



Florida Chapter

**ULI Orlando**



## Magic of Landscapes

Friday, May 5, 2006  
Epcot International Flower  
& Garden Festival

Questions or Special Needs  
Call: 407.295.7994  
Fax: 407.295.1619

### Overview

The Magic of Landscapes is a unique partnership of major stakeholders in our landscapes brought together by the powerful idea that by increasing the quality of our landscapes we can increase quality of life for generations to come. Join us for a fun educational day at the Epcot International Flower & Garden Festival. How can we quantify and express the value of quality landscapes and how do we plan, design, build, finance and sustain them in our communities.

### Speakers



**Gregg Logan**

*Topic: The Value of Open Space*

Gregg Logan, Managing Director of Robert Charles Lesser & Co, will discuss "The Value of Open Space" in real estate development. His presentation will identify the premiums that can be realized by including open space and park elements within new home communities and mixed-use environments, while addressing such issues and questions as:

The market opportunities and trends influencing the use of open space and park amenities in new home communities and mixed-use environments, particularly in the south-east and central Florida.

- How do parks, open spaces and nature preserves compare as amenities for real estate development projects relative to other amenities such as golf courses, town centers, etc.?
- Do open space and park elements pay their way?
- What types of premiums can be realized for property that is oriented to parks and open space?
- How does the way in which parks and open space are incorporated influence the price premiums that can be realized?
- Who are the market segments that are most attracted to various types of open space and park-like settings?
- How do parks, open spaces and nature preserves influence the densities at which new home communities can be created?
- What are the fiscal impacts of including parks, open spaces and nature preserves?



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**Alex Kane**

*Topic: Invisible Facets of Landscaping*

Alex Kane has been involved in the development and construction industry for over 20 years. His primary involvement and strength lies in bringing the development on-line from its conceptual stage to the finished product. This hands-on approach to delivering the product is augmented by a strong background in the finance industry specializing in large ticket development sites and sub-division projects. Alex's background has evolved into a depth of practical understanding of all facets of development, and in more recent times Alex has undertaken a strong focus on the integration of development into the environment and sustainable development practices.

Alex will explore the many facets of value creation that are often overlooked or misunderstood.

- How does investment in quality landscapes compare to other cost components in real estate development in terms of return on investment to the development company?
- How can quality landscapes create sustainable value for a development company beyond the scope of a single project?
- How do landscapes contribute to establishing a brand or image for a development company?
- What is the role of quality landscapes in creating sustainable green communities?
- What can we learn from examples of successful projects in Australia that have captured the value of landscapes?



**Elizabeth Miller**

*Topic: Changing Landscapes and Perceptions: Designing for security in the 21st Century*

Elizabeth Miller is the Senior Urban Designer/ Planner for the National Capital Planning Commission. Since 2001, NCPC has been in the forefront of addressing emerging issues and challenges associated with building perimeter security projects and the impacts on the built environment in the nation's capital.

Elizabeth is the project officer for the National Capital Urban Design and Security Plan, a plan to integrate building perimeter security into an attractive and livable urban landscape. The plan won the 2003 American Planning Association Award for Excellence for a federal project and APA's 2005 Award for Excellence in the current topic category of Safe Growth. In addition, she managed the perimeter security and beautification project for the Pennsylvania Avenue in front of the White House, which was completed in January 2005.

Prior to moving to Washington DC, Elizabeth was Principal Planner for Palm Beach County, Florida. She worked on policy, codes, and development review, focusing on urban development, urban design and landscape design.



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## Agenda

### *Morning Module*

9:30 - 10:00 Arrival & Welcome

10:00 - 12:30 Tour (Select one from below)

12:30 - 1:30 Lunch at the Odyssey

1:30 - 2:15 Keynote Speaker Elizabeth Miller

2:15 - 2:45 Group Discussion

2:45 - 3:00 Break

### *Afternoon Module*

3:00 - 3:45 Keynote Speaker Alex Kane

3:45 - 4:45 Keynote Speaker Gregg Logan

5:00 - 6:00 "On Top of the World" Cocktail Reception

6:00 - 9:00 Dinner on Your Own

9:00 VIP viewing of IllumiNations

## Tours

### **Announcing the Character of a Place through Roadways and Entrance Statements**

Join the Walt Disney World Horticulture Staff on a behind-the-scenes bus tour of the Walt Disney World Resort grounds. From theme parks to hotels, vacation clubs to outdoor retail areas, learn how Disney has used entrances and roadways to brand developments and announce the character of a place. Get an inside look at how landscaping has been used to create a sense of arrival, inviting guests into a development, and building a sense of excitement for what lies beyond the threshold.

### **Maintenance Best Practices Walking Tour**

View Epcot in a way you never have before on this educational walking tour with one of the Disney's Horticulture leaders. Explore how methods utilized in Disney theme parks and resorts can be applied to your operation and get some insight to challenges and solutions. Learn some of the 'how-tos' that have been incorporated into a successful landscape operation, such as maintenance practices, rejuvenation projects, integrated pest management, water management, and other landscape management business challenges.

### **Epcot International Flower & Garden Festival Tour**

Take the time to smell the roses on this exclusive walking tour of the International Flower & Garden Festival. Your guides will take you on an around the world tour of horticulture and landscape design as you explore the gardens, exhibits and pavilions of the Festival. Ask questions about the use of specific plants, maintenance issues, design elements, or simply relax and enjoy a beautiful spring morning in the park.



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## Event Registration

The cost\* for this year's event is \$165 for early registration (through April 14), \$200 after April 14. New this year, participants may choose to only attend the morning or afternoon module at the cost of \$85. Student registration is \$100.

To register online, please visit [www.magicoflandscaping.com](http://www.magicoflandscaping.com) or call FNGLA at (407) 295-7994.

\*ULI member discount is available through ULI's Orlando District Council

## Hotels

Conference attendees can receive a special conference rate at one of the following Disney hotels:

- All-Star Music — \$79/night
- Port Orleans Riverside — \$116/night
- Yacht Club — \$215/night

Please call 407-938-4868 by April 14, 2006 to receive these special rates.

## Continuing Education Credit

This event is approved by the Florida Department of Business and Professional Regulation for 5 hours of Continuing Education Credit for Florida Landscape Architects.

Provider # 0002080

Course # 0007820

*Please note, Landscape Architects must attend the whole day to receive the continuing education credits.*

## Poster Session

Attendees are encouraged to showcase their most prestigious project by participating in the *Magic of Landscapes Poster Session*. This is an excellent opportunity to share your projects with industry professionals. The project you choose to present should possess highly visible, high impact landscapes where unique and creative approaches to landscaping add significant value to the finished product.

**To register for this event, contact Toni Wise at FNGLA  
(407) 295-7994 or (800) 375-3642  
[twise@fn gla.org](mailto:twise@fn gla.org)**