



ULI FALL MEETING 2013: SPOTLIGHT ON HOUSING

The [ULI Terwilliger Center](#) invites you to join us November 5-8 in Chicago for the 2013 ULI Fall Meeting! You will get fresh thinking, insights, and contacts to take your business to the next level. Interested in sessions focused on residential development? Take a look at the highlights below to make the most of your Fall Meeting experience and be sure to take note of the activities hosted by the Terwilliger Center.

You can learn more about these sessions; explore the full program planned for Chicago; see a current list of who is attending and register on-line at <http://www.ulifall.org>. We'll see you soon in "The City that Works."

Tuesday, November 5

MOBILE WORKSHOP: Living the High-Rise Life

8:00 a.m.-12:00 p.m.

Chicago's urban architectural prominence extends well beyond office buildings. Come see four state-of-the-art high rise apartment properties, two being completed and opened in 2013, one recent renovation and an example of adaptive reuse. Each project visit will include a presentation by the associated development team with a focus on design, construction technique, budget management, finishes, project capitalization, current vintage amenities and effective marketing programs.

MOBILE WORKSHOP: Chicago's Rising South Side

8:00 a.m.-12:00 p.m.

From the 1893 World's Fair: Columbian Exhibition to Chicago's 2016 Olympics ambitions to urban renewal and disinvestment, Chicago's South side neighborhoods have been the source of great intrigue and bitter challenges. Collectively, these neighborhoods were at the epicenter of the nation's jazz and blues culture and today boast countless assets, including the University of Chicago, the Museum of Science and Industry and DuSable Museum, direct access to the beautiful Lake Michigan shoreline, and a burgeoning creative class. With a focus on Mid-South neighborhoods, this tour has a little bit of everything. You will see remnants of every phase of America's efforts to revive their central cities since 1945. You will also see examples of today's best thinking in urban revitalization as you explore retail-focused developments, a LEED for Neighborhood Development project, cultural planning efforts, as well as mixed-income, mixed-use, and transit-oriented redevelopment.

MOBILE WORKSHOP: The Pullman Neighborhood: Linking Historic Preservation, Community Planning, and Neighborhood Revitalization

8:00 a.m.-1:00 p.m.

Voted the world's most perfect town over a century ago, the Pullman neighborhood was designated a "Top 10 Great Neighborhood" by the American Planning Association in 2011. Pullman was built as the nation's first planned model industrial town and now local investors, developers, and community groups are transforming the community while keeping its historic charm. Come hear how ULI Chicago's technical assistance panel conducted in 2011, in cooperation with the Illinois Historic Preservation Agency, helped direct restoration and redevelopment efforts of the Pullman State Historic Site, an important resource in the community. See how a fascinating neighborhood with immense assets—a diverse array of housing, including historic row houses, a park-like setting, and easy access to Chicago's downtown—is remaining relevant.

ULI Product Council Meetings

7:30 a.m. - 4:00 p.m.

ULI offers a number of housing-focused product councils that will convene during the Fall Meeting. Meetings are open to product council members and invited guests only. Learn more about the product councils here:

<http://www.uli.org/councils/product-councils/>.

Bending the Cost Curve on Affordable Rental Development

9:15 a.m. – 10:30 a.m.

The need for more affordable rental housing is on the rise, but so are the costs to develop that product type. Tackling the question of how to lower the cost of developing and preserving long-term affordable rental housing has important financial and political implications. Join a panel of leading experts as they share insights and reactions to a newly released study from Enterprise Community Partners and ULI’s Terwilliger Center for Housing that identifies the drivers of development costs and outlines recommendations for reducing them while continuing to maintain quality and serve target populations and incomes.

Moderator:

Douglas D. Abbey

Chairman, Swift Real Estate Partners
Terwilliger Center National Advisory Board Member

Discussion Leaders:

Holly Glauser

Director of Development, Pennsylvania Housing Finance Agency

Andrew Jakobovics

Senior Director, Policy Development and Research, Enterprise Community Partners

Cynthia Parker

President and Chief Executive Officer, BRIDGE Housing

Beth Pfeifer

Director of Development, The Cornerstone Group

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A New Spin on Housing Affordability: Rethinking Single Family Rental Housing’s Evolution and Role

1:15 p.m. – 2:30 p.m.

Single family homes for rent have been a quiet unknown in the housing equation for decades. The real estate downturn and accompanying foreclosure epidemic brought investors to the game of buying foreclosed homes (some new and some very used) for the purpose of renting them out. Initially done by individuals and small investment groups, the industry has evolved to one encompassing major capital players and the beginnings of single family for-rent REITs and homebuilders focused primarily on for-rent single family housing. What some have believed to be a passing fad, which will go out of favor as deeply discounted foreclosures disappear, may, in fact, be evolving into another viable long-term housing format that may help resolve some issues regarding housing affordability in the future. Hear about this trend from the viewpoint

of community developers, homebuilders, REIT owners and investors, and those setting housing policy. If it is a fad, how does it unwind and what are the risks? If not, how might this sector evolve and how big might it get? What will be its impact on housing affordability? Where are the opportunities? What evolutions and adjustments might be required from the industry and policy making entities?

Moderator:

George E. Casey, Jr.

President, Stockbridge Associates

Discussion Leaders:

MarySue Barrett

President, Metropolitan Planning Council

Doug Brien

Managing Director, Waypoint Real Estate Group LLC

John C. Burns

Chief Executive Officer, John Burns Real Estate Consulting, Inc.

Dennis Cisterna, III

Senior Vice President, Johnson Capital

GENERAL SESSION: Announcement of 2013 Nichols Prize Recipient and Annual Housing Awards

4:30 p.m.

Be sure to arrive on time for the general session because you won't want to miss the announcement of this year's winners and finalists of the Jack Kemp Workforce Housing Models of Excellence Award and the Robert C. Larson Workforce Housing Public Policy Award. The announcement will be made by Terwilliger Center National Advisory Board Chairman Ron Terwilliger. Terwilliger will also be recognized as the 2013 recipient of ULI's J.C. Nichols Prize for Visionaries in Urban Development.

Hosted by



**Urban Land
Institute**

Terwilliger Center for Housing

Thursday, November 7

SPECIAL INTEREST TOUR: Frank Lloyd Wright Home Tour

8:00 a.m. -12:00 p.m.

Frank Lloyd Wright transformed architecture with his Prairie Style buildings that hug their sites. Come see where it all began. Wright set up shop in Oak Park, a street-car suburb immediately west of Chicago, in the late 1880s. Tour his home and the adjacent studio where his break-the-box designs were created, several Wright-designed private homes and the world-famous Unity Temple. The tour of Unity Temple will be led by Gunny Harboe, the Chicago-based architect in charge of the Temple's multi-million-dollar renovation.

Maximizing Financial Returns through Building Repositioning: A Development Alternative

9:30 a.m. – 10:45 a.m.

In the face of rising energy costs, antiquated building infrastructure and a desire to upgrade properties to Class A office and luxury residential, developers are increasingly opting for a transformative approach to the redevelopment of existing properties. This panel will discuss how to resolve such issues through comprehensive reclad, overclad, interiors and infrastructure upgrades within occupied facilities, establishing building repositioning as a cost effective, viable alternative to new development. Learn how to maximize financial returns as a result of repositioning, increasing NOI by raising rents, decreasing vacancy rates, reducing operating expenditures, lowering tax liability and attracting premium tenants.

Moderator:

Richard T. Anderson

President, New York Building Congress

Discussion Leaders:

David Cheikin

Vice President, Leasing, Brookfield Properties Corporation

Patricia Hauserman

First Vice President, National Building Repositioning Sector Lead, Tishman Construction

Robert E. Selsam

Senior Vice President and Regional Manager, New York, Boston Properties

Christopher Smith

Development Manager, Abu Dhabi Investment Authority

Robert J. Winter, Jr.

Director of Real Estate, Kinship Capital

New Models to Harness Intergenerationalism

9:30 a.m. – 10:45 a.m.

Explore the ties between the Silent and Baby Boom Generations and their parents and children and the impact of these changes on developing communities. What does the growing desire of these generations to live near each other say about the best ways to develop or redevelop communities? Learn from the successes and mistakes of practitioners implementing these strategies throughout the country. Developers of all asset classes will learn how to harness the power of this rising phenomena to drive demand for their projects.

Moderator:

Jeremy Newman Sharpe

Community Liaison, Rancho Sahuarita

Discussion Leaders:

Helen Foster

Owner and Principal, Foster Strategy, LLC

Paul Johnson

Senior Vice President of Community Development, Rancho Mission Viejo

William D. Pettit, III

Senior Vice President, R.D. Merrill Company and Merrill Gardens

Multi-Family Development 4.0: A Look at Why Suburban and Secondary Market Developments Make Sense Today

9:30 a.m. – 10:45 a.m.

The past few years have produced a large amount of urban, infill developments, but an increasing number of developers are moving into suburban areas near job centers as well dynamic secondary markets to achieve more yield in a shorter period of time. In this session, we will explore development in suburban locations and in secondary markets, and why these alternatives to urban infill locations make sense today.

Moderator:

Brian Murdy

National Director, Institutional Property Advisors, A Marcus & Millichap Co.

Discussion Leaders:

Toby Bozzuto, Jr.

President, The Bozzuto Group

Terwilliger Center National Advisory Board Member

W. Dean Henry

Chief Executive Officer, Legacy Partners Residential, Inc.

Jonathan Holtzman

Chairman and Chief Executive Officer, Village Green

A Neighborhood Revitalized: Chicago's Pilsen

9:45 a.m. - 10:30 a.m.

Pilsen has been one of the fastest changing neighborhoods of Chicago. Located just three miles from downtown Chicago and served by a quick train ride, the historic Latino neighborhood has been at the center of a vibrant arts, education, and community redevelopment effort that has resulted in fourteen residential buildings, new public schools, and the recent opening La Casa Student Housing serving several local universities.

Moderator:

Scott Goldstein

Principal, Teska Associates, Inc.

Discussion Leaders:

Chris Brown

Director, Education and Engagement, Local Initiatives Support Corporation (LISC) Chicago

Raul Raymundo

Chief Executive Officer, The Resurrection Project

MPC Partnerships that Add to the Bottom Line

11:15 a.m. – 12:30 p.m.

This interactive program will explore how cooperation and partnerships between municipalities, non-profits, developers, builders and other businesses can add long-term value to master planned communities through creative infrastructure funding solutions and community and lifestyle building techniques. In addition to this “brain storming” session on partnering for success, many “real deal, real numbers” examples of money making partnerships will be highlighted.

Moderator:

Gadi Kaufmann

Managing Director and Chief Executive Officer, RCLCO

Discussion Leaders:

Gregory Bielli

President, Western Region, Newland Real Estate Group

Denise Gammon

Randall W. Lewis

Executive Vice President and Director of Marketing, Lewis Operating Company

Shared Housing Meets Micro Real Estate: Mining a Multi-Billion Dollar Underground Market in Search of Game-Changing Insights

11:15 a.m. – 12:30 p.m.

Micro real estate, the efficient use of space through high-density layouts enabled by smart design and technology, is a rapidly growing trend in urban areas across the country. Join us for a session that will advance the micro-housing conversation by focusing on shared housing. Hear about the powerful demographic, socioeconomic and psychographic trends behind the emergence of the multi-billion dollar room-share market facilitated by Craigslist and similar websites. Both the benefits and shortcomings of this product and the underground marketplace in which it transacts will be highlighted. Parallels will be drawn to startups in other sectors of the new “Sharing Economy,” from Zipcar to AirBnB. Pioneering developers will discuss how they are re-imagining housing solutions for first-time urban renters and galvanizing participants in the multifamily sector to bring the shared housing model out of the shadows of the underground market.

Discussion Leaders:

Christopher Bledsoe

Principal, Stage 3 Properties, Inc.

Kyle Freedman

Founder and Chief Executive Officer, RoomMatchers.com

Patrick Kennedy

Owner, Panoramic Interests

Jerilyn Perine

Executive Director, Citizens Housing Planning Council

Building Healthy, Wealthy and Wiser

1:45 p.m. – 3:00 p.m.

Hear from a diverse group of builders and developers with on-the-ground communities as they discuss their approaches to creating healthy communities through the integration of health, wellness and real estate and share their perspectives on ULI's new guiding principles for building healthy places. Learn what they find is working and what did not. These real deals will illustrate how health can be intertwined through all aspects of public and private real estate development and deliver to the bottom line while better serving the consumer.

Moderator:

Timothy P. Sullivan

Practice Leader, Meyers Research LLC, a Kennedy Wilson Company

Discussion Leaders:

Leroy Moore

Senior Vice President and Chief Operating Officer, Tampa Housing Authority

Marja Preston

President, Grow Community Bainbridge/Asani

Jeremy Sharpe

Community Liaison, Rancho Sahuarita

Where are the Opportunities for Multifamily Capital Investment?

1:45 p.m. – 3:00 p.m.

For the first time in more than a decade, apartments have replaced office as the top investment sector in the United States. With valuations surpassing peak levels and yields compressing across the risk spectrum, talks of an apartment bubble are an increasing conversation topic amongst investors. In this session, attendees will take a deep dive into the state of the multifamily market as our panel of industry leaders define opportunities for development and value-add investing, pinpoint tightening unconventional markets with high returns and discuss how to navigate the increased competition for financing throughout the capital stack.

Moderator:

Peter Donovan

Senior Managing Director, Capital Markets and Multi-Housing, CBRE

Discussion Leaders:

Mark T. Alfieri

President and Chief Operating Officer, Behringer Harvard

Lili F. Dunn

Chief Investment Officer, Bell Partners

Clyde Holland

Chief Executive Officer and Chairman, Holland Partner Group

Voices from Tomorrow: The Next Generation

1:45 p.m. – 3:00 p.m.

Cities that nurture talent and innovation attract investment. What do students, recent graduates and entrepreneurs want from the places where they study work and live? What can cities, universities and business do to better develop the skills and talent needed to be competitive in the future?

Moderator:

Andrew Carter

Director, Policy and Research, Centre for Cities

Discussion Leaders:

Susanne E. Cannon

Chairman, Dept. of Real Estate and Douglas and Cynthia Crocker Endowed Director, DePaul University Real Estate Center

Anthony J. LoPinto

Global Sector Leader, Real Estate and Managing Director, New York Region, Korn/Ferry International

Darius Norrell

Founder, The Spring Project

David Scherer

Principal, Origin Capital Partners

If Steve Jobs Had Been a Residential Developer...Opportunities for Bold Innovation in America's Housing Industry

3:30 p.m. – 4:45 p.m.

Over the past 50 years there's been little true innovation in America's housing industry. Floor plans have grown a little larger and there have been incremental improvements in fit and finish, but houses built in the 1960's are not terribly different from houses built today. Meanwhile, in many other business sectors, waves of innovation and technological advancement have created astonishing changes in modern American lifestyles. Why has something as fundamental as housing seen so little innovation? It cannot be for lack of resources, as America's vast housing industry represents approximately 17 percent of the nation's GDP! As an icon of American innovation, Steve Jobs looked past the traditional and highly fragmented business models of his time and imagined elegant new solutions for personal computing, telecommunications and digital entertainment. Rather than competing within existing business niches, he transformed entire industries with breakthrough ideas, sophisticated design and better solutions. This session will focus on areas of the housing industry that are ripe for reexamination and explore how innovation could redefine current business practices in the housing industry.

Moderator:

Beth Callender

Principal, Greenhaus

Discussion Leaders:

Adrian Foley

Chief Operating Officer, Brookfield Residential

Brent Herrington

President, Kukui`ula Development Company LLC

Paul Scialla

Founder, Delos Living LLC

Chris Waugh

Senior Lead, Health and Wellness, IDEO

The Plan Forward: The Chicago Housing Authority Building on the Past and Leveraging the Future

3:45 p.m. to 4:30 p.m.

Expanding on the historic Plan for Transformation, the largest redevelopment and rehabilitation of public housing in the U.S., the Chicago Housing Authority recently launched Plan Forward: Communities That Work. This new strategy outlines CHA’s comprehensive approach to achieving its mission: developing mixed-income communities of choice by understanding changing market conditions, reconsidering existing strategies, and developing forward-thinking, creative policies that will help people and Chicago communities prosper. Join this speed learning session for an interactive discussion that shares lessons learned from the Plan for Transformation as well as the thinking behind Plan Forward and the next steps for implementing this plan to leverage the resources of the Chicago Housing Authority and its many partners in helping to ensure that the city and its residents prosper.

Discussion Leaders:

Andre Brumfield

Director, Midwest Region, Planning and Urban Design, Gensler

Julia Stasch

Vice President, U.S. Programs, John D. and Catherine T. MacArthur Foundation

Charles Woodyard

Chief Executive Officer, Chicago Housing Authority

Hosted by



Friday, November 8

GENERAL SESSION: The Changing World

8:15 a.m. – 10:15 a.m.

Innovation. Technology. Connection. In a world that is moving faster than ever, thinking differently is essential for success. A series of thought leaders and visionaries will share ideas that are changing our world for the better.

Moderator:

Lauralee Martin

Chief Executive Officer, HCP, Inc.

Keynote Panel:

Russ Conser

Former Lead GameChanger, Shell Oil Company

Mr. Conser will address how entrepreneurial thinking is creating positive change by unleashing human innovation potential in any field — especially the future of energy.

Ron Finley

Founder, the Ron Finley Project

Community leader and renegade gardener, Mr. Finley will share how he is transforming his community from a food desert to a healthy, accessible food forest.

Gabe Klein

Commissioner, Chicago Department of Transportation

Mr. Klein will reveal how a commitment to innovation and entrepreneurship has resulted in the successful and rapid implementation of sustainable transportation initiatives in DC and Chicago.

Elton Rivas

Co-Founder and President, Board of Directors, One Spark, Inc.

Mr. Rivas will offer his thoughts on the role of innovation and collaboration in creating the groundbreaking One Spark crowdfunding festival, what it has meant for the City of Jacksonville and offer insights on how a concept like this could bring change to cities everywhere.

The Changing World: A ULI Speaker Series

10:30 a.m. – 12:00 p.m.

Join us as each thought leader from the general session dives a bit deeper into how their ideas relate to changing real estate markets and land use. Moderated by members of ULI's leadership (Trustees, Foundation Governors), this is your chance to engage in a conversation with these visionary speakers, interact and learn how to apply their ideas to your world. Each session will be collaborative AND informative!

- The Changing World: Revolution by Evolution
- The Changing World: Food
- The Changing World: Transportation
- The Changing World: Crowdfunding

SPECIAL EXHIBIT @ FALL MEETING

Be sure to visit the "Building a City Anew" exhibit throughout Fall Meeting for a European perspective on the future of cities. IBA Hamburg GmbH and Hafencity Hamburg GmbH have developed a compass for helping cities navigate the new directions needed to stay relevant in era of change. This is the same compass that Hamburg's two largest urban planning projects are using and which directs their planning and construction. Using a symbolic compass, this exhibition shows how the journey could be; it shows the Hamburg route into the future of the city to a certain extent, but does not exclude other routes and destinations.