



Mayberry, Colorado Springs

Randy Goodson

Randy Goodson started his community development career acquiring large land holdings for development with Jefferies Financial Group (NYSE:JEF) previously known as Leucadia National Corporation. Mr. Goodson was instrumental with its acquisition of HomeFed Corporation (HOFD) and the evolution of HOFD into one of the larger national community development companies. In the 1990's, Mr. Goodson was an owner and managing member of Accretive Investments, LLC and Goodkin & Associates, Inc., real property investment and development management firms specializing in the acquisition, financing, construction, development and litigation support services for many large mixed-use and planned communities.

Mr. Goodson got his start as a manager in the PwC Real Estate Industry Services Group, focused on domestic and international residential, resort, and office development projects. During his time at PwC, Goodson worked in a post-Cold War Eastern Europe on the redevelopment of several large towns and villages. This experience shaped the principals which would guide Goodson throughout his career. It was during his time in Europe that Goodson realized the significance of creating dynamic, people friendly communities. The villages and cities were structured in the town center-focused and pedestrian centric manner of most European communities, with amenities in the middle of all the action right in the center of town. He realized the benefits of empowering people by emphasizing a pedestrian scale and focus. By creating a space focused on how people want to live, without being dependent on a vehicle, residents become more connected to their communities.

Today, Goodson continues to implement the "village-style approach" to community development where every home is within walking or biking distance to the grocery store and village center. Goodson creates innovative, mixed-use town centers, designed for the land to be appreciated with both an artful focus and effective use. The newest community is Mayberry, Colorado Springs and it benefits from three decades of lesson's learned.

Mr. Goodson was the leader who brought the following communities to life from scratch including the following mixed-used developments:

San Elijo Hills, San Marcos, CA - 3,550 homes plus town center on 2,000 acres;

Otay Land Company, Chula Vista, CA - over 7,000 homes plus extensive commercial uses;

Downtown Superior, Boulder, Colorado - 1,400 homes, 3 hotels, one million sf of commercial space on 157 acres;

Rampage Vineyard - 2,159 acres of grape vineyards planned for development in Madera County, CA;

Paradise Valley, Fairfiled, CA - 1,446 homes in a master-planned golf course community;

Harbor Club, San Diego, CA - 42 Story, 201 unit mixed-use high rise Tower;

Numerous residential mixed-use projects in the City of San Diego;



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Many of his projects are regarded as some of the finest planned communities in California. Goodson's first large scale community development, San Elijo Hills, was awarded the Gold Award in the "Master-Planned Community of the Year" category at "The Nationals," Gold Nugget Grand Award in the "Community/Town Plan" category at the Pacific Coast Builders Conference (PCBC). San Elijo Hills was also named "Best Master-Planned Community" at MAME.** Mr. Goodson was awarded Citizen of the Year by the City of San Marcos, California where San Elijo Hills is located as well.

Goodson aims to create communities where families enjoy their lives together, with affordability in mind. Mayberry Colorado Springs will be affordably priced as well as planned with the focus on human action spaces and opportunities. Goodson pulls his inspiration for Mayberry from Stapleton in Denver. He went as far as to take the planners from El Paso County to tour Stapleton with the Stapleton Land Planner that was also the planner for Mayberry. He harkens Mayberry, Colorado Springs to the Andy Griffith Show, a tight knit community where you know your neighbors, and your residence is more than just a house but a place in the community.