

June 11, 2014

Edward D. Reiskin, President  
Janette Sadik-Khan, Chair, Strategic Advisory Board  
Linda Bailey, Executive Director  
National Association of City Transportation Officials  
120 Park Avenue 14th Floor,  
New York, NY 10017

Dear Mr. Reiskin, Ms. Sadik-Kahn, and Ms. Bailey,

On behalf of the Urban Land Institute's 32,000 members, I am pleased to provide the Institute's endorsement of NACTO's *Urban Street Design Guide*. It takes a much-needed, in-depth look at the complex challenge of designing urban streets to make them safe for all forms of transportation—walking, biking, using transit, or driving. This emphasis on making alternative transportation modes easy to use reflects a trend toward making cities more people-friendly and less car-centric.

Great cities start with great streets, and the *Urban Street Design Guide* upends long-held notions about how people get around in cities. It offers practical, well-thought recommendations on how to make streets more inviting. The guide exemplifies excellence by being clear, coherent and comprehensive, while promoting state-of-the-art street design and urban design.

NACTO's process for developing the guide, which drew upon successful models that can be replicated, is consistent with ULI's tradition of knowledge sharing and highlighting best practices. By outlining alternatives to driving, the guide supports many of the goals of ULI's Building Healthy Places initiative, which highlights the role of well-planned urban design and development in creating communities that encourage healthy living. In addition, the guide's recognition of well-designed streets as an economic asset is in accordance with ULI's view of the factors that contribute to thriving, sustainable communities.

ULI council members James Moore, senior vice president, HDR in Tampa; Wes Guckert, president, The Traffic Group Inc., Baltimore; Jill Hatton, director, University of Wisconsin Foundation Board, Boston; John Hempelmann, chairman, Cairncross and Hempelmann, Seattle; Scott Mingonet, landscape architect, Kimley-Horn and Associates, Charlotte; Brad Power, economic development director, Longmont, Colo.; and George Stanziale, Jr., senior vice president and director of The Design Studio, Stewart, Inc., Raleigh, served on the Institute's review committee and recommended that ULI endorse the publication. We are grateful for their input, and we look forward to raising awareness of the guide among ULI's membership around the globe.

The *Urban Street Design Guide* will be a useful tool in the creation of cities that are economically prosperous, environmentally conscious and highly livable, and we believe it will be a great resource for our members in both the private and public sectors.

Sincerely,



Patrick L. Phillips  
ULI Global Chief Executive Officer  
Urban Land Institute  
Washington, D.C.