



DOWNTOWN  
DALLAS



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# NEWS RELEASE

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### **DOWNTOWNDALLAS Announces Date, Keynote for 2008 Annual Meeting & Luncheon**

*Christopher B. Leinberger, Author, Metropolitan Land Strategist and Developer, to address "Urban Walkability" on February 22, 2008.*

**Dallas, Texas.** Save the date! **DOWNTOWNDALLAS** announced today its annual meeting and luncheon will take place February 22, 2008, featuring keynote speaker Christopher B. Leinberger. Leinberger is an industry renowned land use strategist, teacher, researcher, consultant, developer and author. Working with many others of like mind, he is helping to create the next American Dream; environmentally, fiscally, socially and financially sustainable development of walkable places.

The theory of Urban Walkability is a hot one amongst developers, planners, municipalities and others whose mission is to revive urban centers across the country. It is a development approach that creates pedestrian-oriented, mixed use and mixed-income places. In downtown Dallas, this trend is evident in the skyrocketing development of urban living and lifestyle, as well as the recent upsurge in corporate relocations to the city center.

Leinberger has been studying this phenomenon for the past several years, teaching the importance of revitalizing downtowns and other urban places in American metropolitan areas. In fact, he has just published a new book on the subject, "The Option of Urbanism: Investing in the Next American Dream" (Island Press 2007) and just this week released a field survey of Walkable Urban Places which identifies the number and location of "regional-serving" walkable urban places in the 30 largest American metropolitan areas in the U.S. In this survey, Dallas is identified as having a great amount of potential to become a premier walkable city because of our population growth, mass transit growth and development.

In his most recent book, "The Option of Urbanism: Investing in the Next American Dream,"

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Leinberger touches on everything from economics to design, pent up market demand to the unofficial domestic policy that has been promoting and subsidizing suburban sprawl. He seeks to create a new way of thinking about the built environment (real estate and infrastructure), which he shows is the largest asset class in the economy. Furthermore, he shows why the bulk of development in the next generation may well end up in our downtowns, suburban town centers, Greenfield lifestyle centers other walkable urban places. Leinberger is also the author of the well-known article and industry bible, "Turning Around Downtown: Twelve Steps to Revitalization", The Brookings Institution, March 2005.

"We are thrilled to have someone with Mr. Leinberger's expertise address our stakeholders on this pertinent topic," said John F. Crawford, President & CEO of **DOWNTOWN**DALLAS. "We are certain that he will bring value to the event, and will send attendees away with many lessons about urban revitalization learned."

Mr. Leinberger has three current professional responsibilities. He is a Visiting Fellow at The Brookings Institution in Washington, DC, where he is focused on downtown and suburban town center development. He serves as Professor of Practice and Director of the Graduate Real Estate Development Program at the University of Michigan. Etc, and is also a founding partner of Arcadia Land Company, co-owner and Managing Director of Robert Charles Lesser & Co., and has been on numerous publicly traded and privately owned corporate boards of directors, including AvalonBay Communities.

As an award-winning author, Leinberger has contributed chapters to and written a number of books, such as Strategic Planning for Real Estate Companies, Sustainable Development, Urban Parks and Open Space and The Transformation of Suburban Business Districts. He has written numerous articles for national magazines, trade journals and academic journals regarding land use and real estate issues, including The Atlantic Monthly, Wall Street Journal, Urban Land, Brookings Review, among others. His articles have been awarded the Apgar Award for the best pieces in Urban Land magazine in 1995 and 2003, as well as other national awards. In addition, he and his work have been profiled by CNN, National Public Radio (Morning Edition, Prime Time, Smart City), The Today Show, Albuquerque Journal, New Mexico Business Weekly, Architectural Record, Shopping Centers Today, among others.

Mark your calendars and be sure not to miss Christopher Leiberger's thought-provoking address at the **DOWNTOWN**DALLAS Annual Meeting & Luncheon on February 22, 2008!

Location and ticket information TBA. Stay tuned to [www.downtowndallas.org](http://www.downtowndallas.org) for further information.

About **DOWNTOWN**DALLAS:

As the principle advocate and champion for the urban core of our city, **DOWNTOWN**DALLAS affects change by

developing strategies, setting targets, creating new initiatives and mobilizing resources that will (1) make Downtown a quality environment; (2) add new infrastructure to stimulate Downtown vibrancy; and (3) enhance economic vitality.

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