

**Place Making from the Ground Up: Integrating Design, Development, and Program**

**Thursday, October 30**

**9:30 a.m. – 10:45 a.m.**



Brian Edwards  
President  
Edwards Technologies Inc.

Chairman of  
Entertainment  
Development Council

Favorite Place:  
My Garden...



Rick Poulos, AIA  
Managing Partner,  
Executive VP  
The Jerde Partnership

Favorite Place:  
Sam Gimignano, Italy



Chris LeTourneur  
President & CEO  
MXD Development  
Strategists, Ltd.

Favorite Place:  
Beirut City Center



Gary Lawrence  
Principal, Urban  
Sustainability  
Strategies Leader,  
ARUP

Favorite Place:  
Edinburgh



Greg Weaver  
President  
Catellus

Favorite Place:  
Embarcadero Waterfront,  
San Francisco, CA



# CREATING A LIVABLE PLACE

JURDI



A UNIQUE "GREEN" TRANSIT ORIENTED DEVELOPMENT

NAMBA PARKS //  
OSAKA, JAPAN



CONNECTIVITY AS A CATALYST FOR GROWTH

ZŁOTE TARASY //  
WARSAW, POLAND



LIVING IN AN INSPIRATIONAL DENSE ENVIRONMENT

KANYON //  
ISTANBUL, TURKEY



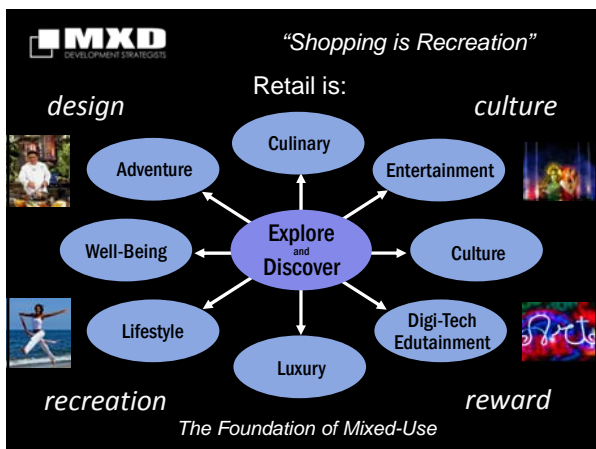
MIXED-USE URBAN REGENERATION

THE GATEWAY //  
SALT LAKE CITY, UT



TRANSFORMING A BROWNFIELD SITE INTO A  
VIBRANT COMMUNITY

SACRAMENTO RAILYARDS //  
SACRAMENTO, CA



**MXD**  
DEVELOPMENT STRATEGISTS

### The DIFC Lifestyle

*"Dubai's Window to the World"* *Retail is Recreation*

Authentic Civic Heart of Dubai.  
Convergence of Finance, Business, Culture, Leisure & Entertainment.

Retail provides soul for DIFC around which patrons will Work, Live, Shop, Stay & Play.

Cues from world's great High Streets.

DIFC's boutiques, restaurants, entertainment & cultural facilities will reward its patrons.

Define Luxury on a new paradigm.

New global standard for Material Sophistication, Design, Intellect & Culture.

*Retail is Reward*

**MXD**  
DEVELOPMENT STRATEGISTS

### The DIFC Spine

**MXD**  
DEVELOPMENT STRATEGISTS

### From Positioning to Plan

**MXD**  
DEVELOPMENT STRATEGISTS

### From Positioning to Plan

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DEVELOPMENT STRATEGISTS

### From Positioning to Plan

DIFC Retail Merchandising Strategy  
Level 00  
July 9, 2008

**MXD**  
DEVELOPMENT STRATEGISTS

### DIFC Next Generation Anchors

Dubai Portfolio Collection  
*World of design, fashion & style*

- Global Design Museum
- Exhibition Gallery
- Auction House
- Points of Light
- Digital Avatars
- VIP Membership
- Central Gardens



Sustainable places are political choices

Gary Lawrence, Principal  
Arup

ARUP

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**Dialectic Tension**

Thesis: Sustainable places are a environmental, technical and design idea with political and economic barriers.

Antithesis: Sustainable places are a political and economic idea with environmental, technical and design solutions.

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**The Stage and the Play**

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**Integrated Design – Kansai Airport**

ARUP

Sustainable communities are a choice

**Aspiration**

CONSENSUS VS. CONSENT

**Nostalgia**

**Fear**

Place vs. Interest

ARUP

**The moral obligation to be intelligent<sup>1</sup>**

"Intelligence finds its own balance by connecting circles of disparate ideas that appear, on the surface, to have no shared meaning with the core goal of making everything fit better together for community social advancement. Intelligence binds those ideas together and creates new connections for understanding."

David Boles

<sup>1</sup>Lionel Trilling

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**PLACEMAKING ON A LARGE SCALE**


A Developer's Perspective

GREG WEAVER


**CAVEATUM**  
A DEVELOPER'S PERSPECTIVE

ULI Fall Meeting – Miami, FL  
October 30, 2008

**Catellus: Who We Are** MUELLER



- One of largest mixed-use developers in U.S.
- Focused on retail and mixed-use land development
- Business unit of ProLogis, 2<sup>nd</sup> largest REIT in U.S.
- Sustainability a core business initiative
- Listed on Dow Jones and FTSE4Good Sustainability Indexes



**Large-Scale Place-Making Principles** MUELLER

- True Mix of Uses
- Transit & Pedestrian-Oriented
- Quality Open Space
- Distinctive Architecture
- Diversity and Affordability
- Community Involvement
- Comprehensive Sustainability







**Mix of Uses** MUELLER



Residential   Commercial   Institutional   Retail   Greenspace   Infrastructure


**Program includes:**


- 2,200 single-family, 2,400 multi-family homes
- 2,000,000 sq. ft. of commercial
- 2,000,000 sq. ft. of institutional
- 650,000 sq. ft. of retail
- 140 acres of parks and open space
- \$175 million of infrastructure



**Transit and Pedestrian-Oriented** MUELLER

- Designed to accommodate light rail and bus rapid transit
- Most residents and workers will be less than 10 minutes walk to transit
- Streets designed to distribute traffic to minimize impact on neighborhoods
- TDM Program in place – expected diversion of 30% of S.O.V
- All homes within 600 feet of open space



### Quality Open Space

MUELLER

- 140 Acres of Open Space (20% of site)
- 13 mile system of hiking and bike trails
- Connectivity to surrounding city parks, bike lanes and trails
- Wide variety of parks
- Multipurpose ponds: Runoff, water quality, and aesthetics
- Over 15,000 new trees will be planted, including one for every four parking spaces





### Distinctive Architecture and Design

MUELLER

- Design Guidelines
- Multiple Home Builders
- Design Review
- Local Materials
- Historic Preservation
- Public Art









### Diversity & Affordability

MUELLER

- Diversity
  - Mix of uses, job opportunities, and price-points for housing
  - Outreach program to small and minority- and women-owned businesses
  - Nearly 25% of all infrastructure work has been completed by M/WBE certified subcontractors
- Affordability/Mixed Income
  - 25% of all housing will be "affordable" (80% MFI, for-sale; 60% MFI, rental)
  - Town Center will include at least 30% local businesses

### Comprehensive Sustainability

MUELLER

- Four environmental goals:
  - Protect Air Quality
  - Mitigate Urban Heat Island
  - Protect Night Sky
  - Promote Green Building
- Three means of implementation:
  - Green Community Design
  - Green Infrastructure
  - Green Buildings






### Community Involvement

MUELLER

**Planning and Implementation Advisory Committee**

- Local stakeholder advisory group to City Council

**Mueller Neighborhoods Coalition**

- 12 neighborhood associations

**Mueller 101, 201, 301**

- Expert panels about development issues

"Mueller is a rare opportunity to create a new neighborhood from the ground up ... Extraordinary care has been taken to make sure the result matches the vision."  
 -- Austin American Statesman




# THANK YOU

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