

CULTIVATING DEVELOPMENT

Trends and Opportunities at the Intersection of
Food and Real Estate

Healthy Food Retail Working Group Webinar
June 18, 2019

Matt Norris
Senior Manager
Urban Land Institute



ULI BUILDING HEALTHY PLACES INITIATIVE

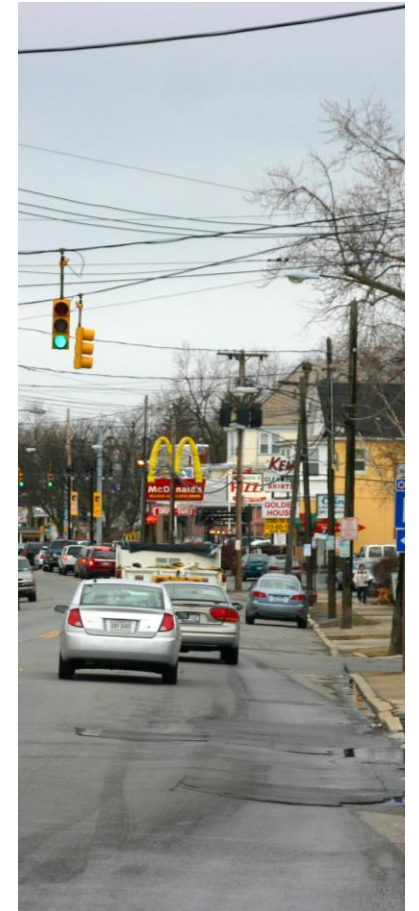
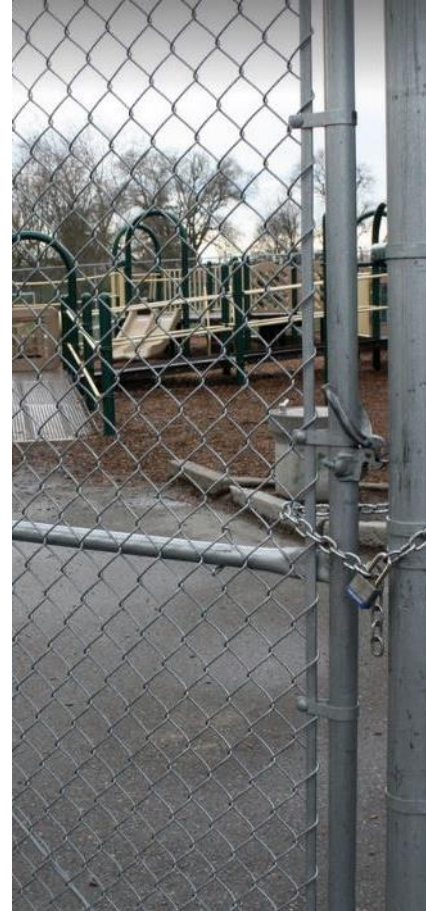


Leveraging the power of ULI's global networks to shape **projects and places** in ways that improve the health of **people and communities.**

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**



LIFE EXPECTANCY BY CENSUS TRACT

METROPOLITAN ATLANTA

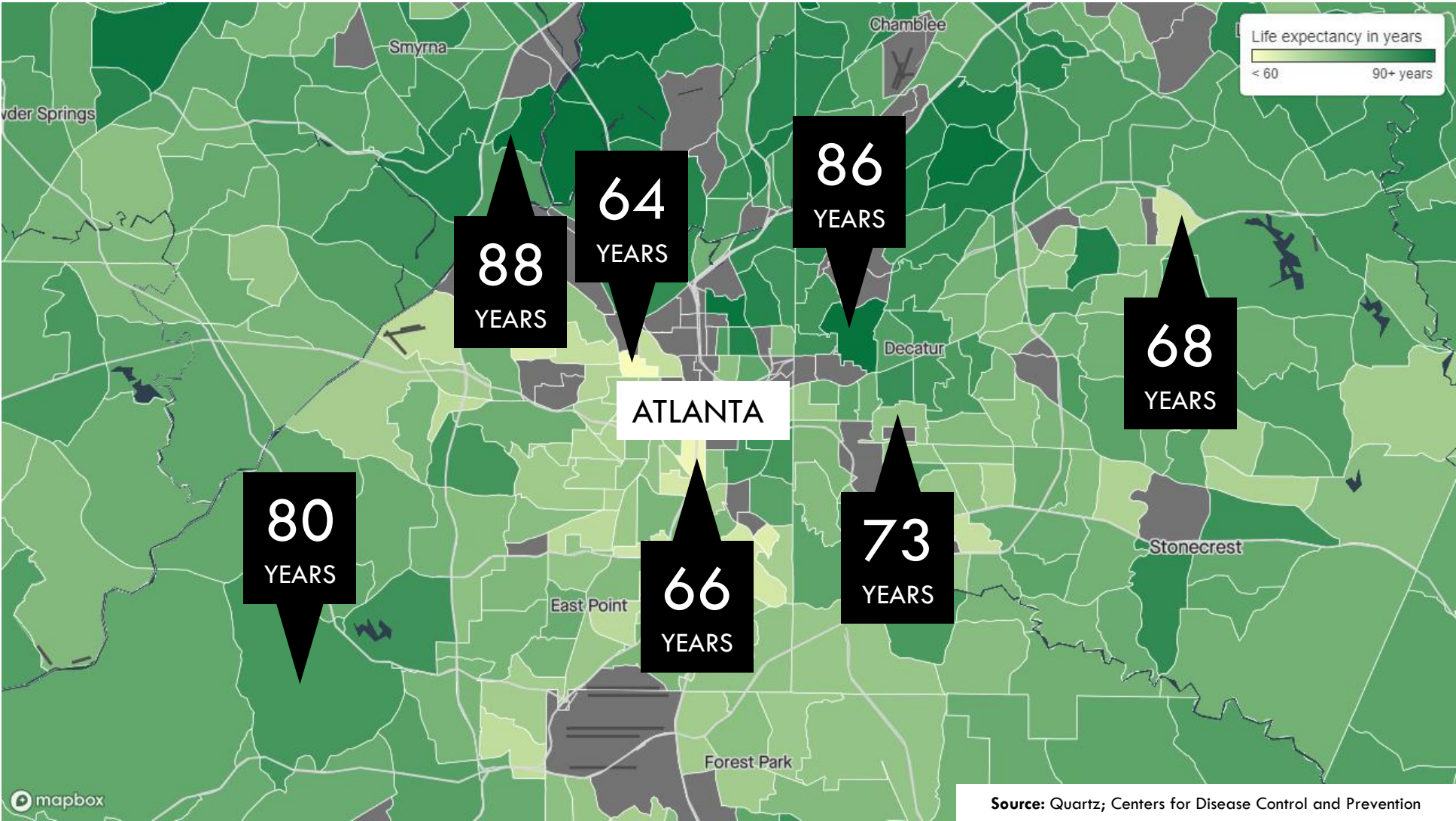
Average Life Expectancy

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

ULI FOOD AND REAL ESTATE PROJECT



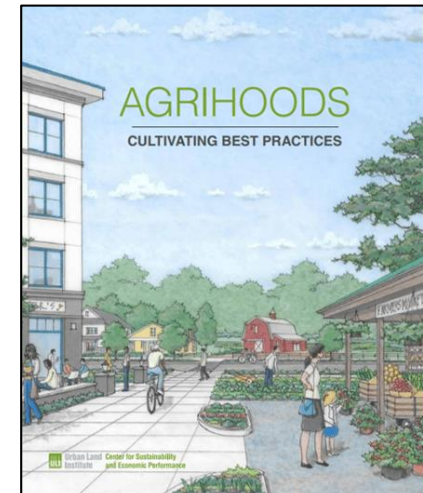
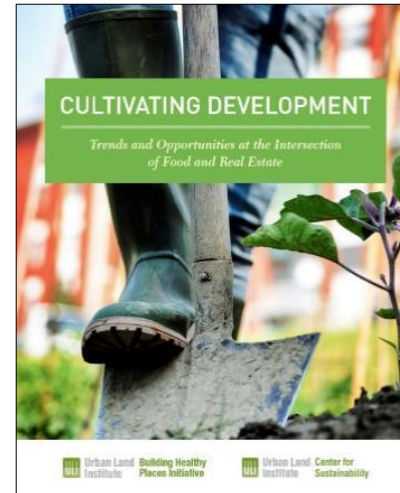
➔ Key Question

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



PEOPLE

PLANET

PROFIT

35%

of adults are **obese**
or overweight
(1 in 3 adolescents &
children)

1,500

miles **food travels** from farm
to table, on average

\$47b

Profit from **organic foods**,
growing **14x faster** than
the food market overall
(2016)

16%

of people have
trouble **finding**
healthy food in their
communities

18%

of GHG **emissions** are
caused by meat heavy
diets

288%

Increase in **food hubs** supporting
local production and distribution
(2007-2012)

**DEVELOPERS CAN
CAPTURE THE
STRONG
MARKET
DEMAND FOR
HEALTHY
FOOD**



73%

of U.S. homeowners
consider access to
fresh, healthy foods
to be a high or top
priority when
deciding where to
live

FOOD-CENTRIC DEVELOPMENT TYPES



AGRIHOODS + COMMUNITY FARMS	FOOD-CENTERED MIXED-USE DEVELOPMENT	FOOD-CENTRIC RESIDENTIAL DEVELOPMENT	FOOD HUBS + CULINARY INCUBATORS	NEXT- GENERATION URBAN MARKETS	INNOVATIONS + INNOVATORS
<ul style="list-style-type: none">• Residential• Working farm	<ul style="list-style-type: none">• Restaurants• Food stores• Mixed-use	<ul style="list-style-type: none">• Community gardens• Restaurants• Residential	<ul style="list-style-type: none">• Regional processing• Distribution centers• Workforce development	<ul style="list-style-type: none">• Food halls• Workforce Development• Mixed-use developments	<ul style="list-style-type: none">• Sustainability• Access to healthy food• Economic development

“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



(Urban Ventures; Mariel Beaudoin)

ARIA DENVER

DENVER, CO

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

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

“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



(Jeffrey Schwartz, Matt Kleinman)

THE REFRESH PROJECT

NEW ORLEANS, LA

DEVELOPMENT TEAM

Broad Community Connections, L+M
Development Partners

PROJECT TYPE

Retail/nonprofit

PROJECT SIZE

3.2 acres (1.3 ha); 65,000-square-foot (6,039 sq m) commercial building

FEATURES AND INNOVATIONS:

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



PARTNERING WITH THE REAL ESTATE DEVELOPMENT COMMUNITY

- ➔ **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**

KEY TAKEAWAYS

- ➡ 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**.



(Timothy Hursley)