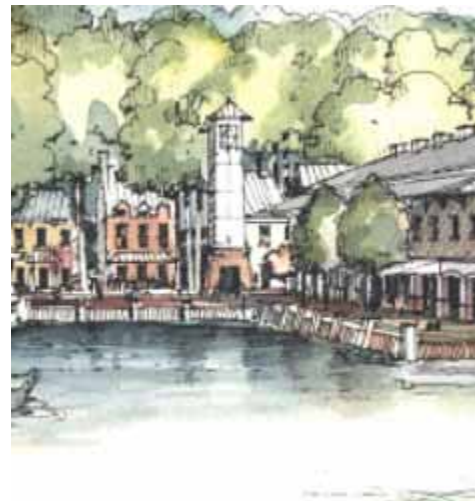


Tradition: Developing a Sustainable Community

A ULI SUSTAINABLE DEVELOPMENT PANEL

January 13-18, 2008

Biloxi, Mississippi



Introduction

Dan Van Epp
Newland Communities
Las Vegas, Nevada

ULI—The Urban Land Institute

ULI—the Urban Land Institute is a nonprofit research and education organization.

Mission:

to promote leadership in the responsible use of land to create and sustain thriving communities worldwide.

The Panel

Dan Van Epp
Las Vegas, NV

Hank Baker
Denver, Co

Patrick Curran
Los Angeles, CA

Frank Martin
Boise, ID

Francisco Benavides
Salt Lake City, UT

Jim Heid
San Francisco, CA

Fred Merrill
Boston, MA

Hooper Brooks
London, UK

Jeff Kingsbury
Zionsville, IN

Tom Murphy
Washington, DC

Nick Corker
London, UK

Bill Lashbrook
East Brunswick, NJ

Judi Schweitzer
Lake Forest, CA

ULI Staff

Project Team:

Matthew Rader

Carrie Dietrich

Marta Goldsmith

Sponsors

- Columbus Communities, LLC
- Tradition Properties, Inc.



Special Thanks

- Joseph C. Canizaro
- Gerald Blessey
- Jeff Riopelle
- Brynn Joachim
- Pat Hughes
- Jamie Carpenter
- Rhonda Waits

This Morning's Program

- ULI Sustainable Development Panels
- What is a sustainable community?
- Economic Sustainability
- Social Sustainability
- Environmental Sustainability
- Business Strategies
- Making the Master Plan More Sustainable
- Metrics and Follow-Up
- Conclusion
- Question and Answer

The Assignment

Define a sustainable development
vision and strategy for
Tradition.

Sustainable Development Panels

Cheryl Cummins

ULI—the Urban Land Institute

Washington, D.C.

Sustainable Development Panels

Brand new initiative to help sponsors create economically, socially, and environmentally sustainable communities.

- Support ULI's mission to create thriving communities
- Continue a 60 year advisory services legacy
- Convene expert teams ULI members
- Shape ULI's efforts to promote sustainability
- BEGIN AT TRADITION!

What is a Sustainable Community?

Jim Heid
UrbanGreen
San Francisco, California

Predecessors to the Sustainable Community

The Planned Community (ca. 1960+)

- A predictable future
- Highly controlled image - theme
- Extensively programmed social activity
- Multiple, but separated housing types
- Includes golf, retirement, etc.

Predecessors to the Sustainable Community

The Green Community (ca. 1995+)

- A diversity of housing options, more integrated
- Walkable, mixed use plan
- Progressive infrastructure exploration
- Use of green building programs
- Includes TND, TOD and energy efficient designs

The Sustainable Community (ca. 2005+)

- Enhances the environment and region.
- Fosters intergenerational and demographic diversity.
- Achieves carbon neutrality at a minimum.
- Creates an enduring and memorable place to live.
- Can evolve over time in response to changing conditions.
- Promotes economic vitality, success and growth
- Evolves governance from the community
- Openly shares lessons to help others build on their success.

How Do You Know?

Carbon

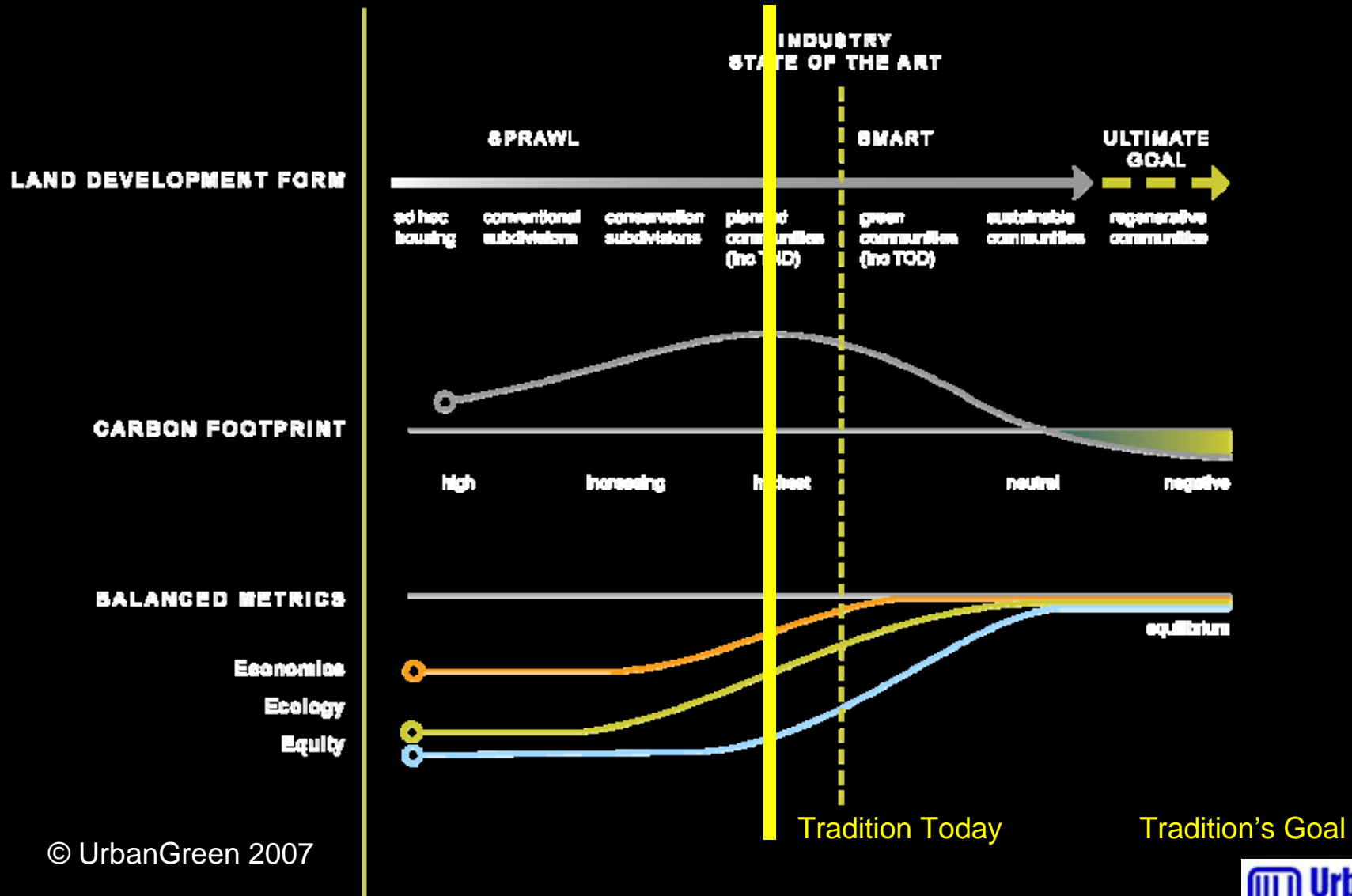
- Capstone measurement for resource efficiency (water, energy, waste), transportation effectiveness, community integration
- Directly related to climate change
- Science to measure and impact is rapidly evolving

How Do You Know?

Triple Bottom Line

- Alternative to the single bottom line measurement of success.
- Three key metrics for measuring sustainability:
 - Economic vitality
 - Environmental integrity
 - Social equity
- Stool needs all three legs to remain balanced.

Moving Tradition to Sustainability



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How do we get there?

- Build the community around education and lifelong learning.
- Enable continuous, progressive economic development.
- Emphasize social, natural, and physical connectivity.
- Move toward carbon neutrality.
- Increase the health of all the community's occupants.
- Establish capacity for business and community leadership.

The Vision for Tradition

“Tradition is a richly diverse community which aspires to achieve excellence in education, arts and culture, environmental stewardship, and health and wellness--leading to a vibrant, enduring quality of life for the community and the region.”

Economic Sustainability

Jeff Kingsbury
Greenstreet Ltd.
Zionsville, Indiana

What is Economic Sustainability?

- Opportunities to live, work, play, learn, for all citizens.
- Strong jobs-housing balance.
- Long-term horizon and governance structure.
- Return on investment to all stakeholders of the community.

Sustainable Economic Development

- Attract the “right” businesses that share Tradition’s vision and values.
- Create an economic development system -- strategy and plan -- that will evolve with Tradition.
- Create a fitness and wellness center.

Workforce Development

- Identify niche sectors and aligned employers to anticipate workforce needs.
- Recruit providers for continuing education, life-long learning programs to supplement William Carey University.
- Establish a Gulf Coast Institute for Appropriate Technology as a sustainable business incubator for the region.

Eco-Tourism

- Lead a regional eco-tourism and stewardship initiative in alliance with De Soto National Forest and the Pascagoula River Basin.
- Develop a hotel/resort/conference center at Tradition to accommodate eco-tourists and support residential, retail, and office development.



Social Sustainability

Francisco Benavides
Kennecott Land Company
Salt Lake City, Utah

What is Social Sustainability?

- Socially sustainable communities are vibrant, healthy, safe, inclusionary environments to live, work, and play.
- Three key areas:
 - Amenities
 - Community programs
 - Education

Amenities

- Trail system
- Community gardens
- Outdoor recreation center
- Tradition Biloxi beachfront club
- Golf
- Places of worship

Community Programs

- Celebrations
- New resident welcome parties
- Movie nights
- Clubs
- Sports
- Electronic communications

Education

- Master plan for education
- Elementary school
- Sustainable Development Institute

Environmental Sustainability

Hooper Brooks
Princes Foundation for the Built Environment
London, UK

Patrick Curran
SWA Group
Los Angeles, California

Fred Merrill
Sasaki Associates
Boston, Massachusetts

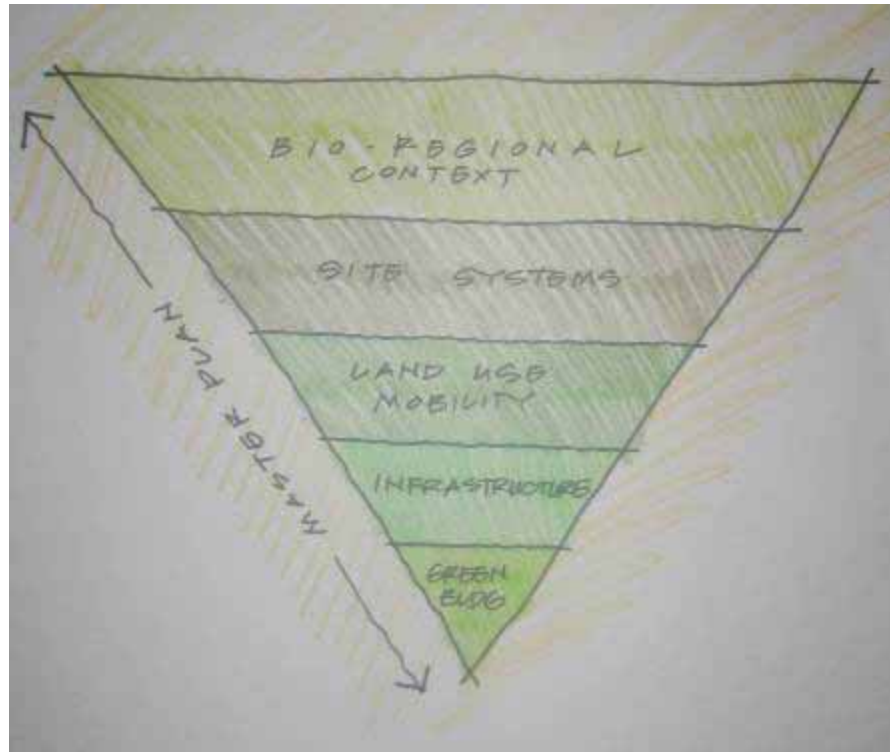
Nicholas Corker
Building Research Establishment
Watford, UK

Jim Heid
UrbanGreen
San Francisco, California

Judi Schweitzer
Schweitzer and Associates
Lake Forest, California

What is Environmental Sustainability?

- Integration of natural and human systems to optimize long-term community health and well-being.



Understand and Connect to the Bio-Regional Context

- Understand watershed and natural systems
- Establish partnership with DeSoto National Forest
- Create new connections to regional systems

Leverage the Site's Natural Systems

- Identify ecosystem services and create management plan.
- Identify and enhance natural drainage potential.
- Plant native hardwoods.
- Establish a natural systems interpretation and education program.
- Explore potential for carbon trading.
- Phased implementation of green infrastructure.

Reduce Auto Dependency

- Plan transport services with local partners to include internal shuttle and external public service
- Use fiber optic system to enhance access and mobility (i.e. telecommuting and community internet)
- Consider introducing carsharing and bike sharing programs
- Move from planning to pilot to full -cale transport programs as the community grows.

Integrate Built Infrastructure with Natural Systems

- Roads, trails and paths
- Wet utilities
- Dry utilities
- Drainage and water quality
- Waste management: reduction, reuse and recycling
- Linkages

Implement Phased Green Building Program

- Create the context
- Educate: Implement the Tradition Green Building Training Program
- Demonstrate: Build all Tradition-initiated buildings to LEEDS or comparable standards
- Mandate: Set green standards for all residential development
- Escalate: Raise standards over time.
- Build on each of these over time.

Make the Master Plan More Sustainable

- Organize land plan around natural systems
- Rethink master plan to reflect a contiguous hierarchy from town to country
- Relocate and tighten Town Center core



Follow-Up and Metrics

Dan Van Epp
Newland Communities
Las Vegas, Nevada

Indicators

- Energy consumption
- Water consumption
- Greenhouse gas emissions
- Participation in community clubs
- Academic scores
- Percentage of Tradition residents who work within Tradition

Conclusion

Questions?
