

ULI SAN FRANCISCO DISTRICT COUNCIL
RESIDENTIAL LOCAL PRODUCT COUNCIL AGENDA
Coblentz Patch Duffy & Bass LLP, One Montgomery Street, Suite 3000
Tuesday, March 3, 2026

SF Local Residential Council Leadership

Co-Chair: Kim Diamond, Principal, KD Shae Development
Co-Chair: Ann Silverberg, CEO, NorCal NW Affordable, Related California
Vice-Chair: Brynn McKiernan, Vice President of Development, Emerald Fund
Vice-Chair: Patrick McCarthy, Partner, TMG Partners

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

8:20 – 8:30 AM – Welcome & Introductions

8:30 – 9:30 AM – Broker Opinion of Value (BOV)

Is San Francisco’s rebound real? Leading Bay Area brokers break down what’s actually happening in the multifamily market, from trading activity and valuations to policy impacts and emerging trends shaping recovery.

Speakers: **Carolyn Powell**, Managing Director, PCCP, LLC (moderator)
Matt Kroger, Senior Managing Director, JLL
Joseph Smolen, Executive Vice Chairman, Newmark
Alex Tartaglia, Executive Director, Institutional Property Advisors (IPA)

9:30 – 10:30 AM – Let’s Go, San Francisco

While most development has stalled since 2020, three standout projects have leased up with notable success. Hear from Tishman Speyer (Canyon and Verde at Mission Rock) and Strada (Quincy) on delivering and operating SF’s newest residential product while covering lease-up strategy, concessions, rents, and how these projects compare across submarkets.

Speakers: **Patrick McCarthy**, Partner, TMG Partners (moderator)
Bryan Fat, Vice President, Strada Investment Group
Nancy Godsk, Associate Vice President of Revenue Management, Sentral
Delaney Lepak, Director, Tishman Speyer

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

10:55 – 11:00 AM – Council Updates

11:00 AM – 11:30 AM – 7 South Linden Avenue, South San Francisco

Construction is underway in South San Francisco on three projects; including 558 units by Essex Property Trust. This session presents the project program and market dynamics that lead its ground-breaking.

Speakers: **Brynn McKiernan**, Vice President of Development, Emerald Fund (moderator)
Lauren Krause, Vice President of Development, Essex Property Trust

11:30 AM – Conclusion & Sign Out