

UrbanPlan Expands into Graduate School Level

By Lakey Broderius, Principal
Market + Main, Inc.

Atlanta's UrbanPlan program has taken the next step in its evolution. A small seminar class at The Georgia Institute of Technology is our first foray locally into implementing UrbanPlan outside of high schools. Dr. Cheryl Contant and Dr. Catherine Ross are co-teaching the course, Sustainable Urban Development, at Georgia Tech. The class is primarily graduate city planning students, though both engineering and building construction majors are also represented. The adaptation of the program is only in its timeline, which is condensed at the university level. Interestingly,

UrbanPlan

the content of the program remains the same; the difference is the knowledge and

experience the college students bring to it. This can increase both the reward and frustration of the exercise – just ask any of our volunteers that have been through training! Even better news is that there is continued interest from Georgia Tech to expand the number of classes that UrbanPlan is offered in by this fall, in both its City Planning and Architecture programs. We are very excited about this session, as it marks reaching another level of the UrbanPlan program within metropolitan Atlanta.

Reflecting on the UrbanPlan course just completed at Georgia Tech, Dr. Contant said, "UrbanPlan really engaged our students in a careful and thoughtful group process where they had to develop a shared vision and argue persuasively for it. They didn't just hear that tradeoffs exist, they faced them firsthand as they developed their vision and redevelopment plan for Elmwood. It was a great educational experience for our students that, they say, they will remember for a long time."

However, that does not detract from our robust high school program, which has been the foundation of our implementation since we began. We have had marked success in the three high schools we have been in over the last year and a half. The high schools we have been active in include Benjamin E. Mays High School in southwest Atlanta, Kennesaw Mountain High School in Kennesaw, and Westminster High School in Buckhead. In this past Fall semester, we had just over 100 students go through the program in their high school economics classes. Since our inception, approximately 400 students have experienced UrbanPlan in 16 classes with our three great teachers. Additionally, we now have a total of 41 trained volunteers that participate as both facilitators in the classroom and jurors during the final "City Council" presentation. Interestingly, ULI Atlanta's program is considered one of the most diverse in terms of types of schools and students that are touched by the program, in comparison to the 14 district councils that are implementing this program across the nation. We have plans to continue to expand the program at both the high school and university levels throughout the metro area.

UrbanPlan is a curriculum/project sponsored by ULI that is geared towards students learning about the planning/development process. Students are given an RFP for a fictitious community and are assigned roles (neighborhood rep, market research, city rep, site planner, and financial analysis) to be on a team to submit a development proposal. It's not just about design or finance, it's an attempt to educate them about the overall development process and how they fit in, potentially professionally and as a citizen.

ULI Atlanta Hosts Monopoly Night in Support of UrbanPlan

Who has the best address in Atlanta? If there was a "Boardwalk" in Atlanta, where would it be? The debate ends this April at ULI Atlanta's first annual Monopoly Night - in support of the award-winning UrbanPlan - one of ULI's most successful outreach programs. UrbanPlan is a realistic and academically challenging classroom-based program in which students learn the roles, issues, and economics involved in urban development. It provides our future public officials and land-use professionals with hands-on experience in developing solutions to typical urban growth challenges.

Monopoly Night will be an exciting evening for all ULI members and their guests to mingle, dine, dance, play Monopoly, and see Atlanta's high-profile developers vie for the title of the "Best Address in Atlanta". Leading up to the event, ULI supporters will have an opportunity to "play" Monopoly via an on-line bidding system. During Monopoly Night, high bidders will then compete

"real time" with their colleagues and competitors for the premier spot on the Atlanta Monopoly Board.



with **ULI Atlanta**

Please plan to be a part of this exciting event:

Date: Thursday, April 20th

Time: 7:00PM – 11:00PM

Place: The Ballroom at Twelve - Atlantic Station

Registration: www.atlanta.uli.org

Upcoming Events

April 11

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

April 12

Membership Committee & Young Leaders Group Program with Emory University's Goizueta Real Estate Group
5:30 PM @ Emory University Goizueta Business School
Speaker - Tom Bell from Cousins Properties - "Atlanta's Rapid Growth and Development"

April 20

Monopoly Night
7:00 PM @ Twelve - Atlantic Station

May 4 & 5

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

May 9

Monthly Program:
Suburban Redevelopment
7:30 AM @ Perimeter Place

May 10 - 12

ULI Spring Council Forum
Salt Lake City, UT

May 24

Young Leaders Group Meeting
5:30 PM @ Ovation in Buckhead

September 22

ULI Atlanta Awards Dinner
Location to be determined

October 24

Urban Marketplace
Georgia World Congress Center, Downtown

Call ULI Atlanta at 404-888-8765 for details.

ULI Atlanta Membership Tops 1,300 Members

The Atlanta District Council has reached an all-time high of 1,300 members, represented by owners, developers, professional service firms, and corporate real estate executives, as well as members from the public sector coming from government, not-for-profit organizations, and educational institutions.

Thanks to the efforts of Membership Chairs Mason Zimmerman and Jim Hamilton, ULI Atlanta has recruited the following new members so far this fiscal year:

List updated on 3-24-06

Tonja Adair
Todd Addison
Michael Aiken
John R. Akin, Jr.
Katherine Alexander
Katie M. Alger
Tim Allen
Bill Anderson
Thomas D. Anthony
Thomas Arasi
Simon Arpiarian
Joe Arrington
April Atkins
James Bacchetta
Glen Bartosh
Justin Bates
Bryan Bays
John M. Beale
John Bell
Peggy Berg
Benjamin Whitcomb Blakeley
Braye Boardman
Antonio Roy Bologna
Harvey Paul Booker, Jr.
James D. Bowen
Janet Brown Bowman

Geoffrey Boyd
Robert L. Boyd
Scott Boze
Janet L. Bozeman
Wendy Brantley
James M. Brearley
Chase Broward
J. Keith Brown
Victor Walter Buchholz, Jr.
Lawrence Bunde
Christopher Burke
Christy Burns
Randall Carter Butts, II
Kevin T. Byrne
Greg Cantrell
Kendrick Carlin
Scott Carlock
Ian R. Carlton
Rob Carter
Michael Cascone
Nathaniel H. Cates
Andrew Cates
Steve Chiariello
Rob Chrane
Jesse C. Clark
Patrick Clark
Jay Thomas Clark
H. Wayne Clark
Devin Clydesdale
Henry Thurston Cooke, II
Brad Cooper
Cheron Corbett
Heather Correa-Duffy
Tyler Courtney
Peter F. Curnyn
Van Thomas Currell
John F. D'Agostino
Gerry R. Davidson
Bettye A. Davis
Ricardo L. De Soto, II
Sheila Ann Dial
Neal Dodell
Scott C. Doksansky
Mark Donaldson
Gary Eugene Drinnen, Jr.
Brett Duke
Wanda C. Dunaway
Angela Duncan
Josh David Dunn
James Bryan Edwards
Matthew Ehret
Lauren Ellis
Randy Evans
Ann C. Evans
Phil Fawcett
Joseph L. Ferst
Frederick Fine
Brooks Fischer

Caroline Long Fooshee
Kendall Garber
Ohad Gil
Drew Goldman
Michael L. Gorney
Dara Grant
Leonard R. Gray, Jr.
Elijah Tevis Green
Maureen H. Gresham
Matthew Grose
Henry Davis Gurley
Michael W. Haley
David M. Hamilton, AIA
Kim Hamner
A. D. Harvey
Christie E. Hawver
Thomas Stark Hayden, III
Jason W. Hensley
John Hicks
Richard Hickson
Hunter B. Hill
R.L. Merg Hoffman
Sarah Elizabeth Hoke
Billy Holley
Acie Holt
Kevin H. Hudson
Benny Ingram
Misty Ivie
Alexis Jackson
Naveed Jaffar
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Scott Jones
S. Derick Jones, P.E.
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J. Hardman Knox
Elizabeth Koelling
Geoffrey Alan Koski
Craig Michael Kronenberg
Mary Margaret Kurrie
Robert Edwin Lamb, Jr.
Kristin Elizabeth Laneri
Angie Lawless
Yuen Lee
Michel Thomas Lentz
Keith E. Linch
Jon Lober
Meghan Luck
Daniel T. Lussier
Joseph Macon
Michael Brown Madden

Marvin A. Maes
Anke Birgit Mainz
Tara Makarechi
Mark C. Mason
Gary D. Matthews
Christopher S. McCoy
Hamilton McDonald, Jr.
Julie McIntosh
Conor McNally
William V. McRae, III
Peyton McGinn McWhirter
Cory Hanna Mehalechko
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Clayton Pearson
Mark Penz
Cecil Phillips
Robert A. Pickard
Renea J. Pierre
David Powell
Randy F. Powers, Jr.
Jacob K. Prather
Janhee Prince
Alexander Jerome Prince
Jason Andrew Quiram
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Lisa T. Reynolds
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ULI to Sponsor Conservation Development Symposium: Merging Economics and the Environment

Conservation development is the right thing to do environmentally, but how can it benefit you? For years, planners and designers have promoted the ability of green and smart growth strategies to protect open space, preserve farmland, and maintain rural character. Important questions remain, however. Is it a viable business development model that can achieve financial success? Do conservation strategies necessarily produce better economic, physical, and social outcomes over conventional approaches?

Join EDAA, the Urban Land Institute, and other professionals in the fields of development, design, planning, and natural resource management for an interactive discussion on the issues, barriers, and opportunities of the

conservation model. Explore current market trends, economic incentives, conservation tax credits, the environmental benefits, and lessons learned from conservation-based projects in the eastern U.S.

This one and a half-day symposium will take place on May 4 & 5 at Callaway Garden's LEED Certified Southern Pine Conference Center, the first business conference center in the world to receive the Leadership in Energy and Environmental Design certification. Activities will include a tour of the 14,000-acre resort and nature preserve, as well as a visit to Serenbe, a cutting-edge conservation community built on one of the last undeveloped stretches of land in the fast-growing Atlanta area, the Chattahoochee Hill Country.

Discussion topics will include:

- The market opportunities and trends that shape conservation projects
- Examples of plan models and site design principles that promote market viable and environmentally friendly projects
- The role of tax credits and entitlements in conservation development
- The environmental benefits of sound land stewardship
- Case studies of successful conservation developments in the eastern U.S.

For registration and details, call the ULI Atlanta office at 404-888-8765 or go to www.edaw.com

Young Leaders Build Relationships with Industry Leaders

By Faron Hill, Mike Madden, Sangeetha Ramkumar

First and foremost, the Young Leaders Group Executive Committee would like to thank all the YLG members who have already made this year such a success. Every event so far has been full to capacity and it looks as though this will continue through the rest of the year.

Atlanta YLG got off to a great start in January with the first social of the year. Attended by around 70 members and guests, the event was held at the Clubhouse at Lenox and was a great opportunity for people to meet Young Leaders involved in all aspects of the industry. Also in late January was the kickoff event for the Young Leaders' Mentor Program. This program sets up a YLG member and an established ULI member and provides them with events to get together and discuss the real estate industry, and mostly for the YLG member to spend some quality time with a leader in today's industry.

The second social of the year was held March 28 at The Lobby at Twelve and proved to be a huge success. With close to 100 RSVPs, this event removed any doubt that the YLG has an active

and involved membership. Attendees were able to tour the hotel and condo units courtesy of Novare and also to relax and network in the new restaurant.

The Young Leaders Executive Committee was extremely pleased to have Lance Patterson, President of Barry Real Estate Companies and the Chairman of the ULI Atlanta District Council as the first speaker at a YLG function in 2006. This event was limited to the first 30 replies, and filled up within one day! Also confirmed is speaker Ron Terwilliger, Chairman and CEO of Trammel Crow Residential, who will be speaking in May. As you can tell, Atlanta YLG is committed to providing members with the elite people in today's real estate market.

ULI Atlanta YLG is looking forward to a great year in 2006. The goal is to provide YLG members with events and information that get them involved in ULI and all it has to offer. Contact your Executive Committee members for information on how to get more involved!

ULI Kicks Off Mentor Program

The 2006 ULI Mentor Program formally kicked-off its first quarter at the Fox Sports Grill in Atlantic Station. Nearly 70 ULI Members signed up to participate in the 2006 Mentor Program, making it the most successful year yet!

The mission of the ULI Atlanta Mentor Program is to foster an exchange of professional ideas, friendship, and expertise among young real estate professionals and industry veterans. This program matches young professionals, "Protégés" with experienced professionals, "Mentors" for guidance and support, while offering mentors an opportunity to strengthen ties with the young future leaders of the local real estate community and the Urban Land Institute.

This spring's Mentors include: David Lanier (Trammell Crow); Jerry Penson (Myrick); Michael Fletcher (LNR Property Corporation); John Goff (Cousins Properties); David Steinwedell (Wells Real Estate Funds); Whitney Knoll (Trammell Crow); Linda Bowman (GE Real Estate); Leigh Roberts (Roberts Commercial Real Estate); Jill McNeight (Trammell Crow); Kevin Troy (L. J. Melody); John Robbins (HINES); Chris Decoufle (Trammell Crow); Mike Herman (Extended Stay Hotel) and Jeff DuFresne (Urban Land Institute).

Protégés include: Mike Madden (Sivica Communities); David Loeffel (Walton Communities); Mark Bassi (Goizuetta Business School); Robbie Reese (Lane Company); Chip Stansfield (Regions Bank);

Brett Duke (LNR Property Corporation); Steve Wells (Regions Bank); Lauren Willis (Jones Lang LaSalle); James Brearley (Weaver & Woodbury); Kirk Billings (SunTrust); Keith Mack (Red Rock Global); Jacob Vallo (HINES) and Jeff Sherman (Julian LeCraw).

For more information please contact the Mentor Program Chair, Jim Hamilton at JHamilton@trammellcrow.com or ULI Executive Director, Jeff DuFresne at jdufresne@uli.org

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4 0 4 . 8 8 8 . 8 7 6 5
www.atlanta.uli.org

PO Box 7036
Atlanta, GA 30357-0036