



Dallas-Fort Worth

LOCAL PRODUCT COUNCILS PRESENT

# WHAT'S NEW WHAT'S NEXT?



## MUC

Mixed-Use  
Product  
Council

## What's Next for Mixed-Use

MODERATOR



**Paris Rutherford**  
Catalyst Urban  
Development



**Hilary Bertsch**  
Perkins Eastman



**Terry Montesi**  
Trademark Property  
Company



**Ray Washburne**  
Charter Holdings

The Urban Land Institute defines mixed-use development as achieving three goals: providing three or more uses, fostering community integration and compatibility of land uses, and creating a walkable place that improves the overall community experience. Join the Mixed-Use Council for their concluding lunch session as expert speakers share their thoughts on where mixed-use is headed and strategies for blending uses in the manner which ULI describes while also increasing the bottom line. The panel will also address affordable housing requirements often triggered by public financing and facing community opposition to integration and density.

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## BIOS

### **Paris Rutherford**

Paris is principal of Catalyst Urban Development, a real estate development company that focuses on mixed-use and transit-oriented development, and increasingly on suburban retrofit. He has more than 25 years of experience creating successful places in the U.S. and abroad that have received over 90 awards. Prior to forming Catalyst, Paris was practice leader of RTKL Associates' Global Planning

Practice and Director of RTKL itself. He is a graduate of the University of Southern California and Harvard University.

### **Hilary Bertsch**

Hilary is managing principal of Perkins Eastman's Austin office. She has expertise in the design of large-scale mixed-use developments, including a special focus on urban retail complexes, transit centers and waterfront development across the country. For more than 25 years, her designs have exhibited a consistent sensitivity to existing urban contexts. Hilary serves as a mentor at Perkins Eastman and is a leader in the firm's initiatives in Women's Leadership and Diversity Equity + Inclusion. She is also an active member of ULI, serving on the national public/private partnership council as well as a Daniel Rose Fellow helping cities across the country scale their specific land use challenges.

### **Terry Montesi**

As founder and CEO, Terry Montesi has led Trademark Property Co. through over 30 years of innovative, community-focused development. Under his leadership, Trademark has worked on more than \$4.6B and 21M SF of some of the most placemaking-centric retail and mixed-use properties in the United States. Terry's commitment to constant evolution and long-time support of the core tenets of Conscious Capitalism led him to create Trademark's own conscious development model, The Conscious Place, setting the tone for a continued focus on innovative and experiential retail and mixed-use places. Terry is also the host of Leaning In, Trademark's podcast focusing on the future of mixed-use real estate. Terry earned his MBA from the University of Texas at Austin and BBA from the University of Mississippi.

### **Ray Washburne**

Ray Washburne is the Chairman and Chief Executive Officer of Charter Holdings, a private real estate investment company. Washburne is also the former president and chief executive officer of the Overseas Private Investment Corporation (OPIC), a self-sustaining US government agency that helps American businesses expand into developing markets by providing them with tools to manage risks associated with foreign direct investment. He is a graduate of Southern Methodist University and has served as an adjunct professor at SMU Cox School of Business.