



StreetSmarts

June 2019



Greetings

As my time with ULI as executive director draws to a close, I want to thank everyone in the ULI community for supporting the ULI mission as speakers, by serving on committees and TAP panels,

and leading some of the most important discussions in our region. The success of ULI is a direct reflection of the ULI community. I hope to remain involved with ULI as a member and look forward to working with you in a new capacity.

With that, ULI San Diego – Tijuana is hiring and we need your help. We are seeking an organizational superstar who has a talent for details, possesses strong communications skills, and likes the idea of making a difference in the local community. Here is a [link](#) to the full job description. We invite you to share this opportunity with your networks. From personal experience, working for ULI is a tremendous opportunity to expand your network, learn from the best minds in real estate, and work for one of the pre-eminent real estate and land use organizations.

Please join me at the upcoming breakfast on Tuesday, June 11 at the University Club where we will discuss the changing face of North County Suburbia. Make sure to [register](#) in advance as space is limited. Also, please mark your calendars for our Summer Social on Tuesday, July 16. It would be great to see as many of you as possible and recognize the ULI leaders who have been critical in delivering the ULI mission.

In this issue of StreetSmarts, we share details of the recent mobile site tour in North County, information about [Lesar Development's Housing Leadership Academy](#), a call for nominations for SDAF's annual [Orchid and Onions](#), and a podcast from [RCLCO featuring Mike Neal from HG Fenton](#).

Again, thank you for all you have done to support ULI.

Warm Regards,
Heather Foley
Executive Director, ULI San Diego – Tijuana

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ULI on the Move: Project Tour Spotlight Suburban Remix: *The Changing Face of North County*



There is perhaps no better way to understand the evolution of a neighborhood, design of a building or experience some of the region's most exciting projects than a first-hand experience. In April, we hosted a mobile project tour that explored the changing face of suburbs in North County. Developers and public officials graciously pulled back the curtain on the projects and policies that are changing the face of historic downtown Vista and North City in San Marcos.

Nearly 70 people toured Vista's historic downtown core, then hopped on the NCTD Sprinter to Cal. State San Marcos and walked to North City. Later, we gathered at the Belching Beaver for a networking happy hour. The tour highlighted how compact, high-density, mixed-use development is reshaping the way we live.



Lev Gershman, Managing Partner with Tideline Partners, said, "We believe North County is positioned to grow and outperform the broader MSA. A strong value proposition in housing and access to employment are driving population and economic growth. We are particularly focused on delivering housing, community-centric retail and access to green space in walkable mixed-use downtown cores like the ones in Vista and San Marcos. The future is urban suburban!"

ULI toured North City, an urban mixed-use environment, in San Marcos with Sea Breeze Properties.

Kevin Ham, Director of Economic Development for the City of Vista, noted, "The City of Vista has been working for many years on all aspects

of revitalizing our downtown, including capital improvements, community input, a retail recruitment strategy, integration of housing, a new Opportunity Zone and investor outreach. These efforts have combined to have a tremendous positive impact on this revitalization of the downtown. If you haven't been to downtown Vista in a while, you have to stop by and see all there is to offer."

We will dig deeper into the changing face of North County on Tuesday, June 11, at our Monthly Breakfast. Please join us.



*Creekside Apartments
2019: Market Rate Apartments
Developed by: Silvergate Development*



*Dog Haus
2018: Spec Retail
Developed by: Tideline Partners*



*100 Main
Under Construction
Developed by: Streetlights Residential*



BENEFITS

Solving our housing crisis together requires leaders and influencers engaged in planning, development, economic growth and community decision making to understand how to nurture and sustain healthy and inclusive housing markets.

The Housing Policy Leadership Academy (HPLA) brings together cohorts of intentionally assembled leaders and influencers.

Call for Applications: Housing Leadership Academy Presented by: Lesar Development

[The Housing Policy Leadership Academy](#) is an intensive learning opportunity open to leaders and influencers across San Diego County who want to better understand and be able to advance solutions to address our housing affordability crisis. Those who are new to housing, as well as those who are experienced in housing policy but are looking to expand their knowledge, are encouraged to apply. Each class is carefully curated to assure that the cohort is comprised of a range of professionals from varying disciplines and backgrounds.

Through this program, we are working to expand and develop an on-going network of informed, passionate housing policy advocates committed to creating healthy housing markets for all.

Our Summer class begins July 8 and runs every Monday through August 26, 3:30pm to 6:30pm, with the hosted networking immediately following from 6:30 to 7:30 pm. Classes will be public transit accessible and held in close proximity to downtown San Diego.

"The Housing Policy Leadership Academy is comprehensive program that brought me value even though the land use arena is a big part of my job. The multi-disciplinary class provided me the opportunity to hear a broad range of stakeholder perspectives."

Barrett Tetlow
Chief of Staff, City of San Diego
Councilmember Scott Sherman

Orchid & Onions: Nominations now being accepted through July 6, 2019 Presented by: San Diego Architecture Foundation



From the hits to the hideous, the serene to the obscene, San Diego's architecture makes an impact! It's almost time to make an impact and share your nominations for the San Diego Architectural Foundation's 2019 Orchids & Onions. Together, we will shine a light on what San Diegans love about the built environment, as well as some places and spaces that may have missed the mark. Visit www.orchidsandonions.org between June 1st and July 6th to submit your nomination! The winners will be announced at this year's event on October 3rd at the U.S. Grant Hotel.



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"We build the places where dreams come true and memories are made. That's what we do."

Mike Neal
President & CEO
H.G. Fenton Company

Conversations with the Best Minds in Real Estate: RCLCO's Gadi Kaufmann Interviews H.G. Fenton Company President & CEO in the Latest Podcast Episode from RCLCO

How does one become the leader of a top real estate firm? What personal secrets to success do you wish you knew? What insights into the market can be gleaned from such an insider's position? Hear the insightful and surprising stories behind real estate's best minds. In Conversations with the Best Minds in Real Estate, RCLCO's leadership travels the nation to bring you the little-known stories behind some of real estate's top movers and shakers, including their views on the state of the market.

In this episode, RCLCO CEO and Managing Director, Gadi Kaufmann, speaks with H.G. Fenton Company President and CEO, Mike Neal, for a conversation about creating a positive company culture for multiple stakeholders, balancing the pace of growth with fiscal discipline, and financially preparing for changes in the real estate cycle.