Building for Wellness: The Business Case

Does wellness make business sense as a development objective? How have developers pursued this objective? What has the market response been? And how have developers measured their success?

To answer these questions, Building for Wellness: The Business Case highlights 13 projects of varying product type and scale that were developed with health and wellness in mind. In a series of profiles, developers share their motivation for incorporating a variety of health and wellness features in their projects, how these features factored into the overall development and operations process, and how the market has responded.

Projects profiled include:
- ECO Modern Flats, Fayetteville, Arkansas (Specialized Real Estate Group)
- Innovation Park, Charlotte, North Carolina (BECO South LLC)
- 1221 Broadway, San Antonio, Texas (AREA Real Estate)
- Jackson Walk, Jackson, Tennessee (Healthy Community LLC)
- The Century Building, Pittsburgh, Pennsylvania (TREK Development Group)
- Via6, Seattle, Washington (Pine Street Group LLC)
- The Interlace, Singapore (CapitaLand Singapore Limited)
- Park 20|20, Haarlemmermeer, Netherlands (Delta Development Group)
- Via Verde, New York, New York (Phipps Houses, Jonathan Rose Companies)
- Grow Community, Bainbridge Island, Washington (Asani Development)
- Selandra Rise, Casey, Australia (Stockland)
- Rancho Sahuarita, Tucson, Arizona (Sharpe & Associates, Inc.)
- Mueller, Austin, Texas (Catellus)

Release Activities
Building for Wellness: The Business Case will be released globally at the 2014 ULI Spring Meeting in Vancouver, held April 9–11, and will be shared with ULI’s Council networks through a shared PowerPoint presentation or speaking engagements held during spring and summer 2014.

After its release, Building for Wellness: The Business Case will be available at www.uli.org/buildingforwellness.

To learn more or schedule a speaker on Building for Wellness: The Business Case, contact:
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