



Professional Business Groups with an Interest in Cores

As listed on the Sources and References page, dozens of organizations are interested in and provide information and assistance in planning and developing cores. Some of the more prominent of these are described here.

Wherever possible this information has been adapted from material provided on the web site of the organization noted.¹ Readers are urged to contact these web sites directly to obtain the most accurate and timely information possible.

Four organizations stand out as sources of information about cores and downtowns at the national and International level. These are the Urban Land Institute (ULI) and the American Planning Association (APA), the International Downtown Association (IDA) and the National Main Street Center. These have produced much of the best research and literature available on the values of strong mixed-use cores and ways to achieve them. Each of these is described briefly below.

American Planning Association (APA)

The American Planning Association is a nonprofit public interest and research organization representing 33,000 practicing planners, officials, and citizens involved with urban and rural planning issues. Sixty-five percent of APA's members work for state and local government agencies. These members are involved, on a day-to-day basis, in formulating planning policies and preparing land-use regulations. APA's objective is to encourage planning that will meet the needs of people and society more effectively.

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<http://www.planning.org/>

The APA resulted from a merger between the American Institute of Planners, founded in 1917, and the American Society of Planning Officials, established in 1934. The organization has 46 regional chapters and 17 divisions devoted to specialized planning interests. The American Institute of Certified Planners (AICP) is APA's professional and educational institute, certifying planners who have met specific educational and work criteria and passed the certification exam.

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Policy

APA educates policy makers on land-use planning issues and advocates policy changes to incorporate planning principles at all levels of government.

Research

APA conducts extensive research on planning topics, including those sponsored by agencies and other associations. A current project, Growing Smart, includes a legislative guidebook to help decision makers update state land-use laws to fit modern uses.

Other research projects include: the Land-Based Classification Standards project, which will update standardized land-use coding, sponsored by the Federal Highway Administration; and a report on gambling, economic development, and historic preservation, cosponsored by the National Trust for Historic Preservation.

Publications

APA publishes *Planning*, a monthly magazine; *Zoning News*, a monthly newsletter on local land-use controls; the *Journal of the American Planning Association*, a quarterly journal; and *Land Use Law & Zoning Digest*, a monthly law journal. APA also publishes the quarterly newsletter *The Commissioner* for planning officials.

Six in-depth Planning Advisory Service (PAS) reports on selected topics are published each year. PAS also publishes the monthly newsletter PAS. All APA publications, including more than 700 titles from Planners Press, are available from Planners Book Service.

Urban Land Institute (ULI)

The Urban Land Institute is a community of practice for those engaged in the entrepreneurial and collaborative process of real estate development and land use policy-making. Founded in 1936, ULI now (2002) has 18,000 members working in the public and private sectors, a staff of 100 in Washington, D.C., and a \$27 million operating budget.

ULI members are the people that plan, develop and redevelop neighborhoods, business districts and communities across the U.S. and around the world, experts from 13 different product sectors and 26 disciplines, working in private enterprise and public service.

Urban Land Institute
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ULI members learn by doing. In a community of practice, the learners are the teachers, and all participate. How can you get involved?

- Most members participate in district councils working in some 40 U.S. metropolitan areas or in eight country councils in Europe, producing a variety of learning, networking and community outreach opportunities closer to home.
- Some 2,000 full members belong to councils, each with 50 members, meeting for one day, twice yearly at ULI meetings. These members own, control or enhance the value of more than 80% of commercial real estate in the U.S.
- Others work on ad hoc teams, assembled to find solutions to complex, real world land use problems for those sponsoring advisory services panels, project analysis sessions and workshops.

Communities of practice are engines of knowledge and learning, problem solving and innovation, commerce and value-creation. Join the ULI community of practice. Experience the value of solving real estate problems while gaining new personal insights.

Work with those you respect to achieve something that really matters.

Mission and Vision

The mission of the Urban Land Institute is to provide responsible leadership in the use of land in order to enhance the total environment. ULI's strategic direction is to extend its industry leadership to:

- bring together the people able to influence the outcome of important issues related to land use and the built environment
- communicate who we are and what we – our members and our Institute – have learned about land use to increase ULI's influence on land use policy and practice
- continue to provide relevant and current information about land use and real estate development to all our members and stakeholders.

ULI Code of Ethics

1. Respect for the land

I know that each parcel of land is a precious, distinct, and irreplaceable portion of this distinct and irreplaceable planet. I will treat it with the respect that it deserves, recognizing that I will be judged by the integrity and permanence of my developments, which will survive my lifetime.

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2. Respect for the Profession

The Urban Land Institute has pioneered many of the practices and techniques that have become the standards in the land use and development profession. I will support the profession's continuing efforts to create a wider understanding of sound land use and development principles and practices and to disseminate knowledge thereof through its research and educational programs. I will observe the highest standards of professional conduct and will seek continually to maintain and improve my professional skills and competence.

3. Respect for the Consumer

Recognizing that a good reputation is a possession and beyond price and that the quality of my product will determine the quality of my reputation, I will strive at all times to ensure the professional quality of my enterprise.

4. Respect for the Public

I will endeavor at all times to enhance public understanding of the development process, to preserve the public's confidence and trust in my profession, and to protect the public welfare.

5. Respect for Equality of Opportunity

I will support the private enterprise system that can provide the widest latitude of equality for opportunity, creativity, and innovation.

6. Respect for Others in the Land Use and Development Profession

I will treat others in my profession fairly and honestly. I will share with them my knowledge and experience, recognizing that both the people and the land will benefit from the dissemination of that knowledge.

7. Respect for the Larger Environment

In attempting to provide adequate staging for decent environments in which people will live, work, and play, I will be ever vigilant toward preserving the quality of the larger environment-the air, the water, and the land.

8. Respect for the Future

Recognizing that change is inevitable, I will pursue excellence with an open mind, challenged by the need to provide housing and facilities for employment, distribution, relaxation, and enjoyment.

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9. Respect for Future Generations

Recognizing that younger generations will be more affected by what we do than by what we say, I will do my utmost to set a good example and will participate wholeheartedly in the development community's efforts to inform and encourage future generations of land use and development professionals.

10. Respect for Personal Integrity

I will employ the highest ethical principles and will observe the highest standards of integrity, proficiency, and honesty in my professional and personal dealings. I will remain free of compromising influences or loyalties and will exercise due diligence in ensuring that my performance is at all times creatively, competently, and responsibly managed.

Institute History

The Urban Land Institute was founded in 1936, when many American cities were experiencing both suburban expansion and urban decay, with limited public sector planning and no guidance available to the private sector. No organization existed in the country to research, analyze, or encourage responsible patterns for long-term urban growth, or to conduct inquiries into what constitutes sound real estate development projects and practices. These circumstances led Cincinnati real estate entrepreneur Walter Schmidt and six other prominent community builders to petition the National Association of Real Estate Boards (the forerunner of today's National Association of Realtors) to establish a separate research institute within NAREB. This proved to be too limiting, and in 1940, ULI became a completely independent institute.

Born during the Great Depression, the Urban Land Institute had original objectives that were very similar to its guiding principles today. These early objectives were: to study and interpret real estate trends; to examine principles through which private enterprise could effectively develop real estate; to develop a body of knowledge in real estate and allied subjects; to publish informative texts and technical journals based on that knowledge; and to act as a statistical clearinghouse for the dissemination of real estate data. The Institute's continuing focus on nonpartisan research and education has made it one of the world's most respected and quoted organizations in urban planning, land use, and development. ULI membership has grown from 230 members at its start to some 17,000 professionals in 50 states and 52 countries today. Through the direction and support of its members, the Institute is well positioned to provide responsible leadership in the use of land.

The Urban Land Institute publishes scores of books and reports on issues of importance to cores. They cover such topics as parking, pedestrian malls, skyways and transit. Major publications include books titled: Downtown Development Handbook, Office Development Handbook, Joint Development and, just recently, Transforming Suburban Shopping Centers. Many of their reports and monographs can be purchased or downloaded from the ULI website.

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International Downtown Association (IDA)

The International Downtown Association is a world leader and champion for vital and livable urban centers. Through its network of committed individuals, its rich body of knowledge, and its unique capacity to nurture community-building partnerships, IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions throughout the world.

International Downtown Association
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<http://www.ida-downtown.org>

One of its services is the regular reporting of activities and accomplishments of downtowns that may be of value to others. A few examples are:

What's New?

- Downtown Colorado Springs is planning a free downtown transit circulator that is scheduled to begin service early next year.
- A few months ago, the West Palm Beach Downtown Development Authority began offering free valet parking along 5 blocks of Clematis Street to compete with nearby free garage parking. 200-300 cars per day take advantage of this service, which extends until midnight during the week and 4 AM during the weekends.
- New report: The Business Improvement District: An Internationally Diffused Approach to Revitalization, A first report on the yearlong study on BIDs and BID-like organizations in North America and beyond. This project looks at why BIDs form, and how they vary in structure and purpose across time and geographical boundaries.

Author: Dr. Lorlene M. Hoyt, Ph.D, Edward H. and Joyce Linde, Career Development Asst. Professor of Planning, Dept. of Urban Studies and Planning, Massachusetts Institute of Technology. Contact: <http://www.urbanrevitalization.net/>

National Trust's National Main Street Center (Main Street)

Main Street is a program of the National Trust for Historic Preservation. In addition to its National Main Street Center, Main Street programs are conducted in several states. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize their historic or traditional commercial areas. Based in historic preservation, the Main Street approach was developed to save historic commercial architecture and the fabric of American communities' built environment, but has become a powerful economic development tool as well.

The Main Street program is designed to improve all aspects of the downtown or central business district, producing both tangible and intangible benefits. Improving economic management,

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strengthening public participation, and making downtown a fun place to visit are as critical to Main Street's future as recruiting new businesses, rehabilitating buildings, and expanding parking.

Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach has rekindled entrepreneurship, downtown cooperation and civic concern. It has earned national recognition as a practical strategy appropriately scaled to a community's local resources and conditions. And because it is a locally driven program, all initiative stems from local issues and concerns.

A National Main Street Center *of the*
National Trust for Historic Preservation
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<http://www.mainstreet.org/>

Today, it advocates the use of this approach for communities to revitalize their traditional commercial areas, using historic preservation and grass roots-based economic development. It serves as the nation's clearinghouse for information, technical assistance, research and advocacy on preservation-based commercial district revitalization.

The National Main Street Center:

- Provides direct, on-site technical assistance to towns, cities and urban neighborhoods
- Publishes a wide range of training materials
- Offers membership in the National Main Street Network, which includes Main Street News
- Sponsors an annual conference, the National Town Meeting on Main Street
- Offers a professional training and certification programs in conjunction with the National Main Street Institute
- Organizes the Main Street Awards annual competition.

Congress of the New Urbanism (CNU)

The Congress of the New Urbanism works for the restoration of existing urban centers and towns within inherent metropolitan regions, the reconfiguration of sprawling suburbs into communities of real neighborhoods and diverse districts, the conservation of natural environments, and the preservation of our built legacy.

Congress for the New Urbanism is a Chicago-based non-profit organization that was founded in 1993. The organization works with architects, developers, planners, and others involved in the creation of cities and towns, teaching them how to implement the principles of the New Urbanism. These principles include coherent regional planning, walkable neighborhoods, and attractive, accommodating civic spaces. CNU has over 2,000 members throughout the United States and around the world. Annual conferences, known as Congresses, are held for the sharing and discussion of best practices in New Urbanism.

Congress of the New Urbanism
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<http://www.cnu.org/>

International Council of Shopping Centers (ICSC)

ICSC is a global trade association of more than 38,000 shopping center owners, developers, managers, marketing specialists, investors, lenders, retailers, and other professionals in more than 75 countries. The principal aim of ICSC is to assist members in the development of their businesses through professional education, conferences and conventions, publications, research and legislative action:

- Collecting and disseminating information among members pertaining to techniques of profitable operation, which can serve to improve the individual shopping center and the industry.
- Studying economic, marketing and promotional conditions affecting the shopping center industry.
- Promoting the prestige and standing of members as reputable specialists in the field of shopping center development and management.
- Encouraging research into the architecture and design of shopping centers and into the development of improved management and maintenance methods.
- Promoting the role of shopping centers in the marketing of consumer goods and services.

ICSC's Research contains a wealth of reference information, including statistical and analytical information about the Shopping Center Industry. Most of these statistical studies result from specialized original research by ICSC. Selected research products and services include:

International Council of Shopping Centers 1221 Avenue of the Americas, 41st Floor New York, NY 10020-1099 Phone: 646-728-3800 Fax: 732-694-1755 http://www.icsc.org
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Library - ICSC's Albert Sussman Library is a vital link between ICSC's members and information.

Legal - This is the on-line version of ICSC's Legal Update publication.

Forums - This is ICSCNET's 24-hour Idea Exchange.

White Papers - White papers are posted throughout the year addressing specific topics that impact the shopping center industry.

¹Any inaccuracies or omissions in adapting material from organizational sources are the responsibility of the site creators. Readers are urged to go to the web sites of these organizations to obtain complete and current information there.

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