

Food & Real Estate: Cutting Edge Trends

- Moderator - Ed McMahon, ULI

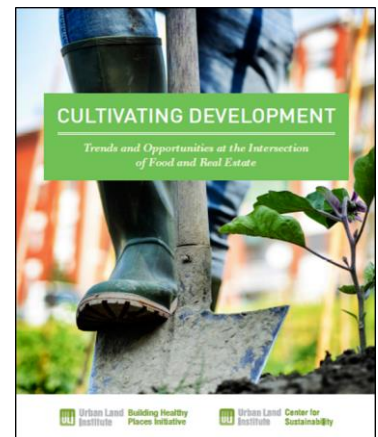
- Panelists

Lara Hermanson, Farmscape, (San Francisco)

Jeffery Schwartz, Broad Community Connections (New Orleans)

Ann Taylor, Midway (Houston)

Ken Hubbard, Hines (New York)



THANK YOU TO:

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The Colorado Health Foundation™





CULTIVATING DEVELOPMENT

*Trends and Opportunities at the Intersection
of Food and Real Estate*

NEW ULI REPORT

BUILDING HEALTHY PLACES
INITIATIVE

CENTER FOR SUSTAINABILITY

Report Overview

Central Theme

- Incorporating opportunities to **grow, purchase** and **consume** food within development projects **can pay dividends**.
- In terms of **health, sustainability, social equity** and **profit**.

Process

- **Who** – Food, health, sustainability & development sector representatives.
- **How** – **2 Food & Real Estate Forums** (New Orleans and New York).
- Dinners & dialogues with chefs, project tours, keynote speakers, panels & group conversations
- Independent research

Changing Nature of Agriculture & Food



18th & 19th Century



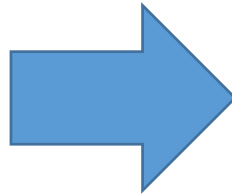
21st Century



Changing Nature of Food



Fewer fruits, veggies & whole grains



More meat & high calorie fast food



Impacts on Planet, People

- Food travels a long way from farm to plate (~1500 miles for US produce)
- Agriculture contributes 13% of global GHG; uses 80% of water in U.S.
- An astonishing amount of food is wasted
- 35% of U.S. adults are obese, as are 1 in 3 children/adolescents
- More than 29M Americans live in food deserts.
- Hunger costs America \$167.5B annually

Why the Growing Interest in Food?

- Growing interest in fresh, local and healthy.
- Growing interest in green and sustainable.
- We all eat 3 times a day.
- You can't eat online.
- Young people prefer experiences more than stuff.
- Growing, preparing and eating food can all be social activities



FOOD-CENTRIC DEVELOPMENT TYPES



AGRIHOODS

- Residential
- Working farm



FOOD-CENTERED MIXED-USE DEVELOPMENT

- Restaurants
- Food stores
- Mixed-use



FOOD-CENTRIC RESIDENTIAL DEVELOPMENT

- Community gardens
- Restaurants
- Residential



FOOD HUBS + CULINARY INCUBATORS

- Regional processing
- Distribution centers
- Workforce development



NEXT-GENERATION URBAN MARKETS

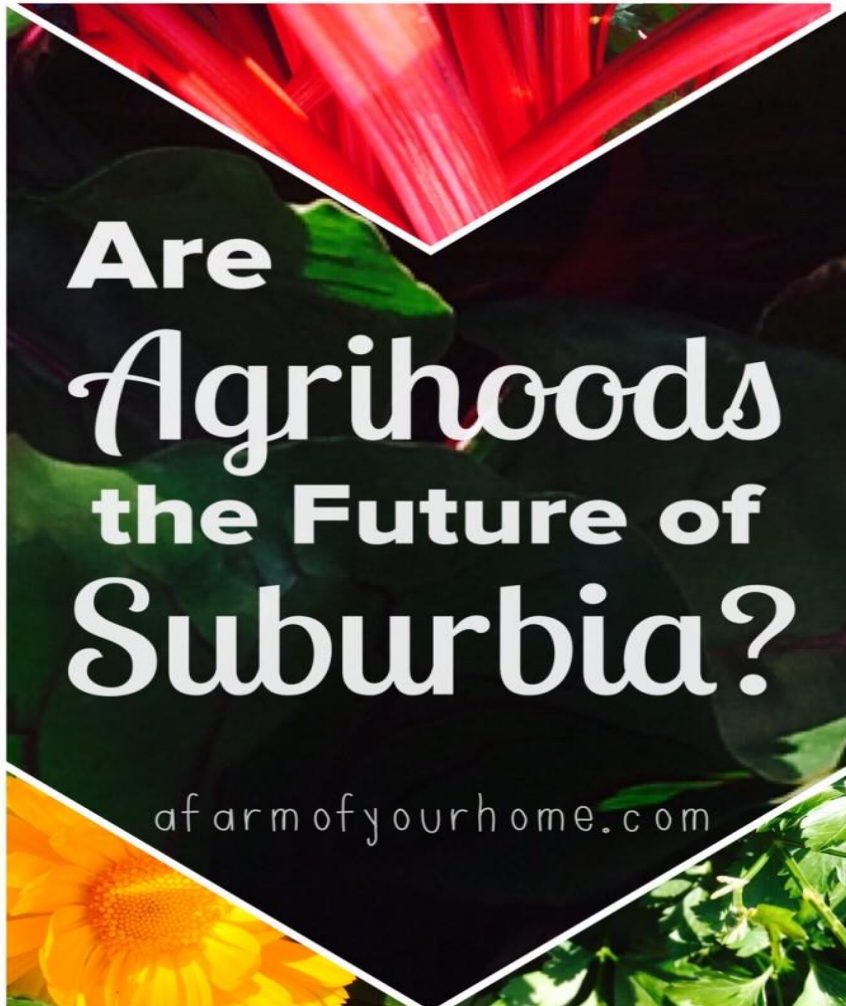
- Food halls
- Workforce Development
- Mixed-use development



INNOVATIONS + INNOVATORS

- Sustainability
- Access to healthy food
- Economic development

Agrihoods



One of the hottest trends in new home development is incorporating farms into communities

Agrihoods Everywhere



- Agridopa - AZ
- Bucking Horse – CO
- The Cannery - CA
- Harvest – TX
- Kukui’ula – HI
- Prairie Commons – KS
- Sendro – CA
- Serenbe – GA
- Skokomish Farms – WA
- South Village, VT
- Wetrock Farm - NC
- Willowsford - VA

Agricultural Space Can Add Value



- “As a developer it’s been humbling to see how such a simple thing and such an inexpensive thing as a small farm can be a development’s most loved amenity.”

– Brent Herrington, DMB Associates

Food-Centric Residential Developments

- Mastered planned, residential or mixed use communities focused around community gardens, restaurants or a strong food identity.
- These developments tend to be smaller than Agrihoods and are often redevelopments and/or in an urban setting.



Grow Community – Bainbridge Island, WA



Eco- Modern Flats – Fayetteville, AR

Urban Agriculture

- Urban agriculture is the practice of growing, raising or cultivating food in or around a city or town.
- It can involve urban horticulture, beekeeping, animal husbandry and other practices.
- It may also involve processing and distributing food.



Urban Gardens are Cropping Up: Everywhere!



AT&T Baseball Park Urban Garden



White House Kitchen Garden



Urban Garden on Chicago City Hall



Detroit has 1350 urban gardens

Food-Centered Retail & Mixed Use

- Large, mixed-use (office, residential, shopping, theater) projects designed around a range of food and dining offerings.
- Restaurants, markets, grocery stores, etc, – to enhance amenities, value, place-making.



O Street Market – Washington, DC



Pearl District – San Antonio, TX

Grocery Stores – the Old Paradigm



Conventional Wisdom

- Suburban locations
- Single-use buildings
- Accessible by auto only
- High thresholds – rooftops, income levels

Urban Grocery Stores



Mixed Use Projects



No Setbacks



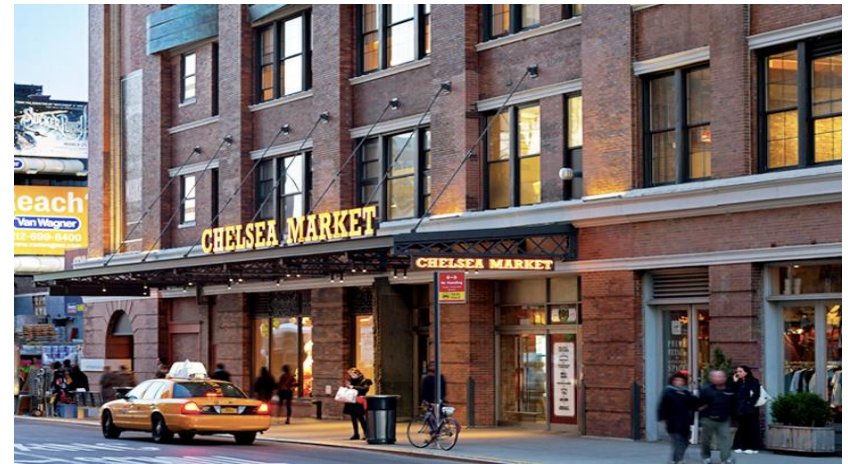
Small Footprints



Parking Underground or on Roof

Next Generation Urban Markets

- Food halls that combine traditional market offerings (butcher, fruit & vegetable stands, etc.) with dining options, artisanal foods, and innovative food sourcing and events.
- Ferry Terminal Market in San Francisco, Chelsea Market in New York, St. Roch Market in New Orleans, Union Market in Washington are examples.



Chelsea Market – New York



The Packing House – Anaheim, CA

Ferry Terminal Market – San Francisco



- One of the city's top 5 visitor destinations.
- Attracts 1 million visitors annually



- Generates \$1,250 per sq ft in food sales

Union Market – Washington, DC



Union Market - Before



Union Market – After

- Heart and soul of a broader, once blighted district and neighborhood.
- Includes food vendors, eateries, culinary events, performances spaces
- More than 100 businesses employing 1,500 people now in district.
- For the first time in 40 years, new housing built in the neighborhood.

Innovations and Innovators

- New policies, approaches and investors are promoting innovative ways to access, grow, distribute, experience and dispose of food.
- The new approaches are providing opportunities for both profit and reduced environmental impacts



Indoor Vertical Farm – Newark, NJ



Restaurant Incubator – Dallas, TX

CASE STUDIES FEATURED



Project	Location	Type	On-site food growing	Education	Events	Anchors	Incubators or Training	Grocery
Aria Denver	<i>Denver, CO</i>	Mixed use	X	X	X		X	X
Chelsea Market	<i>New York, NY</i>	Food hall/Mixed use	X		X	X		
CityCentre	<i>Houston, TX</i>	Mixed use			X	X		
Constellation	<i>Madison, WI</i>	Mixed use	X			X		X
Packing House	<i>Anaheim, CA</i>	Food hall			X	X	X	
ReFresh Project	<i>New Orleans, LA</i>	Retail/Nonprofit	X	X	X	X	X	X
Serenbe	<i>Chattahoochee Hills, GA</i>	Mixed-use master-planned community	X	X	X	X		
Union Market	<i>Washington, DC</i>	Food hall/Mixed use	X		X	X	X	

LESSONS LEARNED



PEOPLE

- Creative **partnerships**
- Outreach and **education**
- **Financing** in underserved communities
- **Workforce** development
- **Transportation** infrastructure



PLANET

- Leveraging **market interest**
- **Conservation, local food and waste management**
- Streamlining the **permitting** process



PROFIT

- New **business models**
- Leveraging demand
- Variety of store **sizes/formats**
- Supportive **partnerships**

Thank You!

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