



HOUSING OPPORTUNITY

2013

ULI Terwilliger Center for Housing
Seattle, WA • March 20–22, 2013

New Speakers
Just Added!

Preliminary Program

Join the ULI Terwilliger Center for Housing in Seattle, Washington for our annual housing conference! The conference—scheduled for March 20-22, 2013—will bring together housing professionals from across the country to discuss current challenges and opportunities for supporting a full spectrum of housing choices in cities and suburbs increasingly challenged by the new economy. This preliminary program is subject to change. For the latest conference updates, please visit www.ulicenter.org/terwilliger.

Day 1 • Wednesday, March 20

12:00PM	5:00PM	Registration and the Resource Center Open
12:30 PM	5:00PM	Mobile Bus Tours Tour 1. Urban Reinvention: Discovering Seattle's Changing Neighborhoods Visit the changing skyline of downtown Seattle and its most dynamic urban neighborhoods – Capitol Hill, South Lake Union, and Yesler Terrace! Get a glimpse into urban redevelopment and infill opportunities, tools for workforce housing, and the many changes ahead for Seattle. Tour 2. Suburban Transformation: Exploring Seattle's Evolving Eastside Discover one of Seattle's most rapidly changing suburbs – the areas surrounding Microsoft. Tour a variety of new and redeveloping communities with an array of housing and transportation choices.
6:00PM	8:00PM	VIP Reception and Dinner (<i>invitation-only</i>)

Day 2 • Thursday, March 21

8:00 AM	5:00 PM	Registration and the Resource Center Open
9:30 AM	10:45 AM	Welcome and Opening General Session Panel Discussion: The Future of Housing Policy The Bipartisan Policy Center's (BPC) Housing Commission aims to reform the nation's housing policy by crafting a package of realistic and actionable policy recommendations that respond to both the near-term and long-term challenges facing the housing sector. After more than a year of work, the Commission will release its policy reform recommendations in February. The opening general session will feature a lively discussion about the recommendations and what they mean for the future of housing in the U.S. <ul style="list-style-type: none">• <i>Alazne (Ali) Gandarias-Solis, Enterprise Community Partners (moderator)</i>• <i>Renee Glover, Atlanta Housing Authority</i>• <i>J. Ronald Terwilliger</i>• <i>Additional Speakers TBA</i>
10:45 AM	11:00 AM	Networking Break
11:00 AM	12:15 PM	Concurrent Sessions Filling the Equitable TOD Financing Gap Equitable transit-oriented development (TOD) supports the delivery of key elements that promote social equity and opportunities for low income people. This approach can result in healthier residents, vibrant neighborhoods and strong regional economies but is complex and requires a high level of regional collaboration for success. Enterprise Community Partners (ECP) and the Low Income Investment Fund (LIIF) were engaged by Living Cities to study and identify ways to make equitable TOD easier to finance and build. This session will explore the findings of a newly released paper that reviews existing equitable TOD financing tools from four regions: Atlanta, Denver, Minneapolis-St. Paul and the San Francisco Bay Area. Panelists will discuss the four case study regions, highlighting their distinct economic, transportation, political, geographic and social contexts and the resulting TOD projects, lessons, and impact in these areas. <ul style="list-style-type: none">• <i>Brian Prater, Low Income Investment Fund (moderator)</i>• <i>Robin Hacke, Living Cities</i>• <i>Kim McKay, BRIDGE Housing</i>• <i>Melinda Pollack, Enterprise Community Partners</i> What Future Demand Means for Housing Opportunity As the economy begins to show signs of improvement, what will happen to the millions of households that have not yet formed or have been forced into new

		<p>configurations as a result of the Great Recession? How should the real estate industry respond to the release of pent-up demand and what policy and finance changes may be needed to support this response. This session will share ideas on creating and sustaining housing opportunities for individuals and families across a range of incomes in the face of rapidly shifting demographics and preferences.</p> <ul style="list-style-type: none"> • <i>David Crowe, National Association of Home Builders</i> • <i>Jessica Katz, NYC Department of Housing Preservation & Development</i> • <i>Caroline Kenney, Urban Atlantic</i> • <i>Katlin Jackson, Heartland LLC</i> • <i>Additional Speakers TBA</i> <p>Housing Policy as Workforce Policy</p> <p>Housing options affordable to the workforce are more critical than ever before. Housing the workforce is critical to maintaining the economic competitiveness of the community. This session will explore the variety of programs, tools and projects underway in states and localities across the country to ensure that workers afford to live near their workplace.</p> <ul style="list-style-type: none"> • <i>Lora McCray, National Association of REALTORS (moderator)</i> • <i>William Kohn Fleissig, TransAct</i> • <i>Jeanette Henderson, University of Washington</i> • <i>Todd Johnson, Seattle Children's</i> • <i>Additional Speakers TBA</i>
12:15 PM	1:15 PM	Lunch on Your Own
1:30 PM	2:45 PM	<p>Concurrent Sessions</p> <p>Engaging Philanthropy and the Private Sector in Meeting the Housing Needs of Veterans</p> <p>Improving homes. Improving lives. Honoring veterans. Statistics show that many veterans face severe housing needs for a variety of reasons including a disability from combat injuries and being particularly hard hit by the economy. This session will showcase model projects where philanthropy and the private sector have leveraged public funding to develop innovative housing strategies and supportive services for homeless and disabled veterans.</p> <ul style="list-style-type: none"> • <i>Fred Wacker, Home Depot Foundation (moderator)</i> • <i>Deborah Burkart, National Equity Fund</i> • <i>Tim Cantwell, Cloudbreak Development, LLC</i> • <i>Chris Estes, National Housing Conference</i> • <i>Elisha Harig-Blaine, National League of Cities</i> <p>Greening Affordable Housing</p> <p>Green building has moved from being just about design, operations, and certification to creating and maintaining sustainable housing and communities. This session will explore the latest trends in greening affordable housing.</p>

		<p>Panelists will discuss topics such as reducing utility consumption and cost through sustainable building practices as well as holistic design and planning that incorporates environmental health through health impact assessments. Hear about innovative affordable housing developments from New York City, El Paso and beyond.</p> <ul style="list-style-type: none"> • <i>Trisha Miller, HUD's Office of Sustainable Housing and Communities (moderator)</i> • <i>Erin Christensen, Mithun</i> • <i>jv DeSousa, Workshop8/architecture/planning/design</i> • <i>Jonathan Rose, Jonathan Rose Companies</i> <p>Reducing Federal Deficits: It's Time for Housing Finance Reform</p> <p>As Congress debates a variety of proposals to reduce US debt and deficits, popular real estate programs like MID, FHA, and GSEs finds itself on the negotiating table. According to a recent study by Smart Growth America, the federal government spends or commits approximately \$450 billion. Join a discussion about how key policy reforms and recommendations can reduce this enormous price tag and align public policy to meet market demands for housing in walkable, sustainable developments across the country.</p> <ul style="list-style-type: none"> • <i>Christopher Coes, LOCUS: Responsible Real Estate Developers and Investors (moderator)</i> • <i>John Hempelmann, Cairncross & Hempelmann</i> • <i>John McIlwain, ULI Terwilliger Center for Housing</i> • <i>Additional Speakers TBA</i>
2:45 PM	3:00 PM	Networking Break
3:00 PM	4:15 PM	<p>Concurrent Sessions</p> <p>Tools to Help Cities Become More Prepared for Development in the New Normal</p> <p>The session will include a summary of lessons learned from ULI MN's Navigating the New Normal public officials workshops which provide a forum to foster a meaningful dialogue between public and private sector leaders with respect to the challenges and opportunities of development and redevelopment created by today's economic realities, market preferences and demographic shifts.</p> <ul style="list-style-type: none"> • <i>Cathy Capone Bennett, ULI Minnesota (moderator)</i> • <i>John Shardlow, Stantec Consulting Services</i> <p>Why Housing Matters for Health, Education and the Economy</p> <p>The value of affordable housing extends beyond shelter. Among other benefits, affordable housing may help improve residential and school stability, leading to better educational outcomes for children. Well-built and maintained housing can also lead to lower risks of lead poisoning and asthma. The development and rehabilitation of housing is critical to creating jobs and otherwise supporting the economic vitality of the community. This session will</p>

		<p>explore the interconnectedness of housing to these other community benefits and discuss how an improved awareness of these connections can broaden support for affordable housing and lead to more effective and coordinated approaches to the production and preservation of housing affordable to range of incomes.</p> <ul style="list-style-type: none"> • <i>Mijo Vodopic, MacArthur Foundation (moderator)</i> • <i>Dr. John Cook, Boston Medical Center/Children's Health Watch</i> • <i>Jeffrey Lubell, Center for Housing Policy</i> • <i>Richard Rothstein, Economic Policy Institute, and Chief Justice Earl Warren Institute on Law and Social Policy, University of California (Berkeley) School of Law</i> <p>Financing Mixed-Use Development and Placemaking Infrastructure</p> <p>Financing is an essential component of developing mixed-use, location-efficient communities. This session will focus on successful strategies for accessing the financing needed to make these developments work. Learn how developers have overcome the challenges to financing developments that mix affordable housing and retail/commercial uses as well as how communities have financed place-making infrastructure around transit stations to attract private-sector development.</p> <ul style="list-style-type: none"> • <i>Rachel MacCleery, ULI Infrastructure Initiative (moderator)</i> • <i>Victoria Davis, Urban Atlantic</i> • <i>Dan Eernisse, City of Shoreline, WA</i> • <i>Kim McKay, BRIDGE Housing</i>
3:00 PM	4:15 PM	<p>Mobile Tour of Seattle (Walking)</p> <p>Tour 3. Downtown Seattle: Insights into Urban Developments</p> <p>Tour Seattle's downtown landmarks and innovative housing developments during this exciting walking tour.</p>
4:15 PM	4:30 PM	<p>Networking Break</p>
4:30 PM	5:30 PM	<p>General Session</p> <p>The Happy City</p> <p>Can the shape of your city affect how happy you are? Yes, says Charles Montgomery, who explores the intersection of urban design and the new science of happiness. In psychology, neuroscience, and behavioral economics, and in cityscapes from Disneyland to Dubai, he finds the link between the ways we think about risk and reward and the ways we design our cities. How is happiness connected to housing? Join this intriguing discussion to find out.</p> <ul style="list-style-type: none"> • <i>Charles Montgomery, Urban Experimentalist, Award-Winning Journalist, & Author of Happy City</i>

5:30 PM	7:30 PM	Welcome Reception
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Day 3 • Friday, March 22

8:00AM	3:00PM	Registration and the Resource Center Open
8:00AM	9:00AM	<p>Roundtable Discussions and Breakfast</p> <p>Breakfast of (Housing) Champions</p> <p>Join recent winners and finalists for the Jack Kemp Workforce Housing Models of Excellence Awards and the Robert C. Larson Workforce Housing Public Policy Awards for breakfast. You'll have an opportunity to interact with each award recipient to learn about their outstanding efforts.</p>
9:15 AM	10:30AM	<p>Concurrent Sessions</p> <p>Boomers Housing Preferences Segment by Segment - Success through Differentiation</p> <p>Ninety percent of the Boomers who plan to move will move to traditional, all-age housing communities. Still, the positioning, lifestyle and product provided by the community will be most successful if it is customer centric and targeted to appeal to specific market sectors as opposed to trying to be all things to all people. This session will explore the many faces and housing preferences of 55+ consumers. Who are they and what do they want?</p> <ul style="list-style-type: none"> • <i>Margaret Wylde, ProMatura Group, LLC (moderator)</i> • <i>Helen Foster, Foster Strategy</i> • <i>Paul Johnson, Rancho Mission Viejo</i> • <i>Adam Kane, Erikson Living</i> <p>Planning for the Future – Building Resilience into Housing</p> <p>With the accelerating rise of sea levels and intensifying weather events, where housing is located and how it is designed to meet changing conditions are becoming essential questions. What can be done with exiting housing to make it more resilient to new conditions? Where should housing not be located? What changes in basic building codes are important to consider? Hear a discussion from those who have been actively involved about recent lessons-learned from those impacted by recent hurricanes to growing commitment to resiliency and long term planning in the Gulf Coast.</p> <ul style="list-style-type: none"> • <i>John McIlwain, ULI Terwilliger Center for Housing (moderator)</i> • <i>Betty Massey, Mary Moody Northern Endowment</i> • <i>Richard Roberts, Red Stone Equity Partners</i> • <i>Steven Sachs, Willis</i>

		<p>Investing in What Works for America's Communities</p> <p>Many Americans are falling further behind and finding it harder to climb out of poverty into the middle class. Income inequality is at the highest level since the Great Depression and severe poverty is deepening. These shifts have major implications for real estate and community development. To address these issues, the Low Income Investment Fund and the Federal Reserve Bank of San Francisco recently published a new book called Investing in What Works for America's Communities: Essays on People, Place, and Purpose. This session will explore new ideas and entrepreneurial solutions offered by leading experts.</p> <ul style="list-style-type: none"> • <i>Speakers To Be Announced Soon!</i>
10:30AM	10:45AM	Networking Break
10:45AM	12:00PM	<p>Concurrent Sessions</p> <p>The Investment Case for Age-Qualified Housing and Criteria for Due Diligence</p> <p>Because of the sound performance of this product sector outperforming all other commercial real estate asset classes during the Great Recession, many investors are increasingly interested in getting into this business. Objective data and case studies will highlight information that investors, planners, developers, and others interested in investing in or developing top performing age-qualified communities need to know before making the investment decision.</p> <ul style="list-style-type: none"> • <i>Michael Hargrave, National Investment Center for the Seniors Housing & Care Industry (NIC) (moderator)</i> • <i>Christopher A. Kazantis, AEW Capital Management, L.P.</i> • <i>William D. Pettit, Jr., Merrill Gardens, LLC</i> <p>Making a Big Impact with Micro-Units</p> <p>This session will explore the micro-unit trend taking hold in major cities across the U.S. Speakers will highlight the economic and demographic changes that have led to the rise of smaller units as well as current challenges and opportunities for developing micro-unit projects.</p> <ul style="list-style-type: none"> • <i>Mark Hinshaw, LMN Architects (moderator)</i> • <i>Kaye Matheny, New York City Department of Housing Preservation & Development</i> • <i>Robert Pantley, Natural & Built Environments</i> • <i>Michael Pyatok, Pyatok Architects</i> <p>Around the Beltway and Beyond—Federal Housing Policy Update</p> <p>All planning and development is local, but what happens inside the Beltway can have major implications for states and localities. Join this session for a look behind the headlines and inside the Beltway! What are the prospects for and implications of budget cuts, tax reform, and housing finance reform over the next year? How might Congressional or Administration actions change the way in which we think about providing affordable housing and stronger communities? Presenters will share updates on the current federal policy</p>

		<p>landscape and what it may mean for real estate development in 2013 and beyond.</p> <ul style="list-style-type: none"> • <i>Alazne (Ali) Gandarias-Solis, Enterprise Community Partners (moderator)</i> • <i>Chris Estes, National Housing Conference</i> • <i>Jason Jordan, American Planning Association</i>
12:00PM	2:00PM	<p>Closing General Session and Luncheon</p> <p>Setting Goals for Housing Opportunity—Lessons from Massachusetts</p> <p>Recognizing the importance that housing plays in the long-term success and competitiveness in Massachusetts, Governor Patrick announced a Statewide Housing Production Goal of 10,000 multi-family housing units per year between 2012 and 2020. Learn about how this Goal will help Massachusetts achieve and sustain a positive net-migration, the role the Goal plays in communications and partnership building, the commitment needed by local communities, business and developers, and best practices when considering a Goal like this in your community, region or state.</p> <ul style="list-style-type: none"> • <i>William Kohn Fleissig, TransAct (moderator)</i> • <i>Lisa Alberghini, Planning Office for Urban Affairs</i> • <i>Secretary Gregory Bialecki, Massachusetts Executive Office of Housing & Economic Development</i> • <i>Barry Bluestone, The Bluestone Group</i> • <i>Amy Cotter, Metropolitan Area Planning Council</i>
2:00PM	2:00PM	Adjournment

Register by February 22 for the best rates!

Discounted group registration is available for groups of five or more. Contact molly.simpson@uli.org for details. Discounted hotel rooms available until February 27.

Visit www.ulicenter.org/terwilliger to register and for the latest conference information.
Interested in sponsorship? Contact carla.clements@uli.org.