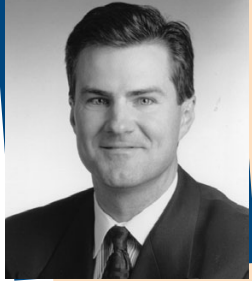


## From the Chair



**Lance Patterson**  
Chairman

I am so pleased to be writing my first ULI Atlanta newsletter communication as chair of the district council. We have had so much wonderful activity during my first six months as chair, I feel like I could write volumes just to give you an overview of what we're doing. Unfortunately, I don't have that much space, and

I'm sure you don't have the time to read everything I'd like to tell you, so I'll keep my comments brief!

First, I'd like each of you to know how special it is to be a member of this great organization. ULI Atlanta distinguishes itself from all of the other very good real estate organizations in our city and throughout the region in a variety of ways, including through our active involvement in the community via Urban Plan, Technical Advisory Panels, Urban Marketplace, and other "outreach" programs. These activities are not only great for the constituencies that we serve, but they also present a great chance for you, the members, to get involved with ULI, and to give back to your communities.

Second, let me give you an idea of just some of the other things going on within ULI Atlanta:

- We are in the preparation stage for what will be one of the biggest events we have ever done, which will be our first Monopoly Night, to take place at the Twelve Hotel at Atlantic Station in April. I am confident this

will become the "must attend" real estate industry event in Atlanta. This will be a fun, Monopoly-playing, black-tie, eating, dancing, networking-filled evening, with the Monopoly board consisting of Atlanta area properties. Proceeds from this event will benefit our Urban Plan program. You'll soon get more information on this evening but I know you'll want to join in the fun.

- Our total sponsorship revenue for 2006 now exceeds \$240,000, a record for our district council. I can't thank John Goff and others who helped in this effort enough for all of the work they did.
- We are all blessed to have Jeff DuFresne as our new Executive Director. Jeff joined us in November and he has proven how smart we were to hire him with his endless energy and passion for helping the Atlanta real estate community. Jeff has already expanded the ULI Atlanta staff with the addition of Misty Ivie, a new full time Coordinator, a position we have sorely needed with the growth we are enjoying.
- In December, Stephen Arms with his Smart Growth committee was one of six recipients nationally to be recognized by ULI with a monetary award. Steve and his committee are doing good work helping to educate local municipal leaders about the benefits of smart growth.
- Our Young Leaders Group (for those 35 years of age and younger), with upwards of 300 members, is the most active organization of young real estate professionals in the Atlanta area. Under the direction of its past chair, Neel Creech, and the current chair, Faron Hill, the YLG presents its members with numerous networking and educational opportunities. The YLG also runs a mentor program that provides a chance for its members to receive advice and develop friendships with experienced people in the Atlanta real estate community. If you're under 35 and not yet involved in the YLG, I'd urge you to give it a look.
- Our programming, under the leadership of Steve Tedder, continues to be outstanding. This year, you'll see us introduce some new types of programs, including our mayor's forums, where we will have a private lunch meeting with a local mayor, and our new developer case studies program, where local developers will lay bare their souls by openly

discussing the good and bad of a prominent local development (following in one of ULI's great traditions, giving us a "lessons learned" review of an actual transaction). Both of these events will be fairly intimate, providing ULI members a unique opportunity to learn.

- One of the benefits of belonging to any organization is the contacts that can be

made, both professionally and personally. In my 13 years as a ULI member, I have met so many people that I have not only done business with, but that I have also developed friendships with. Belonging to ULI Atlanta and participating in events, or committees, provides a substantial number of opportunities to enhance your network of contacts in our community. It's also just a lot of fun!

I could go on with many more examples of some of the great things ULI Atlanta is doing, but I think you can see already how active and strong our group is. I look forward to continuing to serve as your chair and hope to see you at a ULI event soon!

*Lance Patterson*

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## District Council Builds Organization

With the expansion of District Council programs and services to its members and the community, ULI Atlanta has hired two full-time professionals.

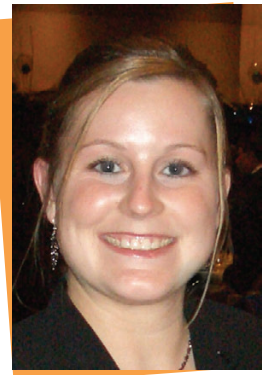


**Jeff DuFresne**  
Executive Director

Jeff DuFresne joined ULI Atlanta as Executive Director in November 2005. DuFresne's extensive experience in Atlanta real estate over the past 20+ years includes development, acquisitions, and portfolio management. He is perhaps best known for his success

in overseeing several local development and re-development projects, such as Centennial Towers, Renaissance Square, One Ninety One Peachtree Tower, and Peachtree Center, which were named International Buildings of the Year by the Business Owners and Managers Association (BOMA) in 1997 and 2004, respectively. Prior to joining ULI, DuFresne was Regional Vice President of Colonnade Properties LLC, Senior Vice President of Lennar Partners and Senior Investment Manager for the Dutch Institutional Holding Company (DIHC). DuFresne holds the CCIM and CPM real estate designations, earned a Bachelor Degree in Economics and Urban Planning from Trinity College (Hartford) and concentrated in Marketing and Finance at the Columbia University Graduate School of Business (New York). In his spare time, Jeff enjoys his time with his wife Jodi, skiing, hiking, and travel...six continents and counting.

ULI recruited Misty Ivie in February 2006 as the Atlanta District Council Coordinator. Misty joined ULI Atlanta with a dedication to contribute to the community and to plan for quality growth in Atlanta. Misty's real estate career spans office/commercial, multi-family, and retail product types. Her expertise includes marketing, sales, operations, project management, and customer service. Misty is a graduate of Gainesville College with an Associates Degree focusing in Business and Accounting. Outside of the office, Misty enjoys the outdoors, spending time with family and friends, and plays on a competitive co-ed softball team.



**Misty Ivie**  
Coordinator

## Upcoming Events

### March 23 & 24

Greenprints Conference  
8:00 AM @ Georgia Tech Hotel & Conference Center

### March 28

Young Leaders Group Social  
6:00 PM @ Twelve Atlantic Station

### March 29

ULI / IGSC Program:  
Spotlight on Sandy Springs  
11:30 AM @ Intercontinental Hotel, Buckhead

### April 7

UrbanPlan Volunteer Training  
8:30 AM @ ULI Atlanta office

### April 11

Monthly Program: Development Case Study  
7:30 AM @ Allen Plaza, Downtown

### April 20

Monopoly Night  
7:00 PM @ Twelve Atlantic Station

### May 4 & 5

ULI / EDAW Conservation  
Development Symposium  
8:00 AM @ Callaway Gardens

## Smart Growth Committee Wins Grant

By Stephen Arms, Marthasville Development, LLC  
Chair - ULI Atlanta Smart Growth Committee

ULI Atlanta has received a grant to promote smart growth development principles. The funding is being provided through a collaborative effort between the Environmental Protection Agency's (EPA) Development, Community and Environment Division, and the Urban Land Institute.

Since earning the label of "Poster Child for Sprawl" in the mid to late 90's, numerous organizations and individuals in the Atlanta region have been working to make Smart Growth standard operating procedure here. Finally, we can start thinking about

shedding the "Poster Child" designation.

ULI-Atlanta, with our partner the newly-created Livable Communities Coalition, was recently selected as a member of the ULI - EPA Smart Growth Alliance. The nationwide Alliance includes eight communities, each of which will benefit from the sharing of concepts, strategies, and best practices on Smart Growth topics through a new web site, as well as member forums.

Many folks are still not comfortable with the Smart Growth phrase because they

believe Smart Growth is an "Inside the Perimeter" kind of concept. That could not be further from the truth; Smart Growth is happening all over the region in Urban, Suburban, and Exurban areas alike.

We believe the definition of Smart Growth is synonymous with ULI's mission: To Provide Responsible Leadership in the Use of Land in Order to Enhance the Total Environment. A goal that is hard to dispute. We still have a long way to go, but hopefully, when Atlantans talk about Smart Growth now, we won't be laughed out of the room.

## ULI Atlanta Hosts a Regional Mayors' Forum

ULI Atlanta hosted a Mayors' Forum on January 29<sup>th</sup> to promote a discussion of "mega-region" issues ranging from transit to land use opportunities facing today's mayors. The keynote speaker was Armando Carbonell, Senior Fellow of the Lincoln Institute of Land Policy. In attendance were ULI Senior Fellow Bill Hudnut, Mayor Shirley Franklin, and 12 other mayors who participated in the "Think Global, Act Regional" symposium that was organized by ULI Atlanta members Dr. Catherine Ross and Dr. Cheryl Contant of the Georgia Institute of Technology.

The keynote presentation by Armando Carbonell framed the "mega-region" concept as a proactive response to the future challenges that will face not only one city or even one state, but instead a collective region. These regions, as Carbonell explained, are related by economic, social, and environmental connections. The connections among southeastern cities are most obvious in shared transportation problems, challenges regarding water resources, and forecasts of a population boom over the next 45 years.



Jeff DuFresne, Mayor Shirley Franklin, and Bill Hudnut

The Mayors' Forum Program of the Urban Land Institute brings together public sector officials and private sector land use specialists to learn from each other about "bringing community back to the city." Regional thinking and acting is a subject that has frequently come up in the twenty-five mayors' forums that have occurred so far, according to ULI Senior Resident Fellow Bill Hudnut, who emceed the event.

# ULI Atlanta Enhances Envision6

By Jeff DuFresne, Executive Director  
ULI Atlanta

Can you envision the Atlanta region with more than 6 million people? That is the question that the Atlanta Regional Commission's Envision6 program is asking all of us living in the Atlanta region to consider. How can we accommodate this growth and maintain a high quality of life? As one of the fastest growing areas in the nation, the decisions we make today in planning communities will have a tremendous impact on how we and future generations will live, work, recreate, and move around the region. Envision6 takes a "scenario-based" approach to planning, considering "what if" situations to examine different patterns of population and employment growth, which are then being used to develop appropriate transportation and land use policies.

By the year 2030, the region will have added 2.3 million people and 1.7 million more jobs. Developers, architects, land planners, and other land use professionals will have plenty to do: this translates into demand for another 1,000,000 new housing units, 70,000,000 to 80,000,000 square feet of office space, and 30,000,000 square feet of new retail space in both Greenfield and redevelopment projects. There will obviously need to be many more roads and parking lots built to accommodate this growth as well.

The Atlanta Regional Commission's Envision6 program wants us to think about how we will accommodate that growth regionally, and is challenging local governments to adapt their planning policies to changing market and demographic reality. The Atlanta Regional Commission has enlisted ULI to provide input. During the past several months, ULI members, Greater Atlanta Home Builders

Association staff, and the ARC staff have been working together to outline development trends in the Atlanta region that should be considered during development of updated regional forecasts and plans. As a contribution to that effort, ULI's TAP Committee organized a meeting between ULI members and ARC to consider anticipated growth in the Atlanta region and discuss development patterns to meet the demands of this growth. During this meeting developers and market professionals had the opportunity to specifically outline the types, uses, and density of development that should be considered in various areas of the region. ARC is using this information to develop a regional growth scenario and offer targets on implementation to local governments.

The session took place at the HBA's Housing Center on January 19, 2006. TAP Co-Chair Gregg Logan gave a presentation on growth and development trends, indicating changes in the assumptions we must make about future land use patterns. For example, suburban growth has been driven by flight to the suburbs by the baby-boom generation during their family forming years. While family households represented 81% of

all households in 1970, by the year 2030 only 21% of households will be families with children. Surveys show that people make different decisions about where they want to live at different stages of their lives, and while school district is a prime consideration in the "family years", convenience is a much bigger factor once kids leave the nest. Now that the biggest generation in U.S. history is approaching retirement, their decisions will have a big impact on the types of places that are created to accommodate growth.

Meanwhile, the suburbs are evolving into an increasingly diverse fusion of peoples and cultures, with growth in both Hispanic and Asian households. With these and other trends in mind, the assembled developers and other land use professionals drew on large maps, indicating the places they believed will experience the greatest growth and development over the coming years, and the types and densities of development that will be required to meet demand. That feedback was presented to ARC and will be a part of what is considered in their scenario development. Overall it was a very successful event, and ARC's feedback to ULI was that they'd like us to stay engaged in the process.

## ULI Atlanta

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