

"Make a Deal, Make a Difference" at ULI Atlanta's Urban Marketplace

by Amanda Winters, Flammer Relations, Inc.

Where can a real estate developer or investor, nonprofit community leader or government official meet other professionals to explore strategies and best practices for investing and developing in Atlanta's lower income and distressed emerging neighborhoods? ULI Atlanta's Urban Marketplace 2008, this conference is designed to create profitable mixed-income workforce housing ventures. The conference will include a keynote presentation by Ron Terwilliger, Chairman and CEO of Trammel Crow Residential, the largest developer of multi-family housing in the United States, as well as panel discussions, pitch sessions, exhibits, and roundtable discussions. Urban Marketplace 2008 will be held at the Georgia World Congress Center from 7:30 am to 1:00 pm on Thursday, January 31, 2008.

"The conference will focus on creating dialogs between a wide variety of industry experts that will ultimately benefit Atlanta's

Roundtable Discussions will put attendees face-to-face with industry experts. Topics will include:

- Tax Allocation Districts and the Beltline Project
- Economics of green building
- Brownfield development
- Rehabilitation and adaptive re-use
- How to finance a workforce project
- "Hot" emerging markets
- Public financing sources
- Density bonuses and incentives
- Transit-orient development
- How to develop in a tough market
- Entering the workforce housing market

underserved populations," says Jeff DuFresne, Executive Director of ULI Atlanta. "We are offering a forum in which deals can be born and first steps can be taken."



Ron Terwilliger

Panel discussions will be held on the economic outlook for the Atlanta housing market in 2008 and how to successfully combine retail, residential, and workforce components in mixed-use projects. According to Urban Marketplace Chair, Scott Boze, "We have assembled a solid panel of experts for this program, including Chris Cassidy of Branch Properties, Egbert Perry of Integral Properties, George Rohrig of the Cartel Group, and Ron Stang of Stevens & Wilkinson and Stang & Newdow." Doug Blackmon of the *Wall Street Journal* will moderate the panel discussion.

During the technical assistance part of the program, ULI members will serve as a resource panel to cities and towns that want to promote workforce housing investment opportunities to developers. Public sector professionals who present to the panel will get practical advice about working with private sector investors and developers.

Professionals from a wide variety of real estate related industries, including community and affordable / workforce

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Thursday,
January 31, 2008
7:30 am to 1:00 pm
GEORGIA WORLD
CONGRESS CENTER

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development, lending, equity capital, legal, brokerage, urban planning, architecture, community outreach, and public / governmental affairs, will benefit from participating in the conference. In addition, communities, local governments, and development service providers will market their development plans, incentives, and products as exhibitors.

Sponsorship opportunities for this event are available. Benefits of sponsorship include premier logo placement in advertisements and marketing materials, exhibit space at the event, the opportunity to host a roundtable discussion, and complimentary registrations, as well as recognition in the ULI Atlanta newsletter and on the ULI Atlanta website. Exhibitor space in the Marketplace is also available.

For more information about sponsoring, exhibiting, or attending this event, please call ULI Atlanta at 770.951.8500 or visit <http://atlanta.uli.org>.

Regional Mayors Discuss Atlanta's Role in Shaping Regional Growth

by Amanda Rhein, Atlanta Development Authority

As the fastest growing metropolitan area in the country, metropolitan Atlanta faces many challenges. On November 27th Shirley Franklin, Mayor of Atlanta, Bill Floyd, Mayor of Decatur, and Joseph Macon, Mayor of East Point gathered to discuss regionalism, Atlanta's role in the Piedmont Atlantic MegaRegion, and the issues we face as a result of our rapid population growth. Over 100 people attended the sold-out event held on the 50th floor of One Ninety One Peachtree Tower. Otis White with Civic Strategies, Inc. hosted this intimate session.

The discussion centered on how different municipalities around metro Atlanta are dealing with water shortages, traffic congestion, infrastructure, education, and an unsupportive state government. In 1970, the Atlanta metropolitan area was defined by the U.S. Census Bureau as five counties and included 1.4 million people, of which the city of Atlanta comprised 35 percent. Presently, metropolitan Atlanta encompasses 28 counties and 5.1 million people, of which the city of Atlanta comprises about nine percent. The role of the city of Atlanta is greater than its population would suggest. Mayor Franklin believes that the role of the city of Atlanta is to serve as the band for the metro area. Mayor Floyd agreed, adding, "Decatur is very dependent on the success of the city of Atlanta."

Mayor Macon emphasized that the city of East Point is greatly underserved, that it "needs to emerge from the shadow of mediocrity" by having its development opportunities exposed. Development patterns of the past have no place in East Point; moving forward, urban, dense development will be key in creating a sustainable, vibrant city. He encouraged developers to drop their preconceptions and explore opportunities in underserved areas. Mayor Franklin agreed that there are many development opportunities south of Interstate 20 that are being overlooked by the development community.



Mayor Shirley Franklin enjoys sidebar debate with ULI member Steve Nygren of Serenbe Properties.

A resounding theme of the discussion was the lack of leadership at the state level. Mayor Floyd contended that the important issues of transportation, water resources, and education are not being adequately addressed, primarily because the majority of cities in the metropolitan area are not involved in the decision making process. He also warned that Senator / Representative Glenn Richardson's tax proposal would further reduce local government control by providing the state with the power to allocate the majority of tax dollars. Mayor Franklin agreed, but also took issue with the motives of politicians, stating that, "Until the people at the table are no longer worried about being re-elected, no one will be able to make a difficult decision."

Mayor Franklin challenged the group to imagine Atlanta in 50 years, and consider what policies need to be in place to make Atlanta a great city.

This exclusive session provided an opportunity for ULI members to interact with the Mayors and learn about the many challenges they face at the local and state levels.

ULI Atlanta Presented Top Award For Programs

by Jeff DuFresne, ULI Atlanta



Jeff DuFresne

ULI Atlanta, a district council of the Urban Land Institute (ULI), recently received recognition for its distinguished program content and matchless program attendance throughout the past year. This recognition, the highest that can be bestowed upon a ULI District Council for programming, was presented at the

Fall Meeting in Las Vegas. One of the core efforts of ULI Atlanta is engaging the community through quality, regular programming, and signature events. By engaging interested parties and community leaders in the process of resolving complex land use, development and redevelopment issues, ULI members are able to make a difference in their hometowns.

In the last year, ULI Atlanta achieved the highest program attendance in a single year among any of ULI's 66 District Councils worldwide; attracting 4,577 attendees to its programs.

This honor is very exciting. ULI Atlanta has an excellent group of program committee volunteers and staff that work year-round at developing and implementing successful programs that are of value to our members. Special thanks to present and past committee chairs Ken Grimes, Madison Williams,

Steve Tedder as well as the rest of that group for all of their very hard work.

ULI Atlanta brings together real estate experts, land use professionals, and other stakeholders to support community building by addressing land use issues, identifying challenges for better land use and development, highlighting best practices from across the country, and developing new solutions to improve land use patterns.

As a district council of the Urban Land Institute, ULI Atlanta advances responsible land use policy and real estate development practice throughout greater Atlanta. The nonprofit group is supported by its members. We examine land use issues, impartially report their findings, and convene forums to find solutions to complex land use problems. For more information on ULI Atlanta, call 770.951.8500 or visit <http://atlanta.uli.org>.



ULI Atlanta Explores the Impact of Pro Sports on Real Estate

Professional sporting events are a popular past time among Americans, but are the stadiums and arenas as inviting without the appeal of a home game? ULI Atlanta, a district council of the Urban Land Institute (ULI), recently hosted a panel discussion, "The Economic Impact of Pro-Sports on Real Estate and How to Leverage Development Around Sports Venues," to address this very topic. The major focus of this event was Turner Field and whether the surrounding area, which is currently a myriad of parking lots, could be transformed into a vibrant and buzzing shopping, dining, and business district. Bill Hartman of WSB-TV moderated the panel of experts, which included Bill Campbell of Barry Real Estate, Dennis Wellner of HOK, and Wyman Winston of the Atlanta Development Authority.

Wyman Winston, Deputy Director of Tax Allocation Districts of the Atlanta Development Authority, was one of four panel speakers at this ULI Atlanta event. As a result of the panel discussion, he now has a much better understanding of the similarities and differences of what other cities, such as San Diego and Chicago, have done as compared to the situation in Atlanta with Turner Field. With these other cities as examples, Winston is optimistic for the future of Turner Field.

"Ideally, what we will be able to accomplish is wrapping an Atlantic Station around Turner Field," explained Winston. "The tools are coming together, but the hard part will be getting all of the different personalities together to understand and agree on a common goal – there will have to be a true meeting of the minds. However, if we can accomplish this extraordinary task, we will be able to maintain a certain amount of human liveliness and energy at Turner Field throughout the entire year and not just on the 80 days that the Braves play."



Panel moderator, Bill Hartman, of WSB-TV takes a question from the audience.

Of those that attended the event, Ellen Mendelsohn was especially impressed by the amount of interaction between the panelists and the audience. The panelists were eager to hear the opinions of those in the audience and encouraged questions.

"I attend all of the ULI Atlanta events, and this one was my favorite," said Mendelsohn. "This was a unique crowd for a ULI event and I was especially interested to hear everyone's opinion. I am very optimistic about what could happen around Turner Field as it sounds like these projects have been extremely successful in other cities."

While this process will be slow to start, the optimism of those that attended the event is promising. Ideally, the acres of black asphalt will be transformed into a thriving business and recreational district with underground parking that will serve both Turner Field and the new development. Only the coming months will be able to tell if these visionary ideas will be turned into a reality.

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Steve Lebovitz of McKenna Long & Aldridge grills the panel.



Inman Park: Where Historic Charm and Development Join Hands

by Ellen Mendelsohn, Central Atlanta Progress

The Young Leaders Group organized its October event at Inman Park's historic Trolley Barn to discuss the renaissance of the Inman Park neighborhood. This area is rich in history: it was Atlanta's first suburb connected to Downtown by a trolley. In the 1960s, after a time when homeowners left the neighborhood somewhat abandoned, reinvestment began house by house. Today, new living options, new businesses, and new developments are springing up.

The event focused on the larger-scale infill development that has added density and a mix of uses to Inman Park. Close to 250 people attended the event, which featured a panel discussing how the significant development projects have been carefully planned to integrate with the existing historic community.

The panel was moderated by Kwanza Hall, Atlanta City Council member for District 2, of which Inman Park is a part. The panelists included four ULI members, who each played a distinct role in the community. Mark Randall, Southeast Regional Partner for Wood Partners, led the master development team for Inman Park Village on the former Mead Paper plant site. Across Highland Avenue are two residential projects developed by panelist Aaron Goldman, Principal of Perennial Properties. Shaun Doty is the chef and owner of Shaun's, an Inman Park restaurant that was just named one of 2007's best new restaurants by *Esquire Magazine*. The fourth panelist, Pat Westrick, was

the Neighborhood Committee Chair whose input became an integral part of the planning for Inman Park Village.

The panel discussion began with a conversation regarding the existing conditions that spurred the redevelopment of the Inman Park neighborhood. First, the closing of the Mead Paper plant provided a sizeable site that could be turned into a live-work-play community with critical mass. Simultaneous to this site becoming available was the ever-growing interest in intown living, as well as favorable market conditions and strong leadership from the city. The panelists then emphasized the importance of collaboration, as the Inman Park community has truly embraced new developments and new businesses because they had such a strong voice in the planning process. The long-time residents of the neighborhood wanted to ensure that new construction incorporated quality design and architecture to fit in with the historic assets that have made the neighborhood attractive since the renaissance began.

The panelists all agreed that Inman Park is a prime example of a community that embraces diversity, which has led to its success in attracting residents, businesses, and diners in droves. The mix of housing types and prices has created a synergy and excitement that is hard to find in many neighborhoods. The redevelopment that has occurred over the last couple of years in Inman Park proves that the old and the new can fit together when all stakeholders work hand-in-hand to reach a common goal.

ULI Moderator:

• *Kwanza Hall, Atlanta City Council*

ULI Member Panelists:

• *Mark Randall, Southeast Regional Partner-Wood Partners*

• *Shaun Doty, Shaun's Restaurant Owner*

• *Aaron Goldman, Principal of Perennial Properties*

• *Pat Westrick, Neighborhood Committee Chair*

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