

## ULI Awards Community Action Grant to Emory University to Promote Walkable Campus Communities Worldwide

By Jeff DuFresne, Urban Land Institute



The Urban Land Institute (ULI) has awarded Emory University a Community Action Grant (CAG) in amount of \$18,000 to create a walkable community model for major universities. This grant was chosen from 27 applications from 25 District Councils, and was announced at the ULI 2009 Fall Meeting in San Francisco.

Emory University has a long-standing commitment to sustainability. The university has the highest concentration of LEED-certified building space on a university campus. In keeping with its effort to improve air quality, traffic congestion, and the health of its community, Emory now seeks to serve as a model for creating a truly walkable campus community.

For this grant, ULI members will conduct a half-day forum on the design of walkable communities; perform a Technical Assistance Panel (TAP) on the health benefits of walkable campuses; help design an interactive walking map of the university campus and neighborhood; and conduct an electronic survey of the university's 25,000 students, faculty, and staff. The desired outcome for this grant is to create a blueprint for other universities striving for more walkable campus communities. Emory University hopes to see a significant increase (at least 5 – 10 percent) in walking, biking, or wheelchair riding by students and community members around the Emory campus by the end of this campaign. Increased pedestrian travel will result in fewer cars and greater strides in the reduction of greenhouse gas emissions, an effort that is already under way at Emory through sustainability initiatives like their alternatively-fueled shuttle fleet – the largest private fleet in metro-Atlanta, which is run in part on biofuel from the used cooking oil from our campus cafeterias and hospital.

The campaign will also build on steps the University has taken to promote walkable design, such as the re-design of the heart of our campus to be a pedestrian-only campus core without parking and vehicular access. In addition to environmental benefits, this campaign will also positively impact the physical and mental health of both visitors and members of the Emory community through the benefits of physical exercise and better air quality. Together, these changes in local attitudes and behaviors toward walking, land use, and transportation will bring about our primary goal in this campaign: Emory's development into a model walkable community.

Funding for this grant will be matched with contributions from Emory University, as well as in-kind support from the U.S. Centers for Disease Control and Prevention (CDC).

If you are interested in participating in this 180-day grant project, please contact **Jeff DuFresne** at [jdufresne@uli.org](mailto:jdufresne@uli.org) or 770.951.8500.



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# Emerging Trends Recap

By Dan Sherman, ULI Member

Over 220 people battled the fierce rain and flooding on Tuesday, November 10 to attend this year's ULI Atlanta 2010 Emerging Trends Conference, featuring ULI fellow **Stephen Blank**, and special guest Federal Reserve of Atlanta, CEO and President, **Dennis Lockhart**. This year's Atlanta panelist included **Phil Beaudette** of SunTrust Bank, **Randy Evans** of Eastdil Secured, **Larry Gellerstedt** of Cousins Properties, and **Greg Logan** of RCLCO. The panel was moderated by Atlanta Business Chronicle's, **Ed Baker**.

The overall takeaways from this year's Atlanta Conference were much aligned with the consensus of the speakers at the ULI National Emerging Trends Conference held the week prior in San Francisco; the economy has probably seen the worse of the decline in the residential sectors, but the commercial sectors will not bottom until late in 2010. Credit remains frozen across all industry sectors, and will likely not thaw until the jobless rate significantly improves. The key indicators suggests that the economy is poised for something akin to a "U" shaped recover, with gradual improvement over the next four years as employment regains strength. Epstein Becker & Green partner and ULI board member, **Dan Sherman**, chaired this year's Atlanta Conference. "While forecasts remain dim for a good portion of the development business, those in the industry can find glimmers of hope

in the healthcare, education, and government sectors, each of which is expected to command demand over the next 24 months. The obvious key is to retool traditional thinking, and focus on those areas that are poised for growth," Sherman said.

Copies of *Emerging Trends 2010* are still available in the ULI Atlanta Book Store. Contact **Tamia Sammons** at [tamia.sammons@uli.org](mailto:tamia.sammons@uli.org) or 770.951.8500 to get your copy today!



# Second Annual ULI Golf Tournament

By Reide Onley, ULI Member



For those who missed the Second Annual ULI Golf Tournament at The River Club in Suwanee, GA, you missed one of the best days of a soggy Fall Season. For

the second year in a row we had a full field of over 100 participants and successfully raised funds for the Urban Plan. Also for the second straight year, **Epstein, Becker & Green** was our Host Sponsor. The group enjoyed not only a beautiful day but were offered an amazing opportunity to network and reconnect while being well fed by our Breakfast Sponsor, **Pellicano Construction**, our Lunch Sponsor, **Yates Construction**, and well hydrated by our On Course Beverage Cart Sponsor, **GeoHydro Engineering**. The night was capped off by an outdoor Awards Reception, barbeque, and the wonderful music of the **Joe Gransden Trio** sponsored by The River Club. A special thank you also goes out to **Fortis Engineering and Construction** for providing every participant with this year's Welcome Gift, an overnight travel bag. We would also like to thank our other repeat sponsors; **Turner Construction**, **Jordan Jones & Goulding**, **Reznick Group**,

**Reynolds Signature**, **Wilmer Engineering**, and **Idea Associates** and first year sponsors; **Ashbury Motors**, **Parmenter Realty Partners**, and **Perkins + Will**.

Visit [uliatlanta.org](http://uliatlanta.org) if you would like to purchase additional prints of the ULI Golf Tournament.





The Center for Regional Leadership Development Program's Kick-Off Retreat was held over a two day period: Friday, October 2 at EMORY University's Goizueta School of Business and Saturday, October 3 at the Atlanta Zoo. The objectives of the two day retreat were (1) to provide an overview of the programs expectations for the upcoming year, (2) to impart knowledge about the real estate development

process and how projects get done, (3) provide a general overview of the history of Atlanta and the leaders who have shaped it, (4) to identify potential challenges participants will face as future leaders, and (5) allow the participants time to network and begin to establish personal and professional relationships. Guest speakers included **Larry Gellerstedt**, **Ed Baker**, **Sam Olens**, **Tad Leithead**, **Honorable Glenn Richardson**, **Matt Gove**, **Ray Christman**, **Senator Johnny Isakson**, **Mike Horst**, and **Terry Russell**.



## Day One: ULI Center for Regional Leadership Opening Retreat

By **Steven Wohl**, Principal at **Diversified Real Estate Consulting, LLC** & **Village Realty Group, LLC**



WOW! What else can I say but WOW! If taking a drink out of a fire hose can be a good thing (imagine being a little kid and shooting at you out the fire hose is as much chocolate milk as you want) that was day one of the Atlanta ULI Center for Regional Leadership Development.

The program kicked off with introductions of the program leaders along with an overview of the mission and vision of ULI and the stated goals and objectives of the leadership development program to confirm exactly why we were all in the room. After pairing off with our fellow participants for brief "meet and greets" it became apparent that we were all in impressive company with a diverse, talented group of upwardly mobile professionals. We then had a detailed discussion about the Berke Assessment Leadership profile, facilitated by **Martin Freedland**. The discussion focused on critical leadership characteristics, talents, personality types, and behavior, providing significant insight into each one of our individual leadership styles and traits. One of the critical takeaways from this was that there is no "one way" or "best way" to lead, only "your way".

For the remainder of the morning and afternoon, we were on the receiving end of an incredible amount of valuable, relevant insight and information about the history, people, and challenges facing metro Atlanta past and present, delivered from a line up of the top leaders in the Atlanta metro region and the Southeast from the worlds of real estate, journalism, and public service.

**Larry Gellerstedt**, CEO of Cousins Properties, followed by **Ed Baker**, Publisher of the Atlanta Business Chronicle provided their unique no-nonsense presentations regarding the current and past history of leadership in Atlanta, including the "2 Georgas" challenge and how metro Atlanta and its leadership overcame obstacles, challenges,

and discord, and maintained a fragile state of harmony.

Mr. Gellerstedt discussed the critical skills required for leadership in development including the ability to manage chaos, having "passion" for the business, vision and creativity, risk taking, and resilience. Mr. Baker provided a native Atlantan's frank perspective on the reality of how the region's past and present leaders have effectively or in some cases ineffectively dealt with the critical issues impacting the region and its residents, businesses, institutions, and other stakeholders.

The group was divided into five breakout groups, led by incredibly experienced and knowledgeable experts on topics representing critical issues for our region, including affordable housing (led by **Ray Christman**, Executive Director of the Livable Communities Initiative), water (**Sam Olens**, Chairman of the Cobb County Board of Commissioners and Atlanta Regional Commission), transportation (**Tad Leithead**, Chairman of the Cumberland CID), political gridlock/cooperation (Speaker of the GA House of Representatives **Glen Richardson**) and health care (**Matt Gove** Senior VP of Marketing and Strategic Planning of Grady Health System). Each group was challenged to come up with strategies for developing solutions to the issues.

The formal program session ended with a presentation on critical leadership traits from a revered and venerable leader, U.S. Senator **Johnny Isakson**, discussing the importance of having vision, taking risk, and building consensus. The day concluded with drinks, socializing, and a wonderful meal on the roof terrace of the French American Brasserie, hosted by **Mike Horst**, ULI Leadership Fellow. It was a great start to what is sure to be a fabulous program.

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## Day Two: ULI Center for Regional Leadership Opening Retreat

By Lisa Glover, Owner and Principal at Ivy Vinings Consulting, LLC

The day began with a debriefing exercise where each table identified the main issues they heard in the Friday session. Then we had the awesome opportunity to hear **Terry Russell** of Reynolds Signature Communities. Mr. Russell stressed the importance of building a strong team, being a strong leader, having a good work ethic, and passion for the business. He urged our class to build relationships, never miss an opportunity to teach, and always look for victories to celebrate.



Our day concluded with a Scavenger Hunt, which involved searching for answers through the Atlanta Zoo to specific questions. Each group was provided questions and asked to search through the zoo for answers. It was a great active team building activity for the Mini-TAP groups.

Personally, I have enjoyed the first two days of the Leadership program and looking forward to the next eight months. Our class is the first and will play an important role in the program's evolution. I am honored to be a member of the inaugural class and to be in the company of a diverse range of individuals involved in the real estate development community.

As part of the over all curriculum, the Leadership Program will utilize the ULI Technical Assistance Program tool, to assist the Emerging Leaders in applying what they are learning to a real life land use issue. **Ronnie Davis**, Co-Chair of the TAPs Committee explains this process in detail below.

Our next presentation was an introduction to the Technical Assistance Program (TAP) by its members **Ronnie Davis** and **Sarah Kirsch**. During the course of the Leadership program teams will employ the fundamentals of the TAP Process for a specific issue facing the Atlanta region. Next the class was divided into teams and will work to address critical Atlanta region issues such as transportation, sprawl, sustainability, water, housing, and infrastructure. The team will also solicit a project sponsor providing them a Mini-TAP on their selected issues. Each team was provided Team Advisors from the TAP Committee and began to discuss the various topics related to their group.

## Sponsor Spotlight: Fortis Engineering Solutions

As an active member, **Laura Hughes**, Executive Vice President of Fortis, has been involved with Urban Land Institute for several years. In ULI's national chapter she serves on the Council for Residential Neighborhood Development as Vice Chair at Large. As an active member of the local Atlanta chapter Laura is on the Board of Directors and is Vice Chair of the Infrastructure Committee. The result of her involvement is an in-depth understanding of the real estate and development markets.

Fortis is an engineering, surveying, and horizontal construction company that partners with private and public entities to provide excellence in service from an owner's perspective. Fortis' involvement, and the individual involvement of its employees, allows for Fortis to stay rooted in the issues of today's economy and society. This gives the company the opportunity to not only financially give back to the community but also get involved.

The knowledge received from ULI has been instrumental to Fortis' success. During this economic downturn, Urban Land Institute brings a new light to the current financial situation through several seminars and a direct link to some of Atlanta's greatest business leaders. These events give us insight to our client's current situation and allow us to better serve them.

As a presenting sponsor for ULI, Fortis has had the opportunity to support the experience, expertise, and insight that the organization and its members have to offer. Fortis is honored to be involved with ULI's efforts to better the community through the knowledge of responsible land use.

For more information please contact Laura Hughes at 770.255.7993 or visit our website at [www.fortis-eng.com](http://www.fortis-eng.com)



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# Committee Happenings

## UrbanPlan

UrbanPlan reaches a milestone! To date, the UrbanPlan Program has been in one classroom per school campus. However, as of Fall 2009, the UrbanPlan Program has grown to three classrooms at North Atlanta High School. It was slightly a challenge working through the volunteer scheduling, however, we pulled it off successfully. Many THANKS go out to our volunteer Facilitators and City Council Jurors: **Jessica Hill, David Hudson, Bill Bollwerk, Felix deGolian, Thurston Cooke, Robert Kadoori, Atticus LeBlanc, Gil Garrison, Alonzo Ford, Lou Conti, Sarah Kirsch, Saskia Benjamin, Patti Pearlberg, John Long, Jim Durrett, Deborah Jensen, Jo Ann Chitty, Wendell Burks, David Haddow, Heather Alhadeff, Greg Ashley, Gary Long, and Jodi Mansbach.**

Congratulations to our three teams from North Atlanta High School. Students are in **bold**:



Felix deGolian, **Fredrica Dennis, Bea Valenzuela,** and Heather Alhadeff, *front row L to R*  
Wendell Burks, **Cley Knighten, Tinashe Wertz,** and **Emily Charles,** *back row L to R*

## Young Leaders Group: Young Real Estate Leaders Clean Up and Discover Atlanta's Old Fourth Ward

It was a rainy, humid, late summer morning in downtown Atlanta, but that didn't stop 20 young professionals from coming out to learn more about Atlanta's history and give back to one of the area's most historically significant, yet overlooked, communities, the Old Fourth Ward.

The volunteers were members of the Young Leaders Group (YLG), a committee of the Atlanta district council of the Urban Land Institute, an organization that provides leadership in the responsible use of land and in creating and sustaining thriving communities. The group cleaned up a mile-long corridor along Auburn and Edgewood Avenues last Saturday, September 19, collecting litter while learning from **Kwanza Hall**, City Councilman Representing District 2, and **Jay Tribby**, his chief of staff, about the Old Fourth Ward, an area rich in history, heritage, and achievements of Atlanta's African Americans.

Located on the east side of downtown Atlanta, the Old Fourth Ward is experiencing a period of renaissance and is famous as the birth place of Dr. Martin Luther King as well as the location of Ebenezer Baptist Church and the Sweet Auburn District, a National Historic Landmark. The Sweet Auburn District encompasses several churches, such as Big Bethel AME and First Congregational, The Royal Peacock Club, which hosted local and national talent including B.B. King, the Four Tops, and Gladys Knight and commercial buildings such as the Atlanta Life Insurance Company, the second largest black insurance company in the United States and The Atlanta Daily World, the first black-owned daily newspaper.

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**Marvin Wilson,** *front row*  
**Raven Williams, Brittany Blalock,** and **Kaamilyah Sabir,** *middle row L to R*  
Alonzo Ford, Atticus LeBlanc, Gil Garrison, and **James Friedman,** *back row L to R*



**Ashley Holland, Chelsea Addison, Caroline Brown, Jessica Paden,** and **Guergana Terzieva,** *front row L to R*  
Greg Ashley, David Haddow, *back row L to R*

(continued from article on page 5)

Following street clean up, the group performed general cleaning for the Sweet Auburn Curb Market, washing windows, cleaning countertops, and floors for the market, which has been in existence since 1918 and is rich in it's own history, once a tent market and "the place to shop" for all Atlantans, though Atlanta was then segregated and blacks were only permitted to shop from stalls lining the curb (as reflected in it's current name).

YLG creates a unique setting for the leaders of tomorrow's real estate industry to interact, both professionally and socially, with the leaders of today. Occurring nearly every month, YLG events include panel discussions, presentations, tours, and socials to help ULI members under the age of 35 expand their networks, learn about developments throughout Atlanta, and hear how industry leaders have found success.

"Our YLG programs are generally panel discussions, lectures, or presentations; but there are so many areas in Atlanta that are ripe for development, like the Old Fourth Ward," says event organizer and YLG committee member **Megan Holder**, of the HOK Planning Group. "Our job is to be a part of the solution that makes rebirth happen by becoming a part of those communities. Many participants in the clean up event had never participated in a YLG event and many had never even visited the Old Fourth Ward or knew of its significant history, so the clean up was a really unique experience for the participants and a success in more ways than one. Not all of our YLG members are from Atlanta, and it's so important to learn the history of where you live and work, before you can think about development."

Next month's YLG event will be a spotlight on the Old Fourth Ward, and a more traditional program, with expert speakers and industry leaders providing a discussion on the development opportunities there. "This is a great example of ULI Atlanta's mission in action," says **Jeff DuFresne**, executive director of ULI Atlanta. "Part of our mission is to provide leadership in creating and sustaining thriving communities. Our young leaders are doing this, literally implanting themselves in this community, learning about it, and using that knowledge to explore realizable, impactful, development solutions for it."



### Technical Assistance Program: TAP Committee Hosts Panel for City of College Park



On October 22, ULI Atlanta's Technical Assistance Programs (TAP) Committee held an advisory panel to assist the City of College Park with its Old National Highway Improvements Initiative, which aims to transform Old National Highway into a vibrant commercial and retail corridor.

During the full-day working session, the panelists provided guidance and direction in developing a design/build process for the MARTA bus shelter south of the Godby Road intersection, with the overall objective of establishing a community-based process that can serve as a guide for additional improvements throughout the corridor, as well as other communities.

The panel consisted of local experts in the areas of land planning, urban design, public art, transportation, engineering, community branding, and public/private partnerships. Key stakeholders in attendance included representatives from MARTA, Old National Merchants Association, the City of College Park, Fulton County, and the local school district.



## Sponsor Spotlight: Greenberg Traurig, LLP



“Greenberg Traurig is strongly committed, at both the local and national levels, to the real estate market and community as a whole,” says **Keith Linch**, a shareholder in the Real Estate Practice of the firm’s Atlanta office. “It is exciting to work with ULI Atlanta on cutting-edge trends and issues affecting the real estate industry.” Keith has been active in ULI Atlanta for years and is a member of

ULI Atlanta’s Programs Committee, Emerging Trends Event Committee, and Sustainability Sub-Committee.

“Real estate development is the cornerstone of vibrant and growing cities. ULI Atlanta provides us with excellent opportunities to work together with other business leaders, as well as government sector and community development representatives, to better our community and industry,” says **Ken Neighbors**, Of Counsel in the firm’s Atlanta Public Finance Practice. Ken has been an active speaker and volunteer in various ULI initiatives, including serving as a speaker on community land trusts and public-private partnerships and serving on a technical advisory



panel concerning redevelopment of the historic commercial node at Everglades National Park.

“Our Atlanta Real Estate Practice works closely with our Public Finance Practice so that we better serve our clients throughout all phases of urban development,” says **Ernest Greer**, Managing Shareholder of the firm’s Atlanta Office. “We are extremely proud of our involvement in furthering ULI Atlanta’s mission to provide leadership in land use and development and to create and sustain thriving communities.”



In addition to Ernest Greer, Keith Linch and Ken Neighbors, Greenberg Traurig attorneys Michael Fincher, Sarah Jurkiewicz, Michael Ward, and Jean Wilson are also involved in ULI Atlanta.

Greenberg Traurig is an international law firm with 1,750 attorneys in more than 30 locations in the U.S., Europe, and Asia.



## TAP Committee Incorporates Mini-TAPs Into ULI’s Leadership Development Program

By **Ronnie Davis**



On October 3, the Technical Assistance Programs (TAP) Committee held its kickoff for the Mini-TAP component of ULI Atlanta’s inaugural-year Leadership Development (LD) Program. The Mini-TAP project will provide each of the LD participants, as part of a

self-directed team, the opportunity to work with a fee-paying sponsor to address a critical Atlanta region issue relating to transportation, sprawl, sustainability, water, housing, or infrastructure.

Each Mini-TAP team will conduct research and due diligence and obtain input from stakeholders and subject matter experts in an effort to provide guidance, advice, and recommendations to their sponsors. The process is expected to provide each LD participant the opportunity to utilize their education and professional expertise to directly impact their environment.

The eight month long Mini-TAP project will culminate with team presentations to sponsors prior to the Leadership Development Program’s graduation day in May 2010.

### Upcoming Events

**December 8**

*ULI Atlanta Holiday Party*

6:00 PM – 8:30 PM

Location: Lobby of the 191 Building  
191 Peachtree Street

**December 15**

*ULI Breakfast Tour –*

*Two Alliance Center*

7:30 AM – 9:00 AM

Location: Two Alliance Center

**January 6**

*ULI Luncheon Series –*

*Hal Barry, CEO, Barry Real Estate*

11:30 AM – 1:00 PM

Location: TBD

**January 12**

*ULI Monthly Program –*

*Meet the FDIC: Acquisition of Failed*

*Bank Real Estate Assets*

7:30 AM – 9:15 AM

Location: TBD

**January 20**

*YLG: Learn From the Best –*

*John Goff, Cousins Properties*

8:00 AM – 9:30 AM

Location: TBD

**January 26**

*ULI Breakfast Tour –*

*The Atlantic/Lowes Hotel*

7:30 AM – 9:00 AM

Location: The Atlantic/Lowes Hotel

Visit the monthly events calendar at [www.uliatlanta.org](http://www.uliatlanta.org) for weekly program location updates and registration.

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