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**JESS ZIMBABWE NAMED EXECUTIVE DIRECTOR OF
ULI DANIEL ROSE CENTER FOR PUBLIC LEADERSHIP IN LAND USE**

WASHINGTON (March 3, 2009) -- Jess Zimbabwe, former director of the Mayors' Institute on City Design, has joined the staff of the Urban Land Institute (ULI) as the executive director of the ULI Daniel Rose Center for Public Leadership in Land Use.

Established last year by ULI Foundation Governor Daniel Rose, the ULI Daniel Rose Center aims to empower leaders in the public sector to envision, build and sustain successful 21st century communities by providing access to information, best practices, peer networks and other resources to foster creative, efficient and sustainable land use practices. Rose, chairman of New York City-based Rose Associates, committed \$5 million to the creation of the center.

The guiding principles of the ULI Daniel Rose Center are 1) leadership in a regional context; 2) integrated problem solving; 3) public/private collaboration; and 4) experiential and peer-to-peer learning. "In the development business, success invariably reflects effective working relationships between the public and private sectors," Rose said. "My hope is that this new center, through education and training, will be a significant factor in facilitating such relationships. I am very pleased to have Jess on board to guide the center's program of work."

The center will initially undertake three programs: 1) the Daniel Rose Fellowship program; 2) workshops for public officials on sustainable development; and 3) public-private forums on key land use issues; with the fellowship serving as the flagship program of the center. The purpose of the fellowship will be to provide city leaders with the information, insights, peer-to-peer learning, best practices and experience they need to successfully build and sustain their cities. The fellowship will incorporate three over-arching themes: real estate finance and development; the interdependencies and respective roles of the public and private sectors; and the roles and importance of the public realm, its relationship to private property, and how the public sector can use the public realm as leverage to create viable communities.

As executive director of the ULI Daniel Rose Center, Zimbabwe will be responsible for the overall strategic direction and management of the center, including the development and implementation of the fellowship program. "We are delighted that Jess has taken this position," said ULI Worldwide President Richard M. Rosan. "Fostering public leadership in land use is a key part of ULI's overall effort to promote better growth patterns for urban areas around the globe. This center represents an incredible opportunity for the institute to make a lasting difference in urban sustainability and viability. Jess brings a wealth of experience to this new role, and we have high hopes for what will be accomplished."

The ULI Daniel Rose Fellowship will bring together high-level agency officials from a small group of select cities with top experts and development industry leaders to learn about real estate development and finance, land use concepts and best practices. These city leaders will be able to draw upon the knowledge and expertise of the experts and industry leaders to solve actual problems faced by their cities. Each fellowship, which will last one year, will be a prestigious honor, providing the highest quality learning experience for those who receive it.

“There is an emerging local leadership on the big issues that affect land use: climate change, patterns of growth and decline, regional collaboration, and infrastructure. Through the ULI Rose Center, we will leverage the tremendous resources of ULI and reach out to support and cultivate these public leaders,” Zimbabwe said.

Zimbabwe most recently served as director of the Mayors’ Institute on City Design, a 23-year-old program operated in partnership with the American Architectural Foundation, National Endowment for the Arts, and the U.S. Conference of Mayors. In that capacity, she worked with more than 125 U.S. mayors and cities to help local leaders better understand issues of urban design, so they could advocate for better built environments in their own communities. Zimbabwe also developed the first-ever international Mayors’ Institute on City Design in Warsaw, bringing together 25 polish mayors for an urban design forum. She also served as vice president for programs at the American Architectural Foundation, overseeing that organization’s Great Schools by Design program, which brings design and planning expertise to local appointed and elected school district leaders.

Before joining the Mayors’ Institute and American Architectural Foundation in 2006, Zimbabwe served as the community design director at Urban Ecology in San Francisco, Calif., providing pro bono community planning and design assistance to low-income neighborhoods in the San Francisco Bay Area. Her primary project was the design and development of a community cultural center in East Oakland.

About the Urban Land Institute

The Urban Land Institute (www.uli.org) is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the Institute has nearly 40,000 members representing all aspects of land use and development disciplines.

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