

The Politics and Process of Adaptive Reuse; The Power of Good Design

WHEN: Friday afternoon, October 16 – Sunday morning, October 18
WHERE: Atlanta, Georgia
HOSTS: David Roper and Jackie Benson



Ponce City Market



Atlanta Beltline

Native Atlantan and NTBA board member David Roper and noted new urbanist Jackie Benson are excited to host the 2015 NTBA Fall Roundtable in their hometown city. They have assembled a remarkable roster of development professionals who will explore the trends and practices that fuel this dynamic and thriving part of Atlanta.

The topics for the Fall Roundtable are centered on Adaptive Reuse, the Power of Good Design, Rethinking Our Neighborhood Investments, Best Practices, and Quality of Life Infrastructure. You'll get a chance to tour Adaptive Reuse projects, including Ponce City Market and the Atlanta Beltline, and enjoy some of the urbanity that has emerged in and around midtown Atlanta. You'll meet friends, new and old, and exchange thought-provoking dialog. Please join us October 16 - 18, 2015 at the Hyatt Hotel Midtown Atlanta for the 2015 NTBA Fall Roundtable.



Optional Pre-Roundtable Road Trip: Serenbe

WHEN: Thursday evening, October 15 – Friday morning, October 16, 2015

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serenbe

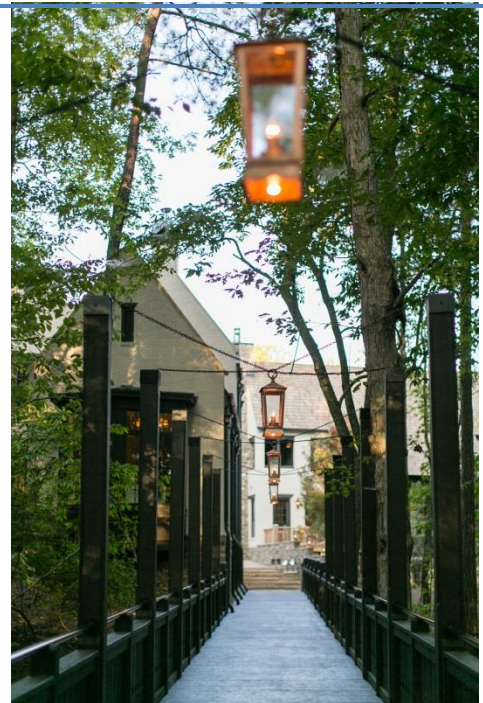
Serenbe is pioneering a new community model connected to nature on the edge of Atlanta. It is a neighborhood where fresh food and fresh air make wellbeing as natural as nature itself. Set among acres of preserved forests and meadows with miles of nature trails that connect homes and restaurants with arts and businesses, Serenbe's architectural planning sets new standards for community living and engagement by remembering the past.

Each of Serenbe's four planned hamlets has a complementary commercial center focused on the elements of a well lived life: arts for inspirations, agriculture for nourishment, health for wellbeing, and education for awareness. Sustainability at Serenbe means money saved with net zero homes and time and energy saved with no maintenance yards. Fresh food is a natural asset with a 25-acre organic farm, a seasonal Saturday Farmers Market, a thriving CSA Program and edible landscaping along paths and sidewalks. Year round cultural events include outdoor theatre from Serenbe

Playhouse, culinary events and festivals, music, films and lectures, three farm-to-table restaurants, plus robust Artist and Scholars in Residence programs featuring dinners and talks. Serenbe is where international business executives meet over coffee with the local farmers. Boutique shopping, art galleries, a spa, trail riding, cooking classes, and workshops are available throughout the community. The international, cutting edge Bosch Experience Center is next door to the local, down home country market. Serenbe is a place you can enjoy for a meal or a weekend or call home for a lifetime.

Steve and Marie Nygren discovered the property now known as Serenbe on a weekend outing to introduce their children to the Georgia countryside in 1991. Weekend visits for Marie, Steve, and their young daughters transformed their lives and in 1994 they sold their Atlanta home and relocated full-time to Serenbe. The vision for the community of Serenbe was born in an effort to protect the beautiful rural land just outside of Atlanta known as Chattahoochee Hill Country. The Hirst house at Serenbe broke ground in 2004 and today the community is home to over 420 residents and has won numerous awards including the Urban Land Institute inaugural “Sustainability Award”, Atlanta Regional Commission “Development of Excellence”, and was named “Development of the Year” by EarthCraft Communities.

Serenbe land planning protects the wetlands and preserves over 70 percent of the land as green space, with respect for the agricultural history of Chattahoochee Hill County.



The Blue Eyed Daisy

SERENBE COMMUNITY MASTERPLAN



THURSDAY, OCTOBER 15, 2015, SERENBE, CHATTAHOOCHEE HILL COUNTRY

Registration for the optional road trip to Serenbe is open to registrants of the 2015 NTBA Fall Roundtable. The registration fee is \$125 per person. Registrants will enjoy a room rate of \$190 per night under the NTBA room block. Dinner on Thursday evening, the presentation on Friday morning, and lunch are included in your registration fee. Transportation is on your own; please contact Monica at info@ntba.net if you can offer a ride or if you need one and she will try to help.

AGENDA: "SERENBE"

Prior to
6:00 PM

Arrive and Check-in to [The Inn at Serenbe](#)

The Inn at Serenbe has 27 guest rooms located between six buildings on the Inn grounds and additional rooms in the Serenbe Community. 20 rooms have been reserved for NTBA members at a group rate of \$190 per night. Please call Guest Services at 770-463-2610 for reservations and identify yourself as a NTBA guest. All unsold rooms will be released by October 8. First come, first served.



6:00 PM

Cocktails at [The Farmhouse at Serenbe](#)

Meet in the bar of The Farmhouse at Serenbe to gather with other guests from the NTBA.

Dutch treat! If you get there early, cocktails are half price from 4-6 PM.

7:00 PM

Dinner at The Farmhouse at Serenbe

Critically acclaimed by *Gourmet* and *Appetit*, The Farmhouse at Serenbe is one of Atlanta's original farm-to-table restaurants. The Farmhouse serves regional cuisine using locally grown, organic ingredients from the restaurant's own garden as well as from Serenbe Farms and other area producers. Chef Thaddeus Barton reimagines the farm-to-table menu each month to highlight the freshest, seasonal ingredients available. The atmosphere of The Farmhouse is casual while still

maintaining the fine-dining standards of service that patrons appreciate. Guests are seated in what served as the summer dining room when the Inn's main house was the Nygrens' personal home. The intimacy of its days as a family dining room can still be felt today. The chef has prepared a special menu for NTBA guests.

Dinner is included in your Serenbe Registration. Drinks on your own.

FRIDAY, OCTOBER 16, 2015, SERENBE, CHATTAHOOCHEE HILL COUNTRY



7:30 – 9:30 AM Breakfast

Take an early morning walk for exercise and to familiarize yourself with the beauty of Serenbe. Enjoy a leisurely breakfast at the [The Blue Eyed Daisy](#) at Serenbe. Zagat calls The Daisy a must when visiting Serenbe, saying, “this cute, eclectic coffee shop and bakery is worth a visit for its freshly prepared breakfast and lunch offerings made with locally grown ingredients from the community's farm. The friendly vibe and country setting will make you feel like you've stepped back in time.”

The Daisy opens at 7:30 AM. Breakfast is on your own.

9:30 AM The Serenbe Back Story

Meet in the Hawthorne Room at The Farmhouse. Join Serenbe Developer Steve Nygren and the Serenbe Institute's Phyllis Bleiweis as they share the story of Serenbe and some of the many keys of its success for resonating with residents and visitors.

(See pages 2-4 for more information about Serenbe.)



Steve Nygren



Phyllis Bleiweis

12:00 PM [Lunch at The Hil at Serenbe](#)

This unique, unassuming dining spot opened in August 2007 in the eclectic community of Serenbe. Owned and operated by the restaurant's namesake Chef Hilary White and husband Jim White, The Hil is their vision for a refined, yet informal, neighborhood restaurant, with a dedication to serving simple, farm-fresh cuisine.

Rounding out The Hil's team is Chef Hilary's mom, Sandy Pitsch, an experienced restaurant manager. The family effort at The Hil is a central element inspiring the restaurant's trademark warmth, consistency and superior service. Chef Hilary's diverse menu is guided heavily by produce from Serenbe Organic Farm located just around the corner from The Hil. Vibrant flavors of the ingredients, prepared simply and served at precisely their peak, tell this story and make each dining experience at The Hil distinctive. *Lunch is included in your registration.*

2:00 PM **Depart Serenbe and arrive in Atlanta for the 2015 NTBA Fall Roundtable**



The NTBA is the only town and urban developer association that exists in which the knowledge and experience gained from creating town centers is freely shared. The lessons learned can save time, energy, and money. The relationships gained can be a resource and a joy.

Making and Remaking America's Downtowns

Registration for the 2015 NTBA Fall Roundtable is \$550 per person. Registration includes all presentations; bus transportation on Saturday, October 17; refreshments; dinner on Saturday evening; and breakfast on Sunday morning. All other expenses are on your own. An Early Bird registration discount of 10% is offered to those who register by September 20.

AGENDA: 2015 NTBA FALL ROUNDTABLE

FRIDAY, OCTOBER 16, 2015, HYATT ATLANTA MIDTOWN HOTEL

Prior to
4:00 PM

Arrive and HOTEL Check-in
[Hyatt Atlanta Midtown Hotel](#)
125 10th ST, Atlanta, GA 30309
USA TEL: 404-443-1234



GROUP BLOCK LINK:

<http://resweb.passkey.com/go/townbuild>

Please note that only 20 rooms have been set aside for NTBA members at a special rate of \$162 per night. Group rooms are first-come, first-serve and you are encouraged to reserve your rooms early. The room block expires on September 24, at which time the rooms will be released.

4:00 PM

Midtown Atlanta: Welcome, Economic Overview, Trends, Walking Tour

Kevin Green and Ken Bleakly will get the Roundtable rolling! Market Researcher Ken Bleakly completed an assessment last year on market drivers and trends in the Midtown Atlanta Submarket that he will share with us. Ken will also speak on national trends and where he is seeing the most activity in the real estate sector today. Following Ken's presentation, we'll get a chance to walk and tour a portion of Peachtree Street in Midtown. In October, we're betting the weather will be nice.



Kevin Green



Kenneth D.
Bleakly, Jr.

6:00 PM

Break for cocktails at Tap! Recognized as "Atlanta's Best Gastropub" by *Atlanta Magazine*, TAP is a standout spot for seasonally-driven, innovative comfort food. An extensive international beer list and innovative barrel wine program makes TAP "a convivial place to have a pint" night after night. *Your first drink and snacks are on us!*

7:15 PM

Casual Dinner:

Gather some friends and book your own reservations through OpenTable.

May we recommend:

Restaurant	Website	Address
TAP	http://www.tapat1180.com/home.php	1180 Peachtree Street
Einstein's	http://einsteinsatlanta.com/	1077 Juniper Street
Ecco	http://ecco-atlanta.com/	40 7th Street NE

SATURDAY, OCTOBER 17, 2015, ATLANTA, GEORGIA

Prior to
8:30 AM

Breakfast

Please enjoy breakfast on your own prior to the Roundtable. The Flying Biscuit (1001 Piedmont Ave NE) opens at 7 AM and is a favorite location for breakfast is about one block from the hotel. Beverages and a light yogurt snack will be provided during the educational session.



Ryan Gravel



Jim Irwin



Paul F. Morris

8:45 AM

Adaptive Reuse and Revitalization on the Atlanta Beltline, Hyatt Hotel

Adaptive Reuse – Ponce City Market, Atlanta Beltline, and Fourth Ward Park
The morning presentations will begin with Paul Morris, President of Atlanta Beltline Inc., an organization established to facilitate public and private investment, planning, and development around the terrifically successful Atlanta Beltline trail and park system. He will be followed by Jim Irwin who will tell us about the ambitious and succeeding, large-scale adaptive reuse project, Ponce City Market. They will be joined by Ryan Gravel who, as a graduate student, proposed the idea that the dormant rail right of way circling intown Atlanta could be repurposed into a multi-use trail and park system. This has become the Atlanta Beltline, a decades’ long endeavor which is only partly completed. A panel discussion will ensue.



About Ponce City Market

Ponce City Market is a historic mixed-use community hub focused on artisanal food, fashion, residential lofts and tech office. Ponce City Market combines 259 residential flats with approximately 550,000 square feet of Class-A loft office space and 300,000 square feet of retail and restaurants including Dancing Goats Coffee Bar and the recently opened

Binders Art Supplies, Suzuki School and General Assembly as well as a Central Food Hall, slated to open in fall 2015. The Central Food Hall will feature Anne Quatrano’s latest concept, Dub’s Fish Camp, an Indian street food eatery by the owners of Chai Pani and Linton Hopkins’ H&F Burger, among others. National anchor retail tenants include The Frye Company and West Elm. The evolution of Ponce City Market focuses on preserving the building’s historic character and enhancing its connection to the surrounding community. Ponce City Market will also boast a new pedestrian bridge

which links the interior courtyard and public market directly to Atlanta's popular BeltLine trails.

About the Atlanta BeltLine



The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide

a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling the urban core and connecting many neighborhoods directly to each other. Atlanta BeltLine, Inc. (ABI) is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with other public and private organizations, including City of Atlanta departments. For more information on the Atlanta BeltLine, please visit www.BeltLine.org.



About Fourth Ward Park

Historic Fourth Ward Park is a 17-acre public park in the heart of the Old Fourth Ward neighborhood. Located near downtown and adjacent to the Atlanta BeltLine, the park is well positioned to serve neighborhood residents as well as visitors from around the city and the region. Construction began in August 2009 and the park

officially opened on 2011. Atlanta BeltLine, Inc., on behalf of the City of Atlanta Department of Watershed Management (DWM), managed the construction of the project, including a detention basin, or lake, which is the central visual amenity of Historic Fourth Ward Park. This two acre lake serves as a striking aesthetic feature while helping the City to meet Federal Consent Decree requirements. Construction on this project was completed more than \$5 million under budget. The Trust for Public Land made the initial land acquisitions for the project and ongoing philanthropic support through the Atlanta BeltLine Partnership Capital Campaign was vital to additional land acquisition, design and park development. In addition, property owners and community members formed the Historic Fourth Ward Park Conservancy to provide additional ongoing maintenance, programs and amenities for the Park.

10:30 AM Board Bus for Ponce City Market, 650 North Ave NE, Atlanta, GA 30308

10:45 AM **Ponce City Market, Atlanta Beltline, and Historic Fourth Ward Park: Walking Tour**

Following the morning session, we will board a bus and head over for a tour of Ponce City Market with Jodi Mansbach. Ponce City Market adjoins the Beltline trail, and the adjacent Fourth Ward Park.



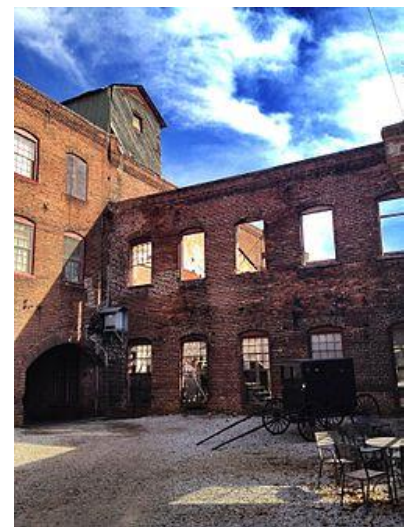
Jodi Mansbach

12:00 PM **Lunch in the Ponce City Market or along Atlanta Beltline**
Dutch treat!

1:15 PM **Board Bus to Depart for The Goat Farm, located at 1200 Foster ST, Atlanta GA 30318**

1:30 PM **Adaptive Reuse Art Site: The Goat Farm Tour**

Following lunch, we will continue our walking tour to visit other adaptive reuse projects in the area. Anthony Harper will be our guide for a tour of The [Goat Farm Arts Center](#), a creative industrial complex in West Midtown Atlanta. Its model, designed to attract a dense collection of forward-thinking ventures, has re-positioned an unproductive 19th century factory into one of Atlanta's largest centers for vanguard fields, contemporary thought, art and performance. The Goat Farm represents over a quarter of a million square feet of space. 470+ Members, which together employ 130+ people, occupy studios at the Goat Farm and contribute to the social, cultural and economic fabric of the city. By acquiring derelict property, rehabbing it and making it productive, The Goat Farm provides a potential national model for industrial re-purposing in dense metropolitan areas.



Goat Farm Arts Center, 2011



Anthony Harper

2:40 PM **Board Bus for Hyatt Atlanta Midtown Hotel, 125 10th ST, Atlanta GA 30309**

3:00 PM **The Power of Good Design, Hyatt Hotel**

Quality and Design continue to emerge as important drivers in the new economy. People of all ages are capable of appreciating good design. We'll hear from our esteemed panelists to discuss what factors and design features they are incorporating in their current work for new buildings and spaces that the market is responding to and consumers are increasingly seeking out.



Howard Lalli



Jodi Mansbach



Jay Silverman

4:00 PM **Best Practices: TOD, Public Private Partnerships, and Economic Development, Hyatt Hotel**

This series of presentations and discussion will have a look at best practices and initiatives in transit oriented development and public entities partnering with private developers. We'll hear from Amanda Rhein, Senior Director of Transit Oriented Development and Real Estate at the Metropolitan Atlanta Rapid Transit Authority, who has taken on seeking out mixed-use development around MARTA rail stations in recent years. Other Atlanta-based professionals will share their experiences with successes in creating positive outcomes that required both private and public participation.



Amanda Rhein



Daniel H. Sherman

5:15 PM **Rethinking Investment in Our Neighborhoods, Hyatt Hotel**

We will have looked at some of the more successful areas in Greater Midtown where thoughtful design and investment are creating real value, both financial and experiential. What does it look like on the front end of the process, in neighborhoods that haven't seen significant investment for some time? We'll discuss some of the tools and practices being employed to create value in some of the older parts of town. It is a little bit like priming the pump. We know that place making and smart growth practices can be quite effective at creating value. Does it always mean economic displacement, for example? Hear from some of Atlanta's best thinkers on investments in some of Atlanta's less favored neighborhoods.



Debra A. Edelson



Lisa Y. Gordon



7:30 PM **Dinner at Lure, 1106 Crescent AVE NE, Atlanta, GA**

Please be our guest. This dinner experience is included in your registration.

Lure is all about seafood. The dining room, full of wood-heavy nautical décor, feels like an adventure trip in the dark, cozy cabin of a weathered whaler. And while the menu delivers a strong sampling of classic American seafood, Lure also ventures out into foreign waters, with a keen eye on the Mediterranean, Indian Ocean, and Asia. *(Other options will be available besides seafood.)*

SUNDAY, OCTOBER 18, HYATT MIDTOWN HOTEL, ATLANTA

8:30 AM **Traditional Southern Breakfast**
Come hungry! Breakfast is included in your registration.

9:00 AM **Member Spotlight: DAVID SCHEUER**
Retrovest founder, our friend, and our colleague David Scheuer passed away on August 5, 2015 after his battle with ALS. Over the last year, Dave continued to work with enthusiasm and commitment to advance his passion for creating developments that captured sustainable design and enhanced our communities. Join Retrovest's Tom Currell and Elisa Mayes as they present a compilation of David's work and his many contributions to new urbanism. Also, learn more about the David Scheuer NTBA Scholarship program.

About David Scheuer

David Scheuer founded the Retrovest Company in 1981. Mr. Scheuer worked on projects in Vermont, Washington D.C., and in four western states. Under his leadership the Company built a reputation for design quality, environmental sensitivity, and healthy neighborhoods in the residential and mixed-use projects.



Elisa Mayes, David Scheuer, Tom Currell, and Pam Bucharme and Peter Roberts with Watson and Frodo.

Since 1989 he was active in the Urban Land Institute, where he served on the Public/Private Partnership Council; He recently chaired ULI's National Convocation on Building Healthy Communities and was a frequent speaker on behalf of ULI's Healthy Communities Initiative.

David was former National Director of the National Association of Home Builders; a former Board Member of the Preservation Trust of Vermont and The Flynn Theatre for the Performing Arts; and was a co-founder of the Fund for Vermont's Third Century; he served as Vice President of Preservation Action, a Washington D.C. citizens' organization. He was a founding member of the Congress for the New Urbanism. In 1990 Mr. Scheuer was inducted into Lambda Alpha, the National Land Economists Society. He was a former Trustee of the U.S. Ski Team Foundation and served on the Executive Board of the National Town Builders' Association. For ten years he served on the Board of Champlain College where he chaired its Facilities Committee. Mr. Scheuer

was appointed by Governor Howard Dean to Vermont's Municipal Land Law Review Commission (2001-2003). His other activities included: President's Transition Team for Department of Housing and Urban Development (1993); and the Democratic Leadership Council Task Force on Energy & Environment (2000-2006). He attended the University of Colorado, where he was an All-American alpine skier. From 1972 to 1978 he was a member of the U.S. Alpine Ski Team. David did graduate work in Agricultural and Land Economics at the University of Vermont and completed the Advanced Real Estate Development Management Program at Harvard University. In his other life endeavors, he had a passion for bluegrass, horseback riding, and cattle ranching.

We were saddened to lose David's daily presence in August 2015 when he passed away after a battle with ALS. We regularly miss his one-liners, his wisdom, his fantastic stories, and his golden retrievers.

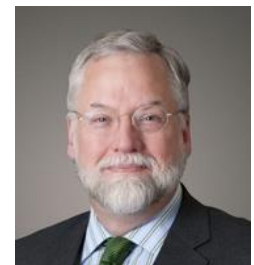
9:30 AM **Beauty Basics: The 7 Principles of Stunning Communities**
Join Lew Oliver as he outlines the 7 principles to create stunning communities, including:

- Vistas and captured urban spaces from town center to neighborhood gathering spaces
- Street layouts that capture energy; terminating and deflected vistas
- Thoughtful hardscape
- Iconic and fabric architecture
- Hierarchy and proportion
- Style/building character
- Real materials, great details



Lew Oliver

10:30 AM **Using Ecodistrict Design ("EDD") to Lead Economic Development**
EDD can reduce capital requirements for infrastructure for increased density in urban areas as well as lower operating costs and improve a project's environmental footprint. New Urban design, when coupled with EDD, can create more resilient communities and economic development opportunities for localities and developers.



Daniel K. Slone

11:30 AM **National Town Builders Association Annual Meeting**

12:00 Noon **Parting Thoughts**
Steve J. Maun, President, National Town Builders Association

A BIG SHOUT-OUT TO OUR FALL ROUNDTABLE HOSTS!



David Roper

David Roper, General Manager and Executive Director of Real Estate Development for Four A International

This group is developing a mixed-use, master-planned community on its land in Conyers, Ga. David has done a tremendous amount of pre-development work and looks forward to breaking ground in October 2015. This new, walkable, mixed-use community is named Eastmore (www.newchoicesforconyers.com).

David is actively involved with organizations including ULI, ICSC, CNU, LOCUS, and the NTBA where he serves on the board. Through attending numerous meetings, conferences, and classes, he continues his learning about best practices in planning, design, development, and leadership. He holds a Bachelor of Science degree from Columbus State University and a MBA degree from the Fuqua School of Business at Duke University. He is a native Atlantan and a licensed broker registered in the State of Georgia.



Jackie Benson

Co-hosting the 2015 NTBA Fall Roundtable and working with David on Eastmore is Jackie Benson, of J. Benson Marketing. The company specializes

in New Urban education for sales and marketing professionals, and producing world-class communications and sales programs for New Urbanist communities.

SPEAKER BIOGRAPHIES



Kenneth D. Bleakly, Jr.

Kenneth D. Bleakly, Jr., President, Bleakly Advisory Group

Ken Bleakly has enjoyed a long career in the real estate and development consulting. He is president of Bleakly Advisory Group, an Atlanta-based consulting firm created in 2001--that specializes in market and financial analysis, public finance and the implementation of public-private partnerships.

During the past several years Ken has served as market and financial advisor for the reuse of Fort Gillem and Fort McPherson, and has been a real estate advisor to the Atlanta BeltLine for affordable housing policies. He has provided development advisory services to the Gwinnett Place CID, City of Duluth, and the City of Holly Springs. He has been involved in transit oriented development/mixed use development projects throughout the Atlanta region. He has assisted more than three dozen Georgia communities create tax allocation districts in their communities. He has been a market and financial advisory to the Peachtree Streetcar Task Force, MARTA and GRTA. Ken's firm recently completed an economic impact analysis for the Peachtree Corridor of Atlanta for Central Atlanta Progress/Midtown Alliance and Buckhead CID.

Prior to forming Bleakly Advisory Group, Ken served for five years as president of COPA, Inc.—a non-profit developer created by the Atlanta business community to stimulate development around Centennial Olympic Park. From 1990-1996 Ken was the partner in charge of Arthur Andersen's real estate consulting practice in Atlanta.

He is an author and frequent speaker on urban and community development issues both regionally and nationally. Ken holds a Masters in City and Regional Planning from Rutgers University and an undergraduate degree from Rollins College.



Phyllis Bleiweis

Phyllis Bleiweis, Serenbe Institute

Ms. Bleiweis served as Executive Director of The Seaside Institute from 1996 until she retired in 2009 and moved to Serenbe. The Institute convened seminars nationwide on developing sustainable, walkable communities. Ms. Bleiweis came to The Institute from Miami, where she served as Executive Director of the Performing Arts Center Foundation of Greater Miami from 1994 - 1996 and on-site State Coordinating Officer for Hurricane Andrew Recovery from 1993 - 1994.

Prior to her move to Miami, Ms. Bleiweis was Executive Director of Florida Arts Celebration, a community-based multi-disciplinary arts organization which she founded in 1983. She served as artistic director of the festival, initiated arts education and concert touring programs and co-produced the Arts Celebration's opera performances. In addition to her work with non-profit organizations, Ms. Bleiweis consulted in political campaign management and fund raising from 1980 - 1990.

Ms. Bleiweis received her Master of Arts degree in Journalism and Communications from the University of Florida and her Bachelor of Arts degree in English Literature from the University of Delaware.

She has served in many civic capacities, including the Serenbe institute, where she serves as Secretary of the Board of Directors, the Advisory Council of the Serenbe Biophilic Institute and the Chairman of the Serenbe Institute Fellows Program. She also served on the Alachua County Board of County Commissioners (appointed by Governor Graham) and the President's Commission on White House Fellowships (appointed by President Carter).



Tom Currell

Tom Currell, The Retrovest Company

As a Principal at The Retrovest Company, Tom brings more than 20 years of experience in orchestrating all facets of real estate development including feasibility analysis, site selection, acquisition, project planning, design, entitlement, finance and construction activities for projects in six states throughout the US. His experience includes leading development initiatives involving large-scale, urban redevelopment, multi-family housing, mixed-use, and office projects with a focus on sustainability and smart growth. Tom has managed development projects encompassing over \$360 million of investment over the past fifteen years encompassing more than 1,000 units of housing. The team at Retrovest is a focused on bringing well designed, environmentally sensitive, development projects to fruition in New England communities.

As a Vice President with St. Louis based urban development company McCormack Baron Salazar he led the start-up of a regional office, which he managed for over four years. Prior to joining MBS in 2001, Tom was a Principal with Detroit-based SmithGroup in the real estate development advisory practice. Tom led client consulting and project management engagements involving development

finance, project planning and implementation advisory services for an array of projects with a focus on public-private partnership initiatives. He holds a Bachelor's Degree, summa cum laude from the University of New Mexico and a Master's Degree from Western Michigan University.



Debra A. Edelson

Debra A. Edelson, Executive Director & Board Member, Emerald Corridor Foundation

Debra was previously a Senior Program Director for the Trust for Public Land (TPL) where she managed the Georgia Office's greenspace and conservation programs, including the Proctor Creek Greenway, Chattahoochee Valley Blueway, Chattahoochee River, and the Atlanta BeltLine transaction work. Prior to that, she directed the Real Estate program for Atlanta Habitat for Humanity and helped launch the iconic NYC High Line park while representing CSX Corporation, holding a post in the New York City Mayor's Office, and two years with the City of New York's Economic Development Corporation. She is on the Board of Directors of the South Fork Conservancy, Steering Committee of the Georgia Environmental Conference, and Steering Committee of the Park Pride Greenspace conference. Debra recently completed six years of service as a Planning Commissioner in Dekalb County, GA. She holds a Master's degree in Urban Planning from New York University and a B.A. in Urban Studies from Barnard College, Columbia University.



Lisa Y. Gordon

Lisa Y. Gordon, President & CEO, Atlanta Habitat for Humanity

Lisa Y. Gordon began her tenure as our President and CEO on July 6, 2015.

Throughout her career, Lisa has served in leadership roles and major redevelopment and comprehensive transformational efforts. Prior to joining Atlanta Habitat, she served as Vice President and Chief Operating Officer for Atlanta BeltLine, Inc. Under her leadership, the BeltLine opened four parks, developed 11.9 miles of hiking and permanent trails, completed design of more than 50 percent of the BeltLine corridor, and created a multi-year strategic plan.

Lisa earned an undergraduate degree from Georgetown University and holds a Master's of Public Administration degree from the Maxwell School at Syracuse University and a Master's of Accounting degree from Nova Southeast University. She has been a licensed Certified Public Accountant in the state of Florida since 1999 and has served as an instructor for the University of Georgia's Carl Vinson Institute of Government.

Among numerous awards, *Atlanta Tribune* magazine named Lisa as one of Atlanta's 2012 Superwomen, and in 2013, she received Commercial Real Estate Women's Economic Impact Award. WTS has recognized her as Woman of the Year in Transportation, and in 2014 *Bisnow* magazine named her as one of the Top 40 most influential women in commercial real estate.



Ryan Gravel

Ryan Gravel, AICP, LEED AP, Founding Principal, Sixpitch

Ryan Gravel is an urban planner, designer, and author working on site design, infrastructure, concept development, and public policy as the founding principal at Sixpitch. His master's thesis in 1999 was the original vision for the Atlanta Beltline, a 22-mile transit greenway that after fifteen years of work and collaboration is changing both the physical form of his city and the decisions people make about living there. Alongside other projects at Sixpitch and research on similar "catalyst infrastructure" projects around the world, Ryan's forthcoming book, *"Where We Want to Live,"* (St Martin's Press; March, 2016), investigates this cultural side of infrastructure, describing how its intimate relationship with our way of life can illuminate a brighter path forward for cities.



Kevin Green

Kevin Green, President & CEO, Midtown Alliance

Kevin Green joined Midtown Alliance in July 2011. Kevin has been a resident of the City of Atlanta for over 25 years and has been working for much of that time to advance livability and economic opportunity in the Atlanta region. Kevin was previously Executive Director of The Clean Air Campaign, a Georgia non-profit working in partnership with transportation management associations and more than 2,000 public and private employers, schools and universities to implement programs to improve air quality and reduce traffic. Prior to that, Kevin was Vice President of Environmental Affairs with the Metro Atlanta Chamber of Commerce, where he worked to implement initiatives to improve water resource stewardship, air quality, transportation and land use and development. During his tenure with the Chamber, Kevin managed public-private initiatives that resulted in the creation of the Metropolitan North Georgia Water Planning District – now managing water resources for a region of more than 5 million, and the Livable Communities Coalition, now a council of the Urban Land Institute, where leaders work collaboratively to advance smart growth in Atlanta. Kevin also practiced law in Atlanta for 10 years, most recently as a partner with Andre, Blaustein & Green, LLP. His litigation experience includes state and federal trial and appellate courts across the Southeast.

Kevin was named one of the "100 Most Influential Atlantans" by the Atlanta Business Chronicle in 2014 & 2015. He currently serves on the Leadership Atlanta Board of Trustees and Executive Committee; the Board of the Atlanta Convention & Visitors Bureau and is a member of the Rotary Club of Atlanta.

Kevin graduated from James Madison University in 1986 and holds a law degree from Emory University. He is married to Karen and has two daughters.



Anthony Harper

Anthony Harper, The Goat Farm Arts Center

Anthony Harper is a real estate developer and has led over \$30 million in leveraged transactions during his real estate career. Harper is also the co-founder/co-owner of the Goat Farm Arts Center in Atlanta. The Goat Farm is a Transdisciplinary Industrial Complex in West Midtown Atlanta that has successfully re-positioned an unproductive 12-acre 19th century factory into one of Atlanta's largest centers for contemporary thought, art & performance. Harper is also the co-founder of Welcomemat Services, a

marketing strategies and technology company with over 30 national franchises. WelcomeMat was recently named among the “Best of the Best” emerging franchises by Franchise Business Review and has been featured in *Forbes*, *USA Today* and *Smart Money* among others. Earlier in his career, Harper was an investment banker at a \$21 billion private equity firm in New York, where he helped execute over \$900 million in leveraged buyouts, mergers and acquisitions and business restructurings. Harper sits in the advisory boards of the Zuckerman Museum and The Creatives Project.



Jim Irwin

Jim Irwin, Senior Vice President, Jamestown

Jim Irwin heads up Jamestown’s development operations in the Southeast. Specifically, Jim led the development of Ponce City Market, a 2.1 million square foot former Sears, Roebuck & Co. distribution facility that was originally constructed in the 1920’s. During its construction, the project was one of the largest and most significant historic renovations underway in the United States.

Jim began his career in real estate working for Atlanta-based Barry Real Estate Companies. Among other projects, Jim managed the development of a FBI Regional Headquarters, a \$60 million-build-to-suit project in Minneapolis, and Harrison Square, a 16 acre mixed-use development in Fort Wayne, Indiana, anchored by an 8,000 seat minor league ballpark associated with the San Diego Padres. In 2010, Parkview Field was named the #10 sports venue experience in North America; the stadium has also been named “best overall minor league baseball experience” in the country four separate years since its opening.

Jim earned a Bachelor of Arts from Dartmouth College, where he played football for four years. After college, he served as a legislative aide to two U.S. senators and a U.S. representative before returning to Atlanta to pursue a MBA with a concentration in real estate finance at Emory University’s Goizueta Business School, where he served as the student body president.

Jim and his wife, Elisabeth, have three young children and reside in the upper Westside of Atlanta.



Howard Lalli

Howard Lalli, HL Strategy

Howard Lalli leads HL Strategy, a communications consultancy focused on economic, environmental and social sustainability.

Howard and HL Strategy focus on some of Atlanta’s and Georgia’s greatest challenges and opportunities with clients such as the Atlanta Regional Commission/Metro North Georgia Water Planning District, the Georgia Ports Authority, the Atlanta BeltLine Partnership, the Georgia Forestry Association, the Council for Quality Growth, and the Georgia Brownfield Association.

Howard’s work in redevelopment started with the transformation of Atlantic Steel into Atlantic Station, where he shepherded the project’s environmental reputation from an unremediated brownfield through its grand opening. HL Strategy’s other clients related to development include Four A, Portman Holdings, Jacoby Development, Weeks Robinson, OA Development, Sizemore Group, and AMEC Foster Wheeler. The firm is working on redevelopments of Fort McPherson and Fort Gillem – and revitalization along Proctor Creek in Atlanta. HL Strategy also serves as corporate

communications counsel to Berkshire Hathaway's Shaw Industries, the world's largest carpet manufacturer.

Howard serves on the steering committee for the Georgia Environmental Conference and Dickinson College's Presidential Commission on Environmental Sustainability. He lives in Dunwoody, Ga., with his wife, Susan, and their three children – Nick, Jordan and Jonathan.



Jodi Mansbach

Jodi Mansbach, Vice President, Development and Marketing, Jamestown Green

Jodi Mansbach serves as Vice President, Development and Marketing, and focuses on expanding Jamestown Green's nationwide portfolio of urban commercial and residential developments. Her passion for sustainable development includes studies on sustainable waterfront properties and experience in the private and public sectors. Mansbach previously held senior positions at Acoustiguide Corporation, WordOne and Jones Lang LaSalle, encompassing strategic branding, marketing and corporate responsibility initiatives. Mansbach received a Bachelor of Arts in Art History from Yale University, a Masters in Arts with a focus in Art History from Northwestern University and a Masters in City and Regional Planning from the Georgia Institute of Technology. A community leader, she has been recognized by Outstanding Atlanta and currently serves on the board of Repair the World.



Elisa Mayes

Elisa Mayes, The Retrovest Company

Elisa is Project Director at The Retrovest Company based in Burlington, Vermont. She comes to real estate development from a background in urban planning. Previously she worked on economic and community development in towns along the Great Allegheny Passage (GAP) rail-trail in Southwest Pennsylvania. As program coordinator she managed a 9-person corps, the program budget, grant writing, and recreational economic development projects.

She graduated Phi Beta Kappa from UNC-Chapel Hill with a B.S. in Environmental Science, 2006. She studied as a Rotary Ambassadorial Scholar at the University of Groningen, Netherlands. She graduated Cum Laude with a M.Sc. in Environmental and Infrastructure Planning in 2008.

In her projects, Elisa strives to merge her passions of infrastructure and agriculture sustainability. She was a member of the Rotary Group Study Exchange team in 2010 to Southern Italy to focus on agri-tourism. She has worked on vegetable farms and a goat dairy farm.

Her previous community service activities in her hometown of Asheville, North Carolina include being an active member of the Bicycle and Pedestrian Task Force and Asheville on Bikes. Currently, Elisa is involved with the community as a Rotarian, and through volunteering with the Vermont Community Garden Network. Through her outdoor pursuits, Elisa is engaged in hiking, farming, skiing, and bicycling.



Paul F. Morris

Paul F. Morris, President and CEO Atlanta BeltLine, Inc.

Paul Morris joined Atlanta BeltLine, Inc. (ABI) in July, 2013 as President and CEO. ABI is responsible for the development of the most comprehensive revitalization effort in the history of Atlanta and among the largest, most wide-ranging urban redevelopment and mobility projects in the United States. Trained as a landscape architect and urban planner, Mr. Morris has spent his 30-year career in strategic consulting and executive management roles focusing on transportation, urban redevelopment, natural resource management, public parks, and the development of corporate and institutional facilities throughout North America, Europe and Asia. He has assisted communities across 25 U.S. States and 10 foreign countries, offering hands-on involvement and complex problem solving, political acumen and dispute resolution expertise in more than 400 programs and projects including infrastructure investment, regional growth management, natural resource restoration, brownfield redevelopment, and world heritage site regeneration. Mr. Morris' work history includes projects in cities as varied as Portland, OR, Detroit, MI, Washington D.C. Vancouver, British Columbia, Edinburgh, Scotland and Dubai in the United Arab Emirates. Mr. Morris has worked on several projects of national significance, such as the World Trade Center Memorial in New York City, the Columbine High School Memorial in Colorado, and the Oklahoma City National Memorial. He is a member of several professional organizations, including the American Society of Landscape Architects, where in 2003 he served as national president. Mr. Morris currently lives in Atlanta and is married with two children.



Steve Nygren

Steve Nygren, President and Founder, Serenbe

Serenbe is a wellness community created as a model to demonstrate that preserving 70% of green space interlaced with agriculture, housing and retail is not only economically viable but the future of community wellbeing. Steve currently serves on multiple national boards dealing with children, agriculture and environmental issues including The Ray C. Anderson Foundation, Children & Nature Network, Chattahoochee Now, The Biophilic Institute and Wholesome Wave.



Lew Oliver

Lew Oliver, Lew Oliver Inc.

Lew Oliver is an Atlanta-based, urbanist, master planner, and designer, whose work has won numerous national and international awards. As a preferred design consultant to the international Town Planning firm, Duany Plater-Zyberk, Oliver has advanced New Urbanism for a decade. Oliver was a key consultant on Southlands, British Columbia (agri-urbanism) and the Atlanta Regional Commission's Lifelong Communities (age in place) charettes, both Congress for the New Urbanism Charter Award winners for 2010. His design and implementation of the DPZ Master Plan of Vickery was instrumental in the project winning the 2006 ULI Development of Excellence Award, the 2006 Greater Atlanta Homebuilders Association Development of the Year Award, and a 2008 CNU Charter Award.

Oliver's residential design emerged in the early 2000's with work in noted New Urbanist projects as Celebration FL, I'on SC, Clarke's Grove GA, Lost Rabbit MS, Rosemary Beach FL, and led to the design for the 2001 New American Home in Atlanta, the National Association of Homebuilder's 1st

Earthcraft show house. The same year, Oliver's Southern Accents Show house at Rosemary Beach opened to a record number of visitors. Oliver's "Nest" cottage, collaboration with Serenbe, Southface, and the US Department of Energy opened in the summer of 2010. Oliver's design for as the Coastal Living Ultimate Beach House in Seabrook WA won the Award of Merit for the Pacific NW in the Gold Nugget Awards. In 2012 Lew Oliver revisited Rosemary Beach to create the 2012 Southern Living Show house.

In 2001, Oliver was named "Town Urbanist" of Clarke's Grove, a historic infill project master planned by DPZ. By the late 2000s, the DPZ master planned towns of Vickery, and the Village at Hendrix, as well as the new town of Serenbe (nation's largest eco-community), Woodstock Downtown, Seven Norcross, Manget, and Patrick Square (Torti Gallas master plan) were added as projects under Oliver's design direction. Oliver's design hand has led to his involvement and leadership on numerous charettes including DPZ's Isla Jose Gonzalez, Panama; Arcos de la Frontera, Spain; the Atlanta Regional Commission's Lifelong Communities Charette, Seabrook, WA, Big Canoe Village, GA; Crabapple Village; Tornagrain, Ladyfield, Grandview, Lochgelly, for the Scottish Sustainable Communities Initiative, Scotland; Schooner Bay, Bahamas; Cloudrock, UT; amongst many others in Central and South America, the Middle East, and the Philippines.

The new prerogative for the company will be in designing whole communities – self-sustaining in power and food production, responding to the local vernacular and climate.

Oliver lives in Midtown Atlanta and his studio is located in an adaptive reuse building on Atlanta's Westside.



Amanda Rhein, Senior Director of Transit Oriented Development and Real Estate at the Metropolitan Atlanta Rapid Transit Authority

MARTA is the nation's ninth largest transit system which includes heavy rail, bus and paratransit services. Amanda Rhein oversees the Office of Transit Oriented Development (TOD) and Real Estate, whose vision is to create transit oriented communities that connect people to opportunities, drive sustainable community development and promote regional prosperity.

Amanda Rhein

Ms. Rhein previously served as Interim Managing Director of Redevelopment at Invest Atlanta, Atlanta's Development Authority and the economic development agency for the city of Atlanta. She oversaw the team responsible for managing and marketing the City's primary economic development tools, tax allocation districts (TADs) and New Markets Tax Credits (NMTCs). While at Invest Atlanta Ms. Rhein doubled the number of TADs and funded over 30 projects which resulted in the investment of \$3.5 billion in Atlanta's most underserved communities.

A native of Cincinnati, Ohio, Ms. Rhein graduated from Boston College with a bachelor's degree in sociology in 2002. She earned a Master of City and Regional Planning from the Georgia Institute of Technology in 2004. Ms. Rhein is a regular guest lecturer at the School of City and Regional Planning and has presented at numerous national and local conferences on TOD and economic development and in 2015 gave a TED talk at the TEDxAtlanta Conference. She has also authored articles in *Urban Land Magazine*, the *Atlanta Business Chronicle* and contributed to several best practice case studies for the Council of Development Finance Agencies.

Ms. Rhein is active in the Urban Land Institute at both the local and national level. Ms. Rhein is a member of the national Transit Oriented Development Council, a group of 50 national industry experts. Locally, she is active on the Livable Communities Council, a facilitator for the UrbanPlan program and a member of the Atlanta District Council Advisory Board. During her tenure as the inaugural co-chair of the ULI Atlanta Center for Leadership she designed and implemented an innovative leadership program for real estate professionals which now serves as a national model. Ms. Rhein serves on the Board of Directors Dad's Garage Theater Company. She is a member of the Outstanding Atlanta Class of 2011 and the 2006 class of Leadership Atlanta's LEAD Atlanta program, which she co-chaired from 2008 to 2009 and co-chaired the inaugural Alumni Steering Committee. Ms. Rhein was named one of Atlanta's 40 Power Women in Real Estate and the *Atlanta Business Chronicle's* Commercial Real Estate Who's Who. Ms. Rhein also volunteers with the Atlanta Preservation Center, for which she serves as a Downtown tour guide.



Daniel H. Sherman

Daniel H. Sherman, Senior Counsel, Seyfarth Shaw LLP

Mr. Sherman is an attorney in the Atlanta office of Seyfarth Shaw LLP. He concentrates his practice on the development, finance and governance of large-scale, capital intensive projects, primarily in the southeastern United States. His clients include private developers, project sponsors, lenders, investors and governmental clients in connection with project procurement, permitting and governance, project finance, land use and zoning, economic development incentive programs, public-private partnerships, and environmental compliance and review.

Mr. Sherman has assisted clients with some of the Atlanta region's most innovative projects, the majority of which are being developed through the use of public-private partnerships. He has also handled some of the most complex brownfield redevelopment projects along the eastern seaboard, including the remediation and redevelopment of a former major U.S. Naval warship manufacturing facility in Georgia. Dan holds admissions in Georgia, Florida, and New York.



Jay Silverman

Jay Silverman, AIA, NCARB, LEED AP, Dwell Design Studio

Jay Silverman is the Managing Principal of Dwell Design Studio, an Architecture, Interiors and Planning firm with a focus on providing exceptional client service by understanding the target market, providing quality design documents, and exceptionally designed projects within established budgets and for meeting aggressive schedules.

Jay has more than 20 years of experience working on a wide variety of project types including housing and mixed-use, retail, government, office, interiors, and single-family residential design in Atlanta and the southeastern United States. He has a reputation for the design of high-rise mixed-use towers and multi-building residential projects, as well as urban infill mixed-use developments, including new construction and the rehabilitation and adaptive use of older buildings. He takes pride in directing all phases of a project from master planning and schematic design through construction and completion, as well as finding creative solutions to complex design challenges associated with mixed-use and urban-infill development.

Jay currently serves as Past President of the Atlanta Chapter of the American Institute of Architects. He is active in the Urban Land Institute, and as a graduate of the ULI Center for

Regional Leadership, has served as co-chair of the Technical Assistance Program Committee and the ULI Atlanta Housing Council.

Jay holds licenses to practice architecture in Tennessee and Georgia. He lives in Dunwoody with his wife and two sons. In his spare time he enjoys running and coaching his sons' soccer teams.



Daniel K. Slone

Daniel K. Slone, Partner, McGuire Woods

Dan Slone is a partner with McGuireWoods in the Richmond office. He represents developers, green businesses and localities across the country in developing innovative and sustainable projects including new towns, in-fill projects, green utilities and new approaches to zoning. For developers, he helps obtain environmental and land use entitlements, drafts code provisions to propose to the governing locality, drafts the community code imposed through the covenants and restrictions, drafts homeowner association documents, and performs other tasks. For localities, he helps identify code provisions that interfere with New Urban or sustainable projects and crafts codes that encourage such developments. Dan is national counsel for the U.S. Green Building Council, the World Green Building Council and EcoDistricts. He is currently on the board of the Congress for the New Urbanism and the Resilient Design Institute. He has served on the boards of the Seaside Institute, the Charrette Institute, the Form-Based Codes Institute, the Transect Codes Council and Green Roofs for Healthy Cities. Dan has spoken and written widely on New Urban and sustainability issues and he and co-author Doris Goldstein co-wrote *A Legal Guide to Urban and Sustainable Development for Planners, Developers and Architects*.



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