

**ULI SAN FRANCISCO DISTRICT COUNCIL**  
**COMMERCIAL LOCAL PRODUCT COUNCIL AGENDA**  
Wells Fargo Penthouse: Dining Room  
Friday, December 9, 2022

**SF Local Commercial Council Leadership**

Co-Chair: Corie Edwards, Partner, Reuben, Junius & Rose  
Co-Chair: Meade Boutwell, Senior Vice President, CBRE  
Vice-Chair: Kathleen Burgi-Sandell, Vice President Regional Manager, James Campbell Company  
Vice-Chair: Faye Beverett, Principal, Bard Consulting

**7:30 - 8:00 AM – Registration, Breakfast, & Networking**

**8:00 – 8:05 AM – Welcome & Introductions**

**8:05 – 9:05 AM – Revitalization of Downtown San Francisco**

Downtown San Francisco is facing vibrancy challenges due to the inter-related effects of COVID-19 disruptions, shifting work/life balances, and changing demand for types of office space. The panel will discuss these changes and potential ways to reinvigorate the district. Speakers include Dave Eaton of Paramount Group, one of the largest landlords in the district; Rodney Fong, San Francisco Chamber of Commerce; and Robbie Silver, Downtown SF Partnership which is a community benefits district tasked with reinvigorating the area.

Speakers: **Sarah Dennis-Phillips**, Senior Director, Development, Tishman Speyer (Moderator)  
**Dave Eaton**, SVP Leasing, Paramount Group, Inc.  
**Rodney Fong**, President and CEO, SF Chamber of Commerce  
**Robbie Silver**, Executive Director, Downtown SF Partnership

**9:05-9:35 AM – Moderated Roundtable Discussions**

HR&A Advisors' Partner [Kate Collignon](#) and Principal [Kate Owens](#) be leading roundtable discussions on the future of downtowns with the goal of using the collective expertise of the both the Residential and Commercial LPC members to identify short and long term strategies and initiatives to revitalize Downtown and San Francisco. To get more out of the discussion, take a look at HR&A's ["What Does the Future Look Like for Post-COVID Downtowns?"](#) in advance.

Speakers: **Kate Collignon**, Partner, HR&A Partners  
**Kate Owens**, Principal, HR&A Partners

**9:35 – 10:00 AM – Coffee Break & Networking**

**10:00 – 11:15 AM – Adaptive Reuse**

In light of the changing demand for space, the panel will discuss projects that convert existing product types into other uses. Marc Babsin, Emerald Fund, will review the office to residential conversion of 100 Van Ness. Strachan Forgan, SCB, will discuss office to residential conversion from an architect's perspective. Alan Chamorro, Lowe, will discuss the retail to mixed-use conversion of Sequoia Station Shopping Center in Redwood City. And Luyen Pham, Paceline Investors, will discuss the office to life science conversion of 7900 Gateway Boulevard in Newark (an old Sun Microsystems campus). Panelists will cover what was done right, lessons learned, and potential policy changes that may facilitate future conversions.

Speakers: **Stephanie Ting**, EVP, Director of Investments, The Swig Company (Moderator)  
**Marc Babsin**, President, The Emerald Fund  
**Alan Chamorro**, EVP, Lowe  
**Strachan Forgan**, Executive Director of the San Francisco Office, SCB  
**Luyen Pham**, Paceline Investors

**11:15 – 11:35 AM – Coffee Break & Networking**

**11:35 – 12:00 PM – Findings from Breakout Discussions (Joint Session in Boardroom)**

Speakers:      **Kate Collignon**, Partner, HR&A Partners  
                      **Kate Owens**, Principal, HR&A Partners

**12:00 PM – Conclusion & Sign Out**