Dreams,” in Planetizen.com, 12 November 2009 Martha Frish and Rebecca Severson, “Rethinking Historic Preservation,” Planetizen.com, 24 March 2003 (<http://www.planetizen.com/node/82>) Publications
- Martha Frish and Rebecca Severson,** “Rethinking Historic Preservation,” Planetizen.com, 24 March 2003 (<http://www.planetizen.com/node/82>)

EDUCATION

- ROBERT F. WAGNER SCHOOL OF PUBLIC SERVICE, NEW YORK UNIVERSITY,** M.S. in Management of Nonprofit Organizations, New York, NY.
- CORNELL UNIVERSITY,** M.A. in Historic Preservation Planning, Ithaca, NY.
- UNIVERSITÉ DE POITIERS (FRANCE),** postgraduate work on a Vassar College Fellowship for the Study of History in France.
- VASSAR COLLEGE,** B. A., in Medieval Studies, Poughkeepsie, NY.