



HOUSING THE BAY

SUMMIT MAY 8, 2024
HYATT REGENCY SAN FRANCISCO



NAVIGATING THE NOW.

REIMAGINING THE FUTURE.

ULI SAN FRANCISCO

The Urban Land Institute is a global, member-driven organization comprising of more than 45,000 real estate and urban development professionals dedicated to advancing the Institute's mission of providing leadership in the responsible use of land and creating and sustaining thriving communities worldwide.

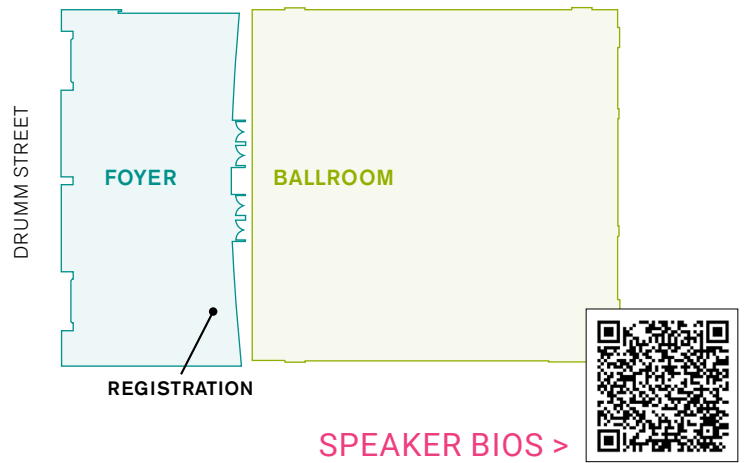
ULI's interdisciplinary membership represents the entire spectrum of the land use and development disciplines in private enterprise and public service – leading property owners, investors, developers, service firms, planners, public officials, and academics. ULI SF serves the greater Bay Area with pragmatic land use expertise and education with over 2,100 members locally.

ABOUT HOUSING THE BAY

Housing the Bay is back for a seventh year, and now is our chance to lean into this unique moment in time and shape a future for the Bay Area with more housing for more people at all income levels. This year's theme and content will capture just that as we Navigate the Now and Reimagine the Future.

Over the last seven years, Housing the Bay has examined the drivers of our housing crisis, highlighted public and private sector solutions, and elevated the voices of a broad range of people from across our industry and North America. This year, we will continue to bring you inspiring ideas and new strategies for generating more housing supply and increasing housing affordability, with emphasis on how we can navigate current challenges and how we can capitalize on opportunities through financing, policy, and design.

SUMMIT AGENDA



FOYER 12:30 – 1:00 pm Registration and Networking

BALLROOM 1:00 – 1:10 pm Welcome and Opening Remarks

Natalie Sandoval, Executive Director, ULI San Francisco

1:10 – 1:50 pm In Conversation: Bay Area Housing Directors

San Francisco, Oakland, and San José have each experienced a leadership transition in their housing departments over the last 9 months. The first panel of our Housing the Bay Summit will bring together these new leaders to discuss their priorities as Housing Directors of the three largest Bay Area cities. This engaging and insightful conversation will be moderated by public policy expert, Matt Regan.

Daniel Adams, City and County of San Francisco

Erik Louis Soliván, City of San José

Emily Weinstein, City of Oakland

Matt Regan, Bay Area Council (moderator)

1:50 – 2:40 pm Ground Game: Local Partnership for Regional Solutions

Regional collaboration and investment are critical in addressing the housing crisis and catalyzing future infill development. Organizations are promoting regionalism through the establishment of the Bay Area Housing Finance Authority (BAHFA), the regional housing bond, and other coordinated, intersectional efforts. How are local communities and counties embracing regionalism to achieve housing goals?

David Chiu, San Francisco City Attorney

Jonathan Fearn, Signature Development Group

Aaron Tiedemann, City of Albany

Ann Silverberg, Related California (moderator)

FOYER 2:40 – 3:10 pm Networking Break

BALLROOM 3:10 – 3:55 pm

Getting Creative: Alternative Financing for Challenging Times

Interest rates have nearly doubled. Equity sources are scarce and highly competitive. With today's capital markets, how can projects pencil and get built? The answer is creativity and tenacity. Our panelists will share how they've used their relationships, expertise, and intuition to finance housing in the Bay by leveraging funding sources as wide-ranging as EB-5 financing and US Treasury programs.

Colin Behring, Behring Companies

Kathy Chao Rothberg, Lao Family Community Development

Cindy Wu, LISC Bay Area

Robert Ogilvie, Lighthouse Public Affairs (moderator)

3:55 – 4:40 pm

Reimagining the Repurposing of Sites

In the aftermath of the pandemic, high office vacancy rates have prompted developers and city planners to rethink how we use not only our downtown cores, but also how other underutilized sites can be improved, all the while eyeing diverse housing options and affordability. In this panel, we'll get a deep dive into current efforts to revitalize San Francisco's central business district through policies and incentives to encourage residential development. We will broaden our perspective beyond office-to-residential conversions to consider how the repurposing of larger urban sites, and the recasting of market rate residential to affordable housing, can point the way to a thriving and diverse urban future.

Annie Koo, Catalyst Housing Group

Allie Stein, Prado Group

Jack Sylvan, SDG

Swathi Bonda, Lendlease (moderator)

4:40 – 4:55 pm

Closing Keynote

Mayor London Breed, City and County of San Francisco

4:55 – 5:00 pm

Closing Remarks

Dan Adams, Director of the Mayor's Office of Housing and Community Development, City and County of San Francisco

Swathi Bonda, Senior Vice President, Lendlease

Xiomara Cisneros, Senior Program Officer, Chan Zuckerberg Initiative

FOYER 5:00 – 6:00 pm

Networking Reception

SURVEY >



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