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NUTS TO SOUP ■ 5

Anti-chain law scalds
soupman Steve Sarver.

PORTFOLIO CHASE ■ 4

S.F. brokerages vie for
Morgan Stanley prize.

SPECIAL PUBLICATION

Presenting the Real Estate
Deals of the Year — inside.



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REAL ESTATE / By J.K. Dineen and Ryan Tate

ON THE WEB

Urban Land Institute networks real estate

The Urban Land Institute has the Bay Area covered.

The organization's San Francisco District Council office has launched a portal to the web's world of real estate and land-use information. The portal, which can be found at www.urbanmap.org, is free and no registration is required.



Paxton

Created by ULI San Francisco, the goal of UrbanMap is "to make the wealth of Bay Area land use and real estate information available on the web easy to find and access for professionals and members of the public alike," according to Jay Paxton, a real estate and land-use attorney, and co-chair of ULI San Francisco's Policy & Practice group.

"People may know about a few interesting sites they find useful, but almost no one has a comprehensive view of what is really available," said Paxton.

"This site provides it, and we believe it will both enhance the trend toward 'smart growth' in the Bay Area and make it easier to research particular neighborhoods or properties for those buying, selling and developing real estate."

The site is organized into two main categories. "Bay Area Land Use Websites" allows users to access local and regional maps, conduct property searches, view environmental and other reports, and research smart-growth resources. "Resources by County" pages include links to all Bay Area city and county web sites; general plan maps, zoning information, parcel maps, and GIS files.

UrbanMap also rates city and county web sites, awarding each zero to five stars.

"The user can quickly identify the scope and quality of the information available at each site, making finding what you need much faster and easier. We hope the ratings will also spur efforts by those cities and counties that are behind the curve to share more and better information," noted Paxton.

ULI San Francisco worked with Castle Consulting to research and implement the UrbanMap site, and is now seeking partners to join in enhancing it.

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