



GERDING EDLEN
PEOPLE · PLANET · PROSPERITY

NATIONAL ACADEMIES URBAN SUSTAINABILITY WORKSHOP



TRANSFORMATIONAL BUILDINGS,
VIBRANT COMMUNITIES,
AND INVESTMENT QUALITY ASSETS,
CREATING PROSPERITY.

GERDING EDLEN

OVERVIEW

FULL-SERVICE REAL ESTATE INVESTMENT, DEVELOPMENT, AND ASSET MANAGEMENT FIRM

- ◆ Founded in 1996, Gerding Edlen has 45 professionals specializing in mixed-use urban infill acquisitions, asset and property management, development, sustainable retrofits, finance, and accounting
- ◆ Managed \$600 million of equity
- ◆ Developed or retrofitted approximately \$5 billion worth of assets, with more than 60 total development projects and retrofits
- ◆ Offices in Seattle, Los Angeles, and Portland



GERDING EDLEN

TRACK RECORD

EXPERIENCE

- ◆ 68 projects developed and in the pipeline, with 13 retrofits
- ◆ Institutional equity and asset management experience

INDUSTRY LEADERSHIP

- ◆ Solid reputation in sustainability with more LEED certified & registered buildings than any other private development firm (51)
 - 1st LEED Gold condominium in United States: The Henry
 - 1st LEED Gold condominium in California: Elleven
 - 1st LEED Platinum condominium in United States: The Casey
 - First building on the National Register of Historic Places to receive LEED Platinum: Gerding Theater



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PRINCIPLES OF PLACE

STANDARDS FOR CREATING VIBRANT, INSPIRING, SUSTAINABLE PLACES WHERE PEOPLE CAN LIVE, WORK, AND LEARN

- ◆ Build Community
- ◆ Create Inviting Spaces
- ◆ Minimize Carbon Footprint and Energy Dependence
- ◆ Connect People and Buildings to Nature
- ◆ Encourage Transportation Alternatives
- ◆ Craft the First Thirty Feet
- ◆ Inspire Communities with Art
- ◆ Make 20 Minute Living Real
- ◆ Integrate Schools and Neighborhoods
- ◆ Preserve Historical Symbols that Matter

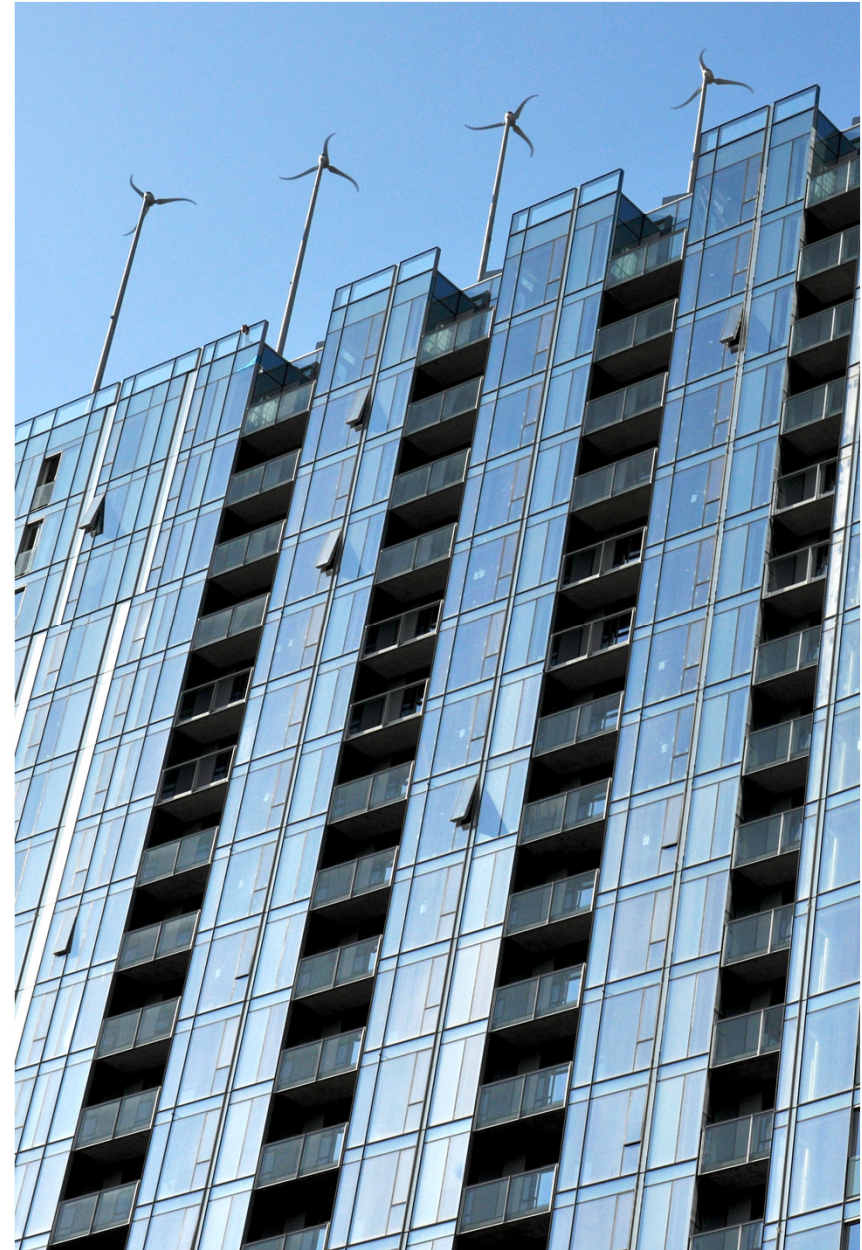


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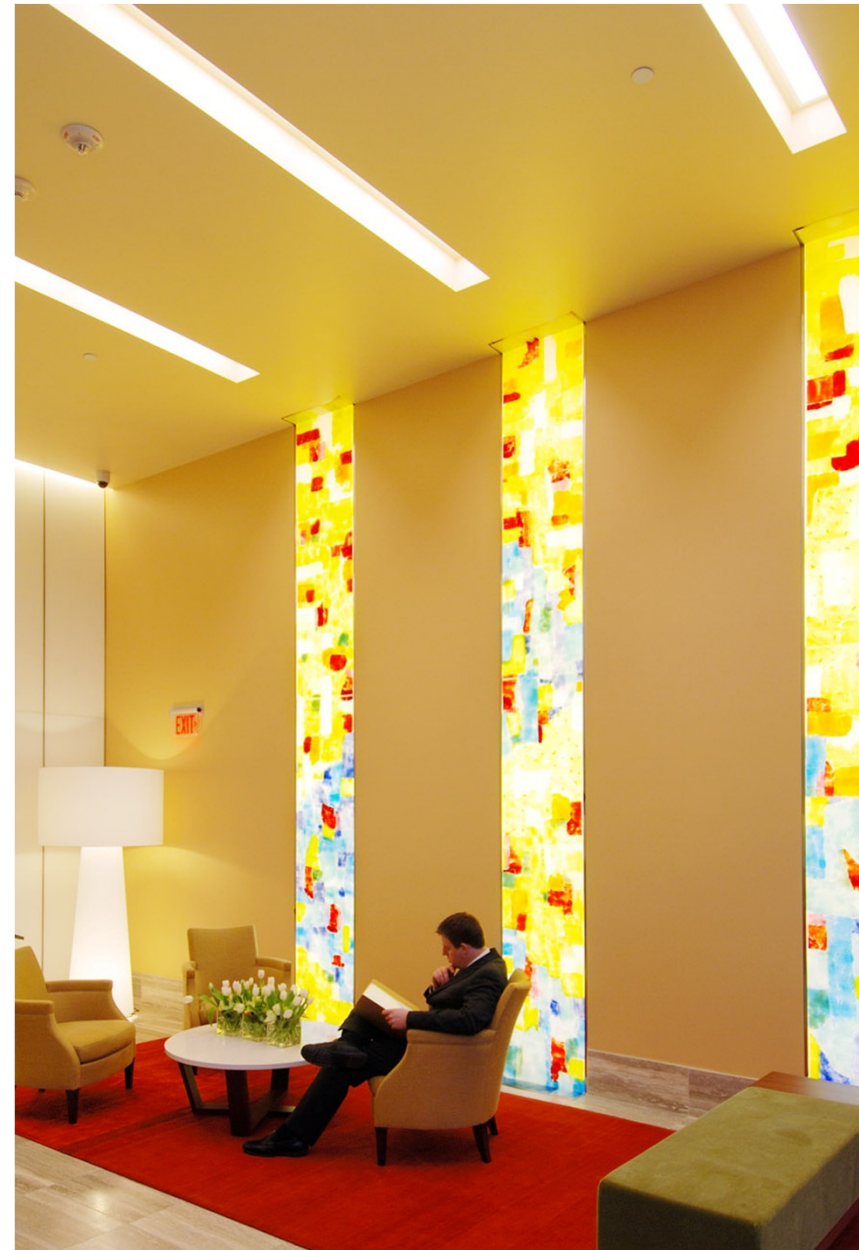


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CREATING VALUE

LIVABLE PLACE INDEX

- ◆ People
 - Existing context – Transit, Green Spaces, etc.
 - Complement – New Connections
- ◆ Planet
 - Energy, Air and Water shown in annual savings
 - Translate these savings into easily understood units of measure
- ◆ Prosperity
 - Value created in the community
 - Jobs created



GERDING EDLEN

CREATING VALUE

THE HUMAN FACTOR: BEHAVIOR CHANGE

- ◆ Engage the residents and tenants in our buildings in unique ways
 - Amenities
 - Events
 - Social Media
- ◆ Measure and report on building performance
 - Utility monitoring
 - Surveys
- ◆ Pursue innovation
 - New technology & services
 - Challenge the status quo





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