

**Revolutionizing Development Place-Making & Increasing Investment Returns**

Wednesday, December 9, 2015, 4:00 pm

**Featured Speakers**



Mike Dobbins  
Georgia Tech Professor  
Former Commissioner of  
Planning and Community  
Development for City  
of Atlanta



Conor McNally  
Chief Development Officer  
Carter USA



David Cochran  
President & CEO  
Paces Properties



Cheri Morris  
President  
Morris & Fellows, Inc.

**REIAC - CREW Joint December Program & Holiday Mixer**

Wednesday, December 9, 2015  
Hyatt Atlanta Perimeter at Villa Christina  
[Online Registration Open](#)

**Revolutionizing Development Place-Making & Increasing Investment Returns**

Atlanta's sprawling 28 county MSA contains 5.6 million people making us the 10th largest metro area in the US. Our high-profile development clusters like Buckhead, Midtown and Perimeter Center remain targets for institutional and private capital, collecting accolades and construction cranes while investment yields approach record lows.

But there is another, more interesting story occurring across Atlanta's development spectrum. Authentic, neighborhood-scale nodes are popping up in diverse locations across the metro area and often outperforming the usual leaders. Consider that midrise apartment rents in Inman Park and Decatur match those of class AA highrises in Buckhead and Midtown. At Ponce City, Krog Street and White Provisions, adapted century-old warehouses far from any office/retail core command rents beating Perimeter Center. Gentrified train-depot downtowns like Woodstock and Kennesaw outperform manicured suburban developments just a couple miles away. The number and dispersion of these "super nodes" is accelerating, but perhaps this shouldn't be a surprise. Metro residents, workers and shoppers want something different and are willing to pay extra to get it. For developers, equity sources and lenders the benefits of this evolution are many - strong user demand, less competition, non-commodity investments, higher rents and greater property values.

REIAC and CREW are pleased to present a jointly created program on Wednesday, December 9th to learn about Atlanta's new and evolutionary wave of place-making. The hope is that attendees will sharpen their vision for identifying these winning opportunities and outmaneuver the masses, capturing outsized risk-adjusted returns while facilitating properties of lasting value.

To explore our topic we have assembled an outstanding panel, which includes:  
Mike Dobbins - Georgia Tech Professor and former Commissioner of Planning and Community Development for City of Atlanta  
Conor McNally - Chief Development Officer - Carter USA  
David Cochran - President & CEO - Paces Properties  
Cheri Morris - President - Morris & Fellows, Inc.

We hope that you will join us for this educational and timely program. Following the program, REIAC and CREW invite you to stay for an extended holiday mixer where we will enjoy extensive food and drink while reflecting on another great year in Atlanta commercial real estate. As always, we thank our generous sponsors for their support: Cantor Commercial Real Estate; Cardno ATC; Crown Advisors; Dentons; First American Title Insurance Co.; Habif Arogeti & Wynne; Georgia State University; Georgia Primary Bank; and KeyBank Real Estate Capital.

[Make your Reservation Now - Space is limited!](#)

Best Regards,

Jerry Monash, CCIM  
REIAC President

Paul Berry  
Program Chairman

Bill Leffler  
Program Organizer

Sharon Gay  
Program Organizer

## Registration Open

### Schedule

Wednesday, December 9, 2015

4:00 PM - 4:30 PM

Registration & Networking

4:30 PM SHARP

Program Start Time

(please be on time)

6:00 PM

Reception

### Location

Hyatt Atlanta Perimeter

at Villa Christina

4000 Summit Blvd NE (Perimeter Summit)

Atlanta GA, 30319 [{map}](#)

(404) 303-7700

### Fees

REIAC Members: Free

Invited Guests: \$75.00

Questions: Alan Agadoni, 678-581-7551 [alan.agadoni@cardno.com](mailto:alan.agadoni@cardno.com)

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[www.reiac.org](http://www.reiac.org)