

HOUSING THE BAY

SUMMIT

APRIL 29, 2025

HYATT REGENCY EMBARCADERO

SAN FRANCISCO

**HOUSING
BIG & SMALL
(FOR ALL!)**



ULI SAN FRANCISCO

The Urban Land Institute is a global, member-driven organization comprising more than 48,000 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 2,000 members locally.

ABOUT HOUSING THE BAY

Housing the Bay is back for its eighth year! This spring, we are spotlighting opportunities — big and small — to boost housing production across the Bay Area. Our keynote speaker will kick off the Summit with lessons from small-scale developers nationwide, setting the stage for in-depth discussions on homelessness solutions, innovative production techniques, and transit-oriented communities. The afternoon will conclude with insights from housing leaders from cities that are making real progress toward their housing goals — offering valuable takeaways for jurisdictions looking to accelerate housing production.

Over the last eight 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 continue to offer fresh ideas and actionable strategies that increase housing supply and affordability at all scales.

SUMMIT AGENDA

FOYER

12:30 – 1:00 pm

Registration and Networking

BALLROOM

1:00 – 1:05 pm

Welcome and Opening Remarks

1:05 – 1:20 pm

Five Small Housing Lessons with Jim Heid

As the Bay Area searches for solutions to its housing challenges, it must also face the fact that high-density housing is not for everyone. While our urban core leaders have developed talented design solutions and deep expertise in delivering complex projects, the reality of our regional housing landscape is that approximately 30% of units being built in the Bay Area are still less than 1-4 units.

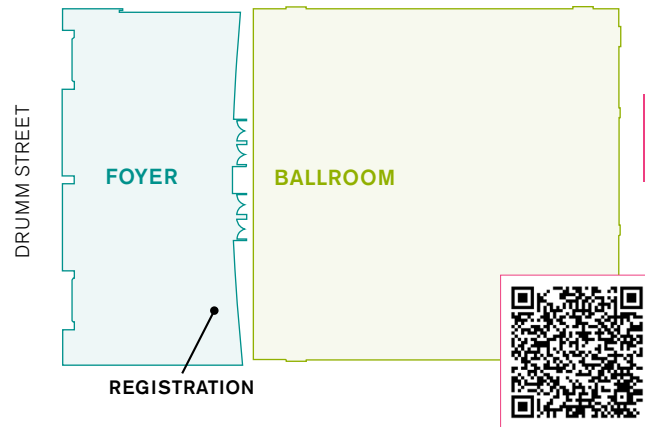
As demographics, lifestyle choices, and work norms change, the need for new housing development in less urban areas will only increase, as will the need for innovative solutions and talented execution.

In his keynote, Jim will share lessons learned from Small housing projects — drawing upon his own experience in the North Bay and projects led by other Small developers from around the country. What can we learn from these ‘stealth’ approaches to diversity and density, and how can we make better use of Building Small to add variety, density, and authenticity to our region’s housing supply?

1:20 – 2:05 pm

Outside the Institutions: Diverse Housing Solutions in a Challenging Market

A challenging market has paralyzed the multifamily housing market. However, while many institutional investors and developers have been sidelined, other, more nimble players have creatively found opportunities to build. This panel will explore how these players are expanding housing supply at various scales, from harnessing legislation allowing for ADUs and lot splits to produce housing at scale to converting undervalued assets into housing to developing large-scale masterplans.



SPEAKER BIOS

Natalie Sandoval,
Executive Director,
ULI San Francisco

Angela Cain, Global CEO,
Urban Land Institute

Jim Heid,
FASLA, Founder,
UrbanGreen +
CRAFT Development

Stew Cedarleaf,
Westlake Realty

Detra Harris,
Strive Real Estate

Lisa Hillier,
MRB Enterprises

Paul Steidl, BuildCasa

Tatiana Hodapp, JLL
(moderator)

2:05 – 2:50 pm

Solving for Homelessness: Translating Principles into Practice

According to recent polling, an overwhelming majority of Californians are concerned about homelessness. The U.S. Department of Housing and Urban Development indicates that California's homeless population remains the biggest in the nation at 187,084. But what drives homelessness, and why is it so prevalent in California? What are the interventions, the solutions, and what's the difference between the two? This session brings together experts from the city, state, and academia to explore how research and practice are working together to solve this seemingly intractable homeless crisis.

Margot Kushel, MD,
University of California
San Francisco

Kunal Modi, City and
County of San Francisco

**Secretary Tomiquia
Moss,** State of
California Business,
Consumer Services
and Housing Agency
(moderator)

FOYER

2:50 – 3:20 pm

Networking Break

BALLROOM

3:20 – 4:05 pm

Transit-Oriented Developments: Out of the Urban Planning Textbooks and into the Streets!

There are more reasons than ever to prioritize developing housing on surplus public land near reliable transit. We've convened key players from development, design, and BART to discuss TOD housing projects throughout the Bay Area and how they can be leveraged to meet multiple public policy goals and create larger transit-oriented communities (TOC).

Joe Kirchofer,
AvalonBay Communities

Kasheica McKinney, BART

Liz Probst, EBALDC

Daniel Simons, David
Baker Architects

Gloria Bruce, Crankstart
Foundation (moderator)

4:05 – 4:50 pm

Leading the Way: How Growing Bay Area Cities Are Tackling Housing Needs

No two Bay Area cities are identical: not in their geography, population, culture, or housing needs. As a result, city staff is tasked with implementing innovative and tailored solutions to their community's housing challenges. This year, we are bringing together leaders from rapidly growing cities that are taking significant strides in achieving their housing goals and making the Bay Area a place to call home for all.

Jennifer Ott, City of
Alameda

Melissa Stevenson Diaz,
City of Redwood City

Hazel Wetherford, City
of Dublin

Linda Mandolini, Eden
Housing (moderator)

4:50 – 5:00 pm

Closing Remarks

Swathi Bonda

Xiomara Cisneros, Chan
Zuckerberg Initiative

Lindsay Haddix,
East Bay Housing
Organizations

FOYER

5:00 – 6:00 pm

Networking Reception

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Lindsay Haddix, Vice Chair, East Bay
Housing Organizations

Philip Aguilar, Plant Construction
Company

Nikki Beasley, Richmond
Neighborhood Housing Services, Inc.

Steve Brezovec

Lisa Gluckenstein, City and County of
San Francisco

Nathaniel Hanson, Related

Savlan Hauser, Jack London BID

Linda Klein, Cox, Castle & Nicholson

Chelsea Maclean, Holland & Knight

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Christina Mun, LeSar Holdings

Jessica Musick, KTGY

Vy Pham, LOWE

Libby Seifel, Seifel Consulting

Nell Selander, City of South San
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