



**ULI SAN FRANCISCO DISTRICT COUNCIL
RESIDENTIAL LOCAL PRODUCT COUNCIL AGENDA**
The City Club of San Francisco 11th Floor
Wednesday, May 7, 2025

SF Local Residential Council Leadership

Co-Chair: Lydia Tan, Principal, Tan Consulting
Co-Chair: Gregg Miller, Partner, Coblenz, Patch, Duffy & Bass LLP
Vice-Chair: Kim Diamond, Principal, KD Shae Development
Vice-Chair: Ann Silverberg, CEO, NorCal NW Affordable, Related California
Vice-Chair: Brynn McKiernan, Vice President of Development, Emerald Fund

8:00 - 8:20 AM – Registration, Breakfast, & Networking

8:20 – 8:25 AM – Welcome & Introductions

8:25 – 9:25 AM – Economic Overview (Joint Session on 11th Floor)

Ken Rosen will present Rosen Consulting Group's opinions on national economic indicators and local market trends in both commercial and residential markets.

Speakers: **Ken Rosen**, Chairman, Rosen Consulting Group

9:25-9:45 AM – Coffee & Networking

9:45 – 10:30 AM – In Conversation with Ned Segal (Joint Session on 11th Floor)

Conversation and Q&A with Ned Segal, Chief of Housing and Economic Development, City and County of San Francisco.

Speakers: **Ned Segal**, Chief of Housing and Economic Development, City and County of San Francisco
Jack Sylvan, Principal, SDG (Moderator)

10:30 – 10:55 AM – Coffee Break & Travel

10:55 – 11:00 AM – Council Updates

11:00 AM – 12:00 PM – The Martin & Celeste: Building Innovative Multifamily Projects (11th Floor)

Sares Regis will present a comparison of two major multifamily communities currently in successful lease-ups. Each is a second community by Sares Regis in the larger context of two downtown revitalizations. Celeste in South San Francisco is the second of Sares Regis' early projects in a downtown that was frozen in time for decades until the last 10 years. The Martin, within the 36-acre urban master plan known as Cityline, is the second community in a mixed-use downtown project and one of a handful of Type I towers built in suburban Silicon Valley in the last 30 years.

Speakers: **Drew Hudacek**, Chief Investment Officer, Sares Regis
Marissa Reilly, Senior Project Manager, Sares Regis
Andrew Turco, Vice President Development, Sares Regis

12:00 PM – Conclusion & Sign Out