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™
NEW ULI REPORT

BUILDING HEALTHY PLACES INITIATIVE

CENTER FOR SUSTAINABILITY
## Report Overview

<table>
<thead>
<tr>
<th>Central Theme</th>
<th>Process</th>
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<tr>
<td>• Incorporating opportunities to grow, purchase and consume food within development projects can pay dividends.</td>
<td>• <strong>Who</strong> — Food, health, sustainability &amp; development sector representatives.</td>
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<td>• In terms of health, sustainability, social equity and profit.</td>
<td>• <strong>How</strong> — 2 Food &amp; Real Estate Forums (New Orleans and New York).</td>
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<td>• Dinners &amp; dialogues with chefs, project tours, keynote speakers, panels &amp; group conversations</td>
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<td>• Independent research</td>
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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
One of the hottest trends in new home development is incorporating farms into communities.
Agrihoods Everywhere

- Agritopa - 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 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.
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

- 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.
## CASE STUDIES FEATURED

<table>
<thead>
<tr>
<th>Project</th>
<th>Location</th>
<th>Type</th>
<th>On-site food growing</th>
<th>Education</th>
<th>Events</th>
<th>Anchors</th>
<th>Incubators or Training</th>
<th>Grocery</th>
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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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