

ULI Daniel Rose Center for Public Leadership in Land Use

- Established May 2008 with a \$5 million gift from New York developer Daniel Rose
- Three initial programs
 - Dan Rose Fellowship for mayors and senior city staff
 - Professional development workshops for public officials;
 - Public-private forums on key land use issues.

The mission of the ULI Daniel Rose Center for Public Leadership in Land Use is to empower leaders in the public sector to envision, build and sustain successful 21st century communities by providing access to information, best practices, peer networks and other resources to foster creative, efficient and sustainable land use practices.



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Implementing Sustainable Development Policies in your Community



- A 2-day workshop for local officials designed to give them the tools to effectively implement local and regional sustainable development policies
- Delivered through ULI's District Councils
- Beta testing in January 2009



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How to respond to the reality we face



How can local government provide effective leadership to change the land use paradigm?



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Gus Speth, Dean of Environmental Science, Yale University

So, a fundamental question facing societies today- perhaps the fundamental question-is how can the operating instructions for the modern world economy be changed so that economic activity both protects and restores the natural world?



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Jim Heid Urban Green San Francisco



Founder of Urban Green in 2000.

Developer specializing in sustainable communities partnering with legacy landowners, institutions and private companies.

25 years experience with leading design/land planning firms including Design Workshop and EDAAW.

Member LEED-ND Drafting Committee and ULI Advisory Committee on Energy, Land Use and Climate Change.

Masters in Science of Real Estate from MIT

Projects include:

Galisteo Basin Preserve • Commonwealth Conservancy, Santa Fe, New Mexico
Baker's Bay • Discovery Land Company, Great Guana Cay, The Bahamas
Abu Dhabi 2030 • Executive Affairs Authority, Emirate of Abu Dhabi
Horizon Uptown • Lend Lease Communities, Denver, Colorado
Estrella • Newland Communities, Phoenix, Arizona



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Charles A. Long Charles A. Long Properties, LLC Berkeley, CA



Developer specializing mixed use development in California

Consultant on redevelopment, capital finance and economic development
Instructor for ULI Real Estate School on development process, public-private partnerships and sustainable development

Former city manager of Fairfield and Mammoth Lakes, CA; currently interim city manager in Pinole, CA

Contributing author to ULI Retail Handbook and currently writing book for ULI on real estate development and investment


Served on 14 ULI advisory panels, chairing panels in Salem OR and Boise, ID. Recently finished panel in Paso County, FL

Masters in Public Policy, UC Berkeley; platoon sergeant, US Army



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Kathy Blaha
 Kathy Blaha Consulting, LLC
 Miami Beach



- Consultant on parks, conservation, land use with over 25 years experience
- Developed and led Trust for Public Land consulting program with local governments
- Managed TPL's Green Cities Initiative creating new parks in 7 cities
- Published and consulted on environmental issues with EPA and local governments including books and reports on the public realm, brownfields, conservation, water
- Managed two ULI-TPL publications on city parks
- Until 2007, SVP at Trust for Public Land leading national conservation planning program
- Masters in Regional Planning, UNC-Chapel Hill

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The program is a collaborative effort

Co-sponsors:

- International City-County Manager's Association (ICMA)
- National Association of Counties (NaCo) and State Chapters
- ULI/Daniel Rose Center for Public Leadership in Land Use

Public Officials Sustainability Workshop Advisory Committee

- Ed McMahon, ULI, Senior Resident Fellow, Charles Fraser Chair on Sustainable Development
- Uwe Brandes, ULI, Climate Land Use and Energy Committee (staff)
- Caren Dewar, ULI District Council, MN
- Kelly Mann, ULI District Council, Seattle
- Phyllis Alzamora, ULI District Council, Orange County, CA
- Doug Porter, Growth Management Institute
- Rick Cole, Ventura City Manager

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Our learning objectives

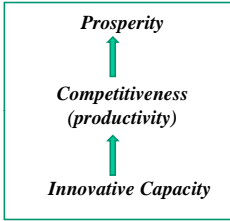
- The elements of sustainability. Including land use.
- Why sustainability now?
- Understanding the economics: cost and value.
- Community, organizational and management approaches
- Gain tools and best practices.
- Self evaluate the opportunities and challenges
- How sustainable development makes your community competitive in today's economic environment.

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The Challenge: Competitiveness and Sustainability

"Cities today have to be competitive. They operate in a global marketplace, competing with other cities and urban settlements around the world for investment. A city cannot compete, however, if it cannot offer investors security, efficiency, and infrastructure. Hardly any city can offer these elements without incorporating environmental issues into its planning and management strategies."

Cities Alliance, William Cobbett, Manager



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Necessarily, we focus on the built environment

- Local land use policies
- Regional service delivery and connection to local land use.
- Economic development
- Fiscal stability
- How to build community consensus
- How to develop a comprehensive approach

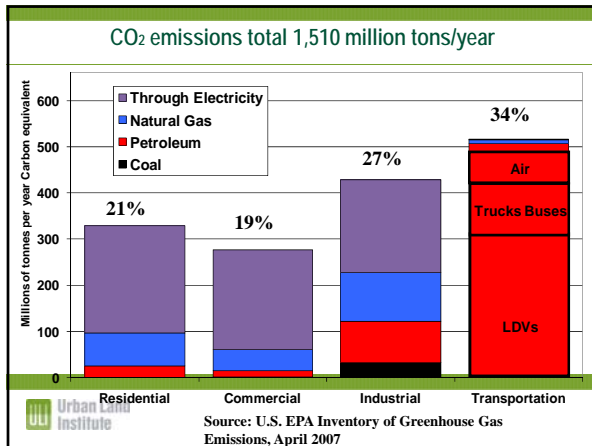
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We start with the drivers of change, for example:

- Energy: Why it matters
 - The major contributor to greenhouse gases
 - Its use permeates all aspects of our lives.
 - Cost and scarcity are having major negative impacts on community and household financial sustainability

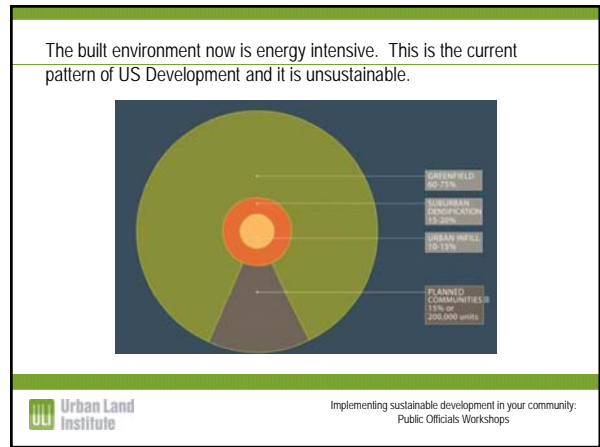


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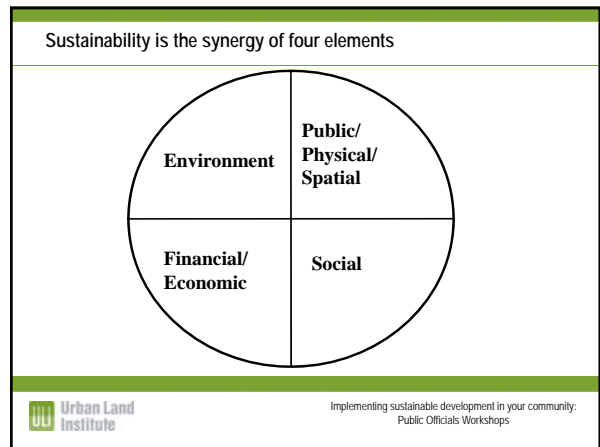


- Ways for the public sector to influence energy use**
- Transportation
 - Modes
 - Land use patterns
 - Building heating and cooling
 - Building and community lighting
 - Infrastructure; water delivery and treatment
 - Other?

- Strategies for reducing vehicle miles traveled (VMT)**
- Mixed use development
 - Urban Growth centers
 - Transit and non-fossil fuel based transportation options
 - Car share/ flex car programs
 - Walkable, bikable communities
-



- Energy is only one of the sustainability drivers we talk about. Others are:
- Climate change impacts
 - Resource limits
 - Competition for economic development (Knowledge workers want quality of life)
 - Infrastructure needs
 - Fiscal viability in providing services



Example #1: Buildings become energy, material and space efficient

Environment

1. Less greenhouse gas for heating and cooling
2. More efficient material use
3. Lower overall carbon footprint

Public/Physical/Spatial

1. Walkable, transit orientation

Financial/Economic

1. Long term energy savings
2. Preservation of long term property value

Social

1. Healthier buildings
2. Better neighborhood design

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Example #2: Change sprawl to compact land use

Environment

1. Protect habitat and ag use
2. Energy efficient

Public/Physical/Spatial

1. Creation of gathering spaces.
2. Preservation of open space

Financial/Economic

1. Lower infrastructure and service costs
2. Lower transportation costs
3. Preservation of long term property value

Social

1. More social interaction
2. Creation of community identity
3. Pedestrian orientation

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Example #3: Create places through mixed use development

Environment

1. Fewer auto trips
2. Lower energy use
3. Smaller land footprint

Public/Physical/Spatial

1. Sense of place, creation of identity

Financial/Economic

1. Diversified value creation

Social

1. Place making
2. Interaction with your neighbors

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But getting there involves understanding the reality of real estate development.

- **Entitlement risk:** Up front clarity in development conditions will be supported by the development community.
- **Real estate economics:** Conditions that result in higher development costs can be built into project planning if implemented in a predictable way. Land prices will adjust.

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The consumer's understanding of value is evolving

- Density
- Transit
- Walkability
- Good schools
- Jobs
- Shopping
- Culture
- Affordable housing
- Community
- Open Space
- Recreation
- Energy efficient buildings
- Recycled building materials
- Water efficient buildings
- Limits on parking
- Landscaping limits
- Reduced solid waste
- Preservation of natural habitat
- Reduced energy use
- Reduced GHG
- Reduced VMT

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Most developers prefer to compete on value, not cost

- Developers want to respond to the preferences of the community
- They can build the cost of new development regulations into a project pro-forma if they are clear.
- Clarity in regulations reduces entitlement risk.
- Developers work to create ownership in the community.
- Developers will collaborate and support sustainability that creates long term value.

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The course covers the why, what and how.

1. What is Sustainability? Why is it Vital?
2. The Economics of Sustainable Development
3. Tools Overview
4. Leadership and Collaboration
5. Tools - Resources
6. Tools - Quality of Place
7. Building the Business Case
8. Getting Started

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Best practices are evolving everywhere

- New York City
- Chicago
- Bogata, Columbia
- Santa Monica, CA
- San Leandro, CA
- Seattle, WA
- San Diego, CA
- Palo Alto, CA
- Tampa, FL
- Puget Sound, WA
- DuPage Co., IL
- Greenberg, KS
- North Carolina Benchmarking project
- Portland, OR


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We would like your help.

- Who do you think should attend this workshop? What is the right mix of stakeholders representing different interests?
- What are some of the difficult trade-offs and imperatives created by a sustainability agenda, and how can the workshop address these?
- What's the right balance in the discussion between tools and leadership?
- Who's doing it right? Case study and best practice suggestions.

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Description of modules
(only to be used in case of questions)

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#1 What is Sustainability at the Community Level?

- Commonly used definitions and how they are evolving
- The driving factors and imperatives for sustainability at the community level
- The two pronged role of the public sector
- The benefits and challenges of certification systems
- What really matters in sustainability at the community level

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#2: The Economics of Paying for Sustainable Development

- How energy costs drive sustainability
- Real estate economics and risk considerations
- Moving toward competing on value not cost
- How sustainable development standards enhance local financial viability.

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#3: Tools Overview

- Resource-based tools and measures
 - Energy, transportation, water, materials, waste, carbon
- Quality of life tools and measures
 - Place-making, streets, open space, built environment, "third" places



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#4: Leadership and Collaboration

- Sustainable development starts with community consensus
- Sustainable development requires connecting the systems to the planning
- Most systems serving development require regional action
- Sustainable development through public private partnerships



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#5: Tools for Sustainability: Resource Based Issues

- Resource issues: energy, transportation, water, materials, waste and carbon
- Why they matter, what is included when discussing them
- Indicators, measurements and drivers



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#6: Tools for Sustainability: Quality of Life Issues

- Why quality of life is a critical sustainability issue for public officials
- Achieving an inspirational place to live as well as a sustainable one
- Place-making techniques and sustainability
- The challenge of measuring the intangible qualities of community



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#7: Building a Business Case

- Dealing with climate change, including energy, and other resource limits
- Gaining a competitive advantage in attracting jobs, development and residents
- Sustainability and rising infrastructure costs
- Achieving fiscal viability in providing services



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#8: Getting Started: Community Assessment and Goal-Setting

- Gaining commitment
- Assessing current sustainability programs
- Setting goals
- Implementing an action plan
- Measuring, tracking and improving the program



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