

2013 ULI NASHVILLE EXCELLENCE IN DEVELOPMENT AWARDS SUMMARY

What a spectacular celebration... the [5th Anniversary of the ULI Nashville Excellence in Development Awards](#) in Nashville's equally spectacular new Music City Center!

The biggest gathering by far in its five years, **over 450 developers, architects, bankers, engineers, lawyers, land planners, brokers** and more joined together to:

- Celebrate excellence in development;
- Recognize successful collaboration among development partners, and;
- Acknowledge the importance of building strong communities.

It was particularly fitting that ULI Nashville, its guests and its annual Awards event, be the first private event in Nashville's newest 'landmark', the Music City Center.

Making connections with current colleagues and future development partners, the evening's guests could hardly tear themselves away from the reception. Displayed in the reception space were two sets of 10' long banners showing the generous sponsors of the Awards event and all of the impressive projects.

Together, this year's Awards entries told an interesting story about development and the impact the economy has had, even now as Nashville emerges strong from nearly five years of recession. These projects reflect public investment, public/private partnerships, restoration of historic buildings, adaptive reuse, a 'public purpose' component, and some sort of tie to the arts, healthcare, or tech industries. Looking forward, and considering the crowd at this year's Awards gala, our local development landscape looks vibrant and bright.

Eventually, the reception socializing gave way to the event hall, which was filled wall-to-wall with event Sponsored tables. ULI Nashville Chairman, [Hunter Gee](#), (Smith Gee Studio) welcomed everyone and quickly segued to a tongue-in-cheek spoof on what might happen when the worst part of a boomtown mentality combines with the extremes of reality tv, opening real estate development up to the masses: a humorous 'what if', complete with cameo appearances by three of our most prominent 'players' in our development scene!

Film 'star' and producer, Mac Pirkle (Creative Communications, LLC), then performed yet another part. As the evening's Master of Ceremonies, Mac welcomed [Mayor Karl Dean](#), ULI member and ULI Daniel Rose Fellow. Arguably the lynchpin of the partnerships which are leading Nashville forward, Mayor Dean set the evening's program by reflecting on Nashville's development successes, and considering our future challenges and opportunities.

Mayor Dean then introduced the evening's keynote speaker, ULI Chairman and development legend, Peter Rummell. Calling on his over 40 years in the development business, Peter built on the Mayor's foundation, and spoke on 'Building for a Brand'. (View highlights of his remarks. [Video 1](#), [Video 2](#), [Video 3](#))

Rummell shared his insights, many of them honed at positions at the pinnacle of the development industry. He pithily presented gems to consider for city building when a 'brand' is in consideration. Peter

then extrapolated on what might be Nashville's future opportunities by massaging the edges of our brand, allowing it to embrace rather than limit new development trends and opportunities that reflect demographic changes. He specifically cited ULI's findings regarding Gen Y and aging-up senior populations, and how that impacts Nashville's future, specifically. As Chairman of the Urban Land Institute, Peter concluded by acknowledging the value that local ULI District Councils, such as ULI Nashville, bring to the local development industry: how ULI can facilitate sharing best practices in land use and real estate development, and for offering a point of collaboration and dialogue among local industry leaders, and the role that can play in Nashville's brand of future development.

The final portion of the evening was devoted to acknowledging the recipients of the ULI Nashville Excellence in Development Awards 2013, and recognizing the members of the entire Development Team for each winning project.

Suspenseful sharing a few of the judges' comments about each Award recipient, Mac then read aloud all the members of each Development Team, who were invited up to the stage to receive the award from Peter Rummell.

ULI Nashville honored five development projects with Excellence in Development Awards on May 30th. Please join ULI Nashville in extending its congratulations to its 2013 winners:

- . **Cumberland Park/Bridge Building**
- . **The Ragland Building**
- . **Ryman Lofts**
- . **The Trolley Barns**
- . **Werthan Lofts**

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