

# Latitudes

GVA Lat Purser & Associates, Inc.

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## Trader Joe's To Anchor Shops At Piper Glen And The Arbors.

### Trader Joe's Philosophy

Charlotteans are anxiously awaiting the opening of two Trader Joe's, and so are the LPA Associates who helped develop two sites for the popular grocery retailer. Trader Joe's leased 12,500 square feet at The Shops at Piper Glen on Rea Road and 12,000 square feet at The Arbors, a 200,000 square foot multiple-use project, located on Mallard Creek Road, across from the University Research Park. The Piper Glen and Arbors locations are scheduled to open later this year. According to LPA Associate Jack Levinson, the company worked closely with Dale Hall of New South Properties, a local real estate representative for Trader Joe's.

Trader Joe's is best known for its bargain-priced specialty foods including vegetarian, kosher and

*At Trader Joe's our philosophy is to bring our customers the best food and beverage values and the information to make informed buying decisions. There are more than 2,000 unique grocery items in our label, all at honest everyday low prices. We work hard at buying things right. Our buyers travel the world searching for new items and we work with a variety of suppliers who make interesting products for us, many of them exclusive to Trader Joe's. All our private label products have their own "angle," i.e., vegetarian, Kosher, organic or just plain decadent, and all have minimally processed ingredients.*

organic. Trader Joe's currently has more than 275 stores in 23 states including their newest store in Cary, NC.

Trader Joe's began in 1958 as a chain of convenience stores in Southern California known as Pronto Markets. In 1967, Pronto Markets were converted to Trader Joe's and became a chain of small, specialty cheese and wine shops. Over the past 39 years, the company has grown and evolved into a national chain of true neighborhood grocery stores.

Learn more about Trader Joe's at [www.trader-joes.com](http://www.trader-joes.com).

## The Village At Robinson Farm Honors The Past And A Commitment To Sustainability.

Contributed by Sheperd Reynolds and Jim Williams of LS3P, and Jim Houser of Compass Rose Associates, Inc.

A seven-acre development in southern Mecklenburg County is being developed into a village of four buildings totaling 44,000 square feet. But this office and retail development is anything but typical. That's because The Village At Robinson Farm will adhere to the highest standards of execution and a respect for the site's

historical past.

Bob Otten serves as development manager for this mixed-use in-fill project. The Village is owned and is being developed by Jim Houser of Compass Rose Associates, Inc. Jim learned of "green" development through his involvement in the Urban Land Institute. LS3P Associates serves as

LEED coordinator and architect for the project and McCracken & Lopez, P.A., serves as the LEED commissioning agent.

The property has been in Houser's family for generations and was part of a large working farm that was gradually enveloped by Charlotte's growth. The site lies on the

eastern fringe of the Ballantyne area.

Houser's vision for the project involved a sustainable legacy for subsequent generations of his family and the facility's users. He envisioned an atypical development that was both pedestrian and environmentally friendly. LandDesign of Charlotte was

commissioned to design a master plan for the development that would be economically successful and serve as a neighborhood gathering place. It would be "human scaled" to make it attractive for dining, shopping and working. Informal grouping of the four buildings along Rea Road and Williams Pond Lane will create

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*"The world is not moved along by the mighty shoves of its heroes, but more so, by the collective tiny nudges of its ordinary men." Helen Keller*

# The Power Of Small Things Makes Big Differences.

By Lat Purser, III

I guess you could say that I've had "small" on my mind a lot these days. **That's because doing small things can make a big difference.** One thing different I've done lately, to the shock and surprise of my friends in Charlotte, is my new orange convertible Mini-Cooper. While it is small, powerful and fun, it's also fuel efficient.

Like the Mini-Cooper, small efforts, small ideas and small endeavors can be very powerful. One great example of how small things can result in big changes, is the story of mountaineer Greg Mortenson, a regular working guy with a regular job, who became weak and disoriented during a climb up Pakistan's K2 and was helped by the villagers of Korpay. In return, Mortenson, a man of modest means, took it upon himself to raise money to build a school in this village. Today, he's built more than 58 schools in Pakistan and Afghanistan. (See the article

below on Greg Mortenson's recent presentation held March 1 at Central Piedmont and benefiting the YMCA).

Another demonstration of how small things can turn into big things is 10-year-old Jacob Rasch and his 12-year-old cousin who developed a plan to market a wrist band similar to Lance Armstrong's "Live Strong", that recognized victims of the tsunami in Thailand. Their efforts were picked up on the Internet and people around the world bought them. Ultimately, these two young boys raised more than \$150,000 for families devastated by this catastrophic event.

Many of us were raised with the belief that "bigger is better." Not necessarily. "Small" is a relative term and individuals in our community and around the world are beginning to realize the importance of small decisions - like carpooling to work, recycling newspapers, or conserving energy. It's stagger-



Lat W. Purser, III with his new, fuel-efficient Mini-Cooper.

ing to think that giving up a cup of coffee from your favorite coffee shop would buy books for students in Ecuador, Nepal and Ethiopia for a year. The cost of a sweater or a jacket would pay the salary for the teacher of those students for a year. Imagine, the price of a sweater that would pay the annual salary for a teacher who would instruct 20 to 30 students in reading, writing and math as well as provide them a better understanding of the world and how they too, can make a difference. Yes, the price of

one sweater can make a big difference.

Today, all of us have tremendous demands on our lives. It's common to hear people say, "I'm too busy to exercise...too busy to read a book to my kids...and too busy to contribute time to help others." If you devote one hour a week, or 52 hours a year (little more than one work week), you can accomplish a great deal to improve the quality of life for the less fortunate, improve the environment or make the world better in some small way.

This newsletter is another

example of starting small. We don't expect to change the world, but we do hope that it encourages you to think about how our communities and the world can be improved one person at a time. GVA Lat Purser & Associates wants to become a conduit to share ideas so we can help leverage the small efforts of many into significant results for all.

Now let's think small and act big. Let us think small, and act energetically to do big things. With that, it's time for me to climb into my Mini-Cooper and have a big time. Thanks for reading, thinking and sharing your ideas and thoughts with us regarding how you can make a contribution to this newsletter. We need your feedback and reactions to this newsletter and would like to incorporate your ideas into our next issue.

*To share your thoughts and ideas, small or large, email me at [lat.purser@latpurser.com](mailto:lat.purser@latpurser.com).*

## LPA And Other Companies Bring Humanitarian's Message To Charlotte.

Despite the heaviest rain-storm to date, more than 500 people turned out to hear Greg Mortenson, a humanitarian who has brought education and hope to the children of Pakistan and Afghanistan. Mortenson's presentation, held at CPCC's Dale Halton Auditorium March 1, was sponsored in part by GVA Lat Purser & Associates with part of the proceeds going towards the support of the Dowd and Stratford Richardson YMCA Community Outreach Campaign and part going to build another school in Pakistan.

Lat Purser, who chairs the YMCA's Community Forum Committee, introduced Mortenson who told of his experience in climbing Pakistan's K2 more than 10 years ago when he became separated from his climbing

group and stumbled weak and disoriented into Korpay, a small village in northern Pakistan. Villagers nursed Mortenson back to health. During his time there, he noticed children outdoors, scratching their lessons in the dirt with sticks. That's when he decided he would return the kindness of the villagers by building them a school.

After returning to his home in Wisconsin, Mortenson's first efforts to raise money were disappointing. Mortenson sold all of his climbing gear and his car to help get this effort under way. During the early months, he was asked to make a presentation at an elementary school. Several weeks later, the children of the school presented Mortenson with 6,320 pennies (\$623) as a contribution. When word that school children had been



LPA Representatives Help Honor Greg Mortenson. From L to R: Don Gately, Bob Otten, Greg Mortenson, Lat Purser, IV, Lat Purser, III and John Batanides.

among the first to step forward with help, fundraising took off and four years later, the first school was built. Today, Mortenson has helped build 58 schools.

Mortenson's presentation also focused on the importance of educating young girls in third world countries. Many educated young men leave villages to earn more money and

never return. For this reason, Mortenson came to realize that when you educate a young boy, you educate a boy. But when you educate a girl, you educate the community as girls are the ones who stay and instill the learning and values within the family and extended village community.

To learn more about Mortenson and his efforts to

bring education and hope to children throughout the world, read his book: [Three Cups of Tea: One Man's Mission To Change The World, One School At a Time.](#)

To learn more about Mortenson's cause or to contribute, email [cai@montanadsi.net](mailto:cai@montanadsi.net) or call 406.585.7841.

*"If you mow your grass so that it's never more than 2-3 inches tall, leave the grass clippings on your yard. Grass is 90% water, so it decomposes quickly and returns nutrients to the soil. That saves space in landfills."*

“Americans throw away enough aluminum to *rebuild the entire US commercial air fleet every three months.*”

# BRIEFLY *Speaking*

## DEVELOPMENT TEAM

LPA, architectural firm LS3P and LandDesign have teamed with Jim Houser of Compass Rose Associates to develop a pedestrian and environmentally friendly development at the intersection of Rea Road and Williams Pond Lane, **The Village at Robinson Farm** consists of some 44,000 square feet with construction

beginning in Spring 2007. This project is reviewed in full on page 1.

Jack Levinson will lead the team who'll break ground on The Commons at Monroe and Sardis Roads in May. **This project is part of a mixed-use plan which will include residential, office and retail.** The first phase is anchored by

Firestone and 22,000 square feet of retail and office space. The retail and office areas will be located in a two-story building adjacent to Firestone. The project, with access to both Sardis Road North and Monroe Road, is designed by Overcash-Demmitt Architects.

## RETAIL TEAM

2006 was a banner year for the LPA Retail Team and the client relationships it represents. Edmund Ball and John Batanides successfully completed a third-party assignment which included the **redevelopment/reconfiguration and re-tenanting of a 200,000 square foot retail center** formerly anchored by KMart. After bringing tenants like AH Wright, City Trends and DOTS, they assisted in the sale of this asset for Eastborne Investments. When presented another opportunity for a nine-acre office development in the University area by Pender Hollmeyer and John Batanides,

Eastborne Investments stepped up to reinvest in the Charlotte market. **Tenant representation continues. Numerous sites were acquired/transitioned for tenants including Panera Bread, Ageless Remedies, Play it Again Sports, RBC Centura Bank, Crescent Retail, Circle K, University Family Physicians and Valvoline.**

LPA's Landlord representation continues to be at the core of our business. Carrie Sorter and Edmund Ball are currently pre-leasing a Crescent Retail-owned Harris Teeter anchored center in the Ballantyne area. Tommy Trimble is gearing up **Robinson Farm** (see page 1), while

**Carrie Sorter and Edmund Ball were recently awarded the leasing for the Grand Promenade in north Charlotte.** LPA-owned centers and developments, New Town Market, Brunswick Forest, Sardis Commons and Piper Glen are gaining strength under the direction of the leasing team. **All five members of the Retail Team received recognition for transactional production, including Silver Awards to Edmund Ball and Pender Hollmeyer, along with gold awards to Tommy Trimble and John Batanides, who placed second in overall retail volume in the Charlotte retail category.**

## OFFICE TEAM

Office Team members recently brokered the sale of 4012 Park Road, a 14,504 square foot, two-story office building. Originally selling this 37-year-old property to an investor client in December 2005, the new owner began working on a total renovation of the property with the anticipation of offering it as a Class A office condo project. During renovations, **Child and Family Services of Charlotte leased the second floor on a long-term lease. With a long-term lease in place, it became an attractive investment opportunity** and Giant Genie Corporation

acquired the building in January 2007. Phil Chambers is working with the new owner to lease the remaining ground floor office space. **The newly renovated building is being offered as a Professional/Medical Office building** and includes medical parking of five spaces per 1,000 square feet and has excellent access and visibility to Park Road.

In what seems to be a trend, **Chad Hagerman brought a pair of non-profit organizations to the Parkwood Building (LPA's main office). The Arthritis Foundation and Autism Speaks have**

**signed leases and are scheduled for occupancy by the end of the first quarter.** Chad is now working with the Muscular Dystrophy Association to extend their current lease at the same location.

Phil Chambers and Chad Hagerman closed out **Matthews Professional Center** with the sale of the final two office condos totaling 4,900 square feet. LPA represented Gary Smith, owner of BrookeChase Properties, in the marketing and sale of this project.

## PROPERTY SERVICES TEAM

The Charlotte, Raleigh and Jacksonville offices manage some 66 assets that represent 3.5 million square feet of commercial real estate. Our team is proud to have one of the most competent and professional property management teams of any commercial real estate company. We are proud of the culture, disciplines and systems we've established over the years. **Our team of professionals continues to embrace the disciplines and principles of total quality management, in particular, the precepts "plan, do check, act" and works to explore ways to work more efficiently and effectively.**

**Randolph "Randy" Robinson joined LPA in March as our new Managing Director of Property Management.** For the previous seven years. Randy worked with the City of Charlotte as Property Manager of the Government Center. He has also worked for Collett & Associates, managing a portfolio of retail, office and industrial properties. Randy is a graduate of UNC-

Chapel Hill and is a Certified Property Manager through The Institute of Real Estate Management. In 2002, he was recognized as the CPM of the Year for the IREM Chapter 40. He also served a four-year term as President of the Western NC Chapter of IREM. He also has his RPA designation through BoMA. **Susan Beeker joined LPA in May 2006 as a Senior Property Manager.** Susan has more than 10 years of paralegal experience. She holds a RPA designa-

tion through BOMA. Prior to joining LPA, she worked with the Inland Management Corporation's Charlotte Division. **The Property Services Team are under the direct support of our accounting team headed by our new company controller, Pete Brucia. Laurel Holmes also joined the accounting team in 2006 assisting Pete as an assistant company controller.**



Randy Robinson



Susan Beeker



Pete Brucia



Laurel Holmes

## INVESTMENT TEAM

In March 2007, LPA entered into a second venture with Principal Financial. The venture was developed in a Tenant-In Common (TIC) structure to assist Principal with its tax planning strategy. **Principal acquired a significant interest in the second and third phases of The Arbors project.** The second phase is comprised of 20,000 square feet of retail and includes a 6,400 square foot Hickory Tavern. The third phase will be comprised of 37,000 square feet and includes

a 12,000 square foot Trader Joe's grocery store. The Hickory Tavern has been open since November 2006, and Trader Joe's is expected to open later this year. During the latter part of 2006, **the Investment Team coordinated the sale of the first phase of The Arbors project to an investment group headquartered in Boise, Idaho.** In 2006, the Investment Team disposed of **\$20 million of income producing assets.** Currently, a grocery anchored center is under

contract to be sold and set to close in April. This sale will yield our partners a 26% IRR. The Investment Team also has two retail investment properties under contract with closing set for the summer of 2007. Those acquisitions total approximately \$30 million. The team is also looking at several office buildings to purchase as well as other retail properties.

## LPA RALEIGH

The Raleigh Office grew with the addition of **Phil Begany.** Phil's 20 years of development experience with both Wendy's and McDonald's bring valuable market knowledge to the Raleigh office. **Phil will establish a development division in Raleigh which will focus on Raleigh and**

**eastern North Carolina.**

Property Management has also grown with the successful opening of new merchants at Chatham Downs, including Schneider Stone, Starbucks, Somethin' Else, The Original Mattress Factory, Home Team Properties of Chatham

County, Inc., Fancy Nails, and a Cleaner World. In other news about "growth", **Lisa Lewis, office and property manager, recently gave birth to a son, Conner, and Laura Stiles, assistant property manager and lease administrator, gave birth to son Seth.**

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“Turning off the water while you brush your teeth saves *240 gallons of water each month.*”

*“The typical office worker throws away some 180 pounds of high-grade recyclable paper every year.”*

## BRIEFLY *Speaking* continued from page 3

**JACKSONVILLE** Anyone up for a mocha soy grande? Activity is brisk in the Jacksonville Office as **Teresa Grashhof** has 10 Starbucks locations either under construction or in lease negotiations. The newest locations include Jacksonville’s first north side location on Dunn Avenue, continued expansion in the south side market with a location on Philips Highway and Baymeadows Road, an end-cap location in a growing residential area in Tallahassee and closing in on a location on International Speedway. **Sandy Perez** is leasing Regency Pointe Shopping Center and has landed new leases with Dollar General, T-Mobile and Mattress Giant. FedEx Kinko’s recently opened three new stores in Jacksonville that were



*The Jacksonville team boarded the Duck Tour in Boston to visit restaurants and retailers in the Northeast.*

negotiated by **Geneva Henderson**. Those included stores in Regency, Tinseltown and a new center developed by former LPA Associate Brian Platock at Baymeadows and Phillips Highway. New accounts for Tenant Representation include: Verizon Wireless, Zale’s Outlet Jewelry Store, Foot Quarter and the Raving Brands’ concepts Moe’s Southwest Grill, Monkey Joe’s, Doc Greens and Shane’s Rib Shack. New developments in progress include the Shoppes of Goodby’s. **Kristen Nimnicht** is working on the Shoppes of Goodby’s, a new 13,000 square foot neighborhood shopping center. **Sandy Perez** is also leasing the Shoppes of Bayard, a new 25,950 square foot shopping center.

## *“Thanks Geneva For 20 Years Of Service!!”*

## The Village At Robinson Farm Honors The Past... continued from page 1

outdoor “rooms” ideal for outdoor dining, impromptu meetings and people watching. This layout protects the stream buffer running along the property’s southern boundary. The latest techniques for creating an environmentally friendly site design are incorporated, including the use of “rain gardens” for rainwater runoff and filtration.

When Houser and Bob Otten commissioned LS3P to provide architecture for the buildings, the team realized the unique opportunity to create a truly distinctive place by tying into the family history on the site. In addition to the farm, Houser’s family had operated a general store, a gathering place for the old Providence Township. The team determined there was a great opportunity to connect the project to the area’s history. With that in mind, LS3P designed the buildings to resemble the farm buildings of the Carolina Piedmont. The two largest buildings are two stories with retail on the first floor and small office suites on the

second. These buildings are designed as a farmhouse and barn, linked by open-air arcades around a smaller courtyard. A benefit of the buildings’ separation is the ample natural light which infiltrates these spaces, thereby reducing the need for electric lighting and creating a more pleasing atmosphere. Natural lighting has been shown to improve productivity. A 1999 analysis showed a 40% increase in sales in retail spaces that were naturally illuminated.<sup>1</sup> Windows in the office space are designed to be manually operable for natural ventilation.

One of the single-story retail buildings was also designed to resemble a stable while the final building was designed to recall the original “Country Store.” **The Village At Robinson Farm represents a respect for the past and a responsibility for the future.** At Houser’s request, the project will be completed using environmentally friendly design and construction methods. The project team proposed LEED

certification. **The Village has been registered with the United States Green Building Council** and aims to be Leadership in Energy and Environmental Design for Core & Shell (LEED-CS) certified. The LEED prescription involves making informed decisions analyzing the life cycle of a building, its effect on inhabitants, the owner’s net operating income, and the environment. Points are awarded for six main categories: Sustainable Sites, Water Efficiency, Energy & Atmosphere, Materials & Resources, Indoor Environmental Quality, and Innovation in Design.

The Village incorporates a number of features that strengthen its sustainability. Common spaces are conditioned with high-efficiency equipment that utilize modern components. Compressors use a new gas that has negligible effects on the ozone layer. **Building materials from local sources with high-recycled content will reduce the impact of manufacture and transport.** During construction, the gen-

eral contractor, Cox & Schepp, will work to separate waste and excess that can be recycled, salvaged or otherwise diverted from the landfill stream. LandDesign’s storm water control system will filter and control runoff before it is redeposited into the water table. Water will also be conserved with ultra low flow toilets, faucets and shower-heads. Showers, as well as secure bicycle storage, will provide amenities for those wanting to bike to work or enjoy a morning run. **The Village will reduce its water consumption by at least 20% as compared to a typical development.**

Compass Rose Associates and LPA feel The Village will embody their corporate goals of environmental and social responsibility.

“These features and benefits will be appreciated by the businesses at Robinson Farm,” says Leasing Agent Tommy Trimble. Following the suggestion of the design team, a LEED-CS certified status will benefit future tenants who choose to sustainably up-fit

their space. LEED for Core & Shell is designed to directly compliment LEED for Commercial Interiors. A tenant aiming for LEED-CI would receive three automatic points in the scoring system for inhabiting The Village. The Village will implement LEED-CS to attain sustainable goals while encouraging thorough leadership and not requiring the participation of tenants.

**While there is much debate over the legitimacy and urgency of global warming, the responsible forward-thinking of The Village at Robinson Farm is real.**

Reducing pressure on community and natural resources is a valid strategy. Mixing the old-fashioned efficiency and low impact of a working farm with modern retail and office amenities, the Village at Robinson Farm promises to be a development worthy of the dynamic Charlotte region.

<sup>1</sup>Heschong Mahone Group HMG, “Skylighting and Retail Sales” report at [www.h-m-g.com](http://www.h-m-g.com), 1999

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