CULTIVATING DEVELOPMENT

Trends and Opportunities at the Intersection of Food and Real Estate

Healthy Food Retail Working Group Webinar
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Urban Land Institute

(Jonathan Rose Companies)
Leveraging the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities.
Over 2.3 million U.S. households live more than a mile from a supermarket and also lack access to a motor vehicle.

PLACE

SHAPES

HEALTH

1 in 4 U.S. residents report feeling lonely or socially-isolated.
Average Life Expectancy

Georgia
77 YEARS

United States
78.4 YEARS

Source: Quartz; Centers for Disease Control and Prevention
REAL ESTATE PROFESSIONALS CAN HELP

“We now know that developers can be more effective in achieving public health than the doctors in white coats.”

Dr. Richard Jackson
UCLA Fielding School of Public Health
Key Question

How can a focus on food within real estate projects translate into enhancements to health, environmental sustainability, and the bottom line?

Activities

Convenings - forums
Seminal report
Research on state of practice
Local gatherings

Reports

CULTIVATING DEVELOPMENT
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AGRIHOODS
Cultivating Best Practices
<table>
<thead>
<tr>
<th>PEOPLE</th>
<th>PLANET</th>
<th>PROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>1,500</td>
<td>$47b</td>
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<tr>
<td>of adults are <strong>obese</strong> or overweight (1 in 3 adolescents &amp; children)</td>
<td>miles <strong>food travels</strong> from farm to table, on average</td>
<td>Profit from <strong>organic foods</strong>, growing 14x faster than the food market overall (2016)</td>
</tr>
<tr>
<td>16%</td>
<td>18%</td>
<td>288%</td>
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<td>of people have trouble finding <strong>healthy food</strong> in their communities</td>
<td>of GHG <strong>emissions</strong> are caused by meat heavy diets</td>
<td>Increase in <strong>food hubs</strong> supporting local production and distribution (2007-2012)</td>
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73% of U.S. homeowners consider access to fresh, healthy foods to be a high or top priority when deciding where to live.

Source: America in 2015, Urban Land Institute

DEVELOPERS CAN CAPTURE THE STRONG MARKET DEMAND FOR HEALTHY FOOD
# Food-Centric Development Types

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Agrihoods + Community Farms</strong></td>
<td>• Residential&lt;br&gt; • Working farm</td>
</tr>
<tr>
<td><strong>Food-Centered Mixed-Use Development</strong></td>
<td>• Restaurants&lt;br&gt; • Food stores&lt;br&gt; • Mixed-use</td>
</tr>
<tr>
<td><strong>Food-Centric Residential Development</strong></td>
<td>• Community gardens&lt;br&gt; • Restaurants&lt;br&gt; • Residential</td>
</tr>
<tr>
<td><strong>Food Hubs + Culinary Incubators</strong></td>
<td>• Regional processing&lt;br&gt; • Distribution centers&lt;br&gt; • Workforce development</td>
</tr>
<tr>
<td><strong>Next-Generation Urban Markets</strong></td>
<td>• Food halls&lt;br&gt; • Workforce Development&lt;br&gt; • Mixed-use developments</td>
</tr>
<tr>
<td><strong>Innovations + Innovators</strong></td>
<td>• Sustainability&lt;br&gt; • Access to healthy food&lt;br&gt; • Economic development</td>
</tr>
</tbody>
</table>
ARIA DENVER
DENVER, CO

FEATURES AND INNOVATIONS:

- 1.25-acre (0.5 ha) production garden
- Pay-what-you-can farm stand
- Permaculture pocket gardens
- 1,800-square-foot (167 sq m) greenhouse
- Shared kitchens in cohousing units
- Participation in “Cultivate Health” partnership

“People want to be part of a larger story. The production garden at Aria Denver grants residents access to fresh produce and facilitates social interaction through a variety of classes and community events. On top of that, it makes a positive difference in terms of the marketability of the project.”

– Susan Powers, President, Urban Ventures

DEVELOPMENT TEAM
Urban Ventures LLC and Perry-Rose LLC
PROJECT TYPE
Mixed use
PROJECT SIZE
17.5 acres (7.1 ha); 400 residential units planned; 30,000 square feet (2,787 sq m) of commercial space
“A grocery store is necessary, but not sufficient in moving the needle on diet-related chronic diseases. **Wrap-around services** that demonstrate the **link between food and health**—like classes that teach cooking, nutrition, and meal planning skills—are just as essential.”

– Jeffrey Schwartz, Executive Director, Broad Community Connections

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**THE REFRESH PROJECT**

NEW ORLEANS, LA

**FEATURES AND INNOVATIONS:**

- Whole Foods grocery store in a former food desert
- Nutrition education services
- Community teaching farm
- Youth employment training kitchen and café

**DEVELOPMENT TEAM**

Broad Community Connections, L+M Development Partners

**PROJECT TYPE**

Retail/nonprofit

**PROJECT SIZE**

3.2 acres (1.3 ha); 65,000-square-feet (6,039 sq m) commercial building
Understand the demand for innovative food retail concepts

Create programs, such as health, nutrition, and cooking classes that can be hosted in new developments

Seek partnerships to ensure projects include pay-as-you-can food stands, job training, establishments that accept SNAP benefits, and other strategies

Consider new business models and inventive partnerships, including with chefs, restaurateurs, and farmers, higher education, and nonprofit organizations

Establish frequent events or festivals that celebrate local food and foster community social ties
Investments in food-related enterprises within the context of development projects can support a developer’s bottom line, while also advancing health, food access, social equity, and environmental goals.

Projects at the intersection of food and real estate require innovation, creativity, and new business models to be successful.

Projects that promote public and environmental health via innovative approaches to food require cross-sector partnerships. Each group brings something unique to the table.

Food amenities can help create a sense of attachment, adding value, and fostering stronger social ties.

**KEY TAKEAWAYS**