

ULI CONFERENCE

Housing Opportunity 2017

**September 10-12, 2017
InterContinental New Orleans
444 St. Charles Avenue**

Sunday, September 10, 2017

Tour 1

Gentilly: Building A Resilient Community

Tour new and innovative housing communities serving multi-generational, mixed-income, and veteran families and individuals, all while providing sustainable, affordable living options.

2:00pm -
6:00pm

Buses will
depart
from the
InterContinental
around 2:30pm

Tour 2

Post-Katrina Mixed-Income Housing and Connections to Neighborhood Revitalization in the Historic Tremé and Mid-City Neighborhoods

Tour new mixed-income housing on large public-housing redevelopment sites and on scattered site parcels, including the Faubourg Lafitte and Bienville Basin developments and see their connections to new neighborhood amenities including the Lafitte Greenway and ReFresh Project (including Whole Foods and Liberty's Kitchen) in some of New Orleans most historic neighborhoods.

Monday, September 11, 2017

8:00am - 8:30am	<p>Networking Breakfast Room: Le Salon Pre-Function Area</p>
8:30am- 10:00am	<p>Opening Plenary – The ULI Housing Awards: A Decade of Lessons Learned Room: La Salle Ballroom AB</p> <p>The ULI Jack Kemp and Robert Larson awards are among the leading national honors for outstanding affordable and workforce housing developments and public policies, respectively. At this special session, finalists and winners from past years will share their stories – what has worked and where they have experienced challenges – and the winners of the 2017 ULI Housing Awards will be announced.</p> <p>Welcome and Introduction: Stephen Farnsworth, Senior Vice President, Walker & Dunlop Keynote Speaker: Ron Terwilliger, Chairman, ULI Terwilliger Center for Housing</p> <p>Moderator: Lisa Sturtevant, Senior Visiting Fellow, ULI Terwilliger Center for Housing Panelists: <u>Sue McCann</u> Regional Vice President, The Community Builders</p> <p><u>Linda Mandolini</u> President, Eden Housing</p> <p><u>Bill Cramer</u> Director of Property Management, Trek Development Group</p> <p><u>Mandy de Mayo</u> Community Development Administrator, City of Austin, Neighborhood Housing and Community Development Department</p>
10:30am- 11:45am	<p>Innovations in Affordable Design and Construction Room: La Salle Ballroom C</p> <p>Even as technology innovation has transformed many industries, residential design and construction has remained attached to decades-old business models. That is starting to change, with potentially large implications. Join a discussion with some of the innovators starting to disrupt the industry – with a strategic focus on housing affordability.</p> <p>Moderator: Poonam Mathis, Founder, StealthForce Panelists: Jonathan Barnes Principal, Jonathan Barnes Design Aaron Holm Founder, Blokable Jonathan Tate Principal, OJT (Office of Jonathan Tate) Satyen Patel Executive Chairman, Prescient</p>
12:00pm- 1:00pm	<p>Networking Luncheon Room: La Salle Ballroom AB</p>

Achieving the Double Bottom Line in Preservation, CM | 1.25

Room: La Salle Ballroom C

Preserving existing affordable units is often more cost effective than building new – especially in opportunity-rich areas. Socially motivated investment vehicles and real estate firms are scaling capital to deliver significant economic and social returns. Hear from several of the best how to put the deals together and manage properties for success.

Moderator: [Michael Bodaken](#), President, National Housing Trust**Panelists:**[Stuart Boesky](#)

CEO, Pembroke

[Kimberly Player](#)

Research Director, Equilibrium

[Margaret A. Stagmeier](#)

Managing Member, TriStar

[David Steinwedell](#)

Executive Director, ULI Austin / President & CEO Affordable Austin Fund

[John Williams](#)

President and Chief Investment Officer, Avanath Capital Management

1:15pm-

2:30pm

From NIMBY to YIMBY: Making a More Compelling Case for Housing, CM | 1.25

Room: Pelican

Overcoming neighborhood opposition is often the highest hurdle facing an affordable developer. A new wave of advocates, communications experts, and grassroots groups is emerging to turn the tides of NIMBYism. Engage with some of the leaders on what you can do to build community support for new affordable and workforce housing.

Moderator: Ali Solis, President and CEO, Make Room**Panelists:**[Linda Mandolini](#)

President, Eden Housing

[David Whitehead](#)

Housing Organizer, Greater Greater Washington

Monday, September 11, 2017

The Future of Affordable Housing for Seniors

Room: La Salle Ballroom C

The nation's swelling seniors population will add new complexity to challenges of housing affordability, community connectivity, and supportive services for millions. At the same time, emerging approaches to financing, design, and resource delivery hold considerable promise. Seniors housing experts from a range of domains will provide a look ahead.

Moderator: Katherine Hoover, MHS, CRC (retired), AARP Lead Volunteer, Age Friendly Cities

Panelists:

[Michael Pitchford](#)

President and CEO, Community Preservation and Development Corporation

[Robyn Stone](#)

Executive Director, LeadingAge Center for Applied Research

[Jamison Weinbaum](#)

Executive Vice President of Development, MidCity Development

2:45pm-
4:00pm

Toward Resilient and Equitable Communities, CM | 1.25

Room: Pelican

Resilience – whether due to the effects of pollution and climate change or economic shocks as the economy evolves – is increasingly seen as essential to community stability. This is especially true in underinvested communities in more physically vulnerable locations. This panel will explore emerging innovations in new models for community development.

Moderator: Stockton Williams, Executive Director, ULI's Terwilliger Center for Housing

Panelists:

[Laurel Blatchford](#)

Senior Vice President and Chief Program Officer, Enterprise Community Partners

[Ellen Lee](#)

Director of Housing Policy and Community Development, City of New Orleans

Assembling the Local Policy Toolbox

Room: La Salle Ballroom C

As housing affordability needs have worsened, cities have shown unprecedented commitment and creativity in response. There is no single local strategy for meeting housing needs, but consensus is emerging on what a complete local toolbox includes. This session will feature leading examples of the most effective tools from around the U.S. and advice on how best to use them.

Moderator: Lisa Sturtevant, Senior Visiting Fellow, ULI Terwilliger Center for Housing

Panelists:

[David Cristeal](#)

Director, Housing Division, Arlington County

[Mike Kingsella](#)

Government Affairs Manager, Holland Partner Group

4:15pm-
5:30pm

Jeffrey Lubell

Principal Associate and Director of Housing and Community Initiatives, Social & Economic Policy, Abt Associates

Andreanecia Morris

Executive Director, HousingNOLA

Building Healthy and Culturally Vibrant Communities, CM | 1.25

Room: Pelican

How we plan, build, and redevelop has huge impacts on human health. An emerging set of evidenced-based best practices suggests that building healthier places is doable and scalable, with potentially profound payoffs for lower-income people and places. Learn from a panel of innovators how to make places both healthy and affordable.

Moderator: [Rachel McCleery](#), Senior Vice President, Content, Urban Land Institute

Panelists:

[Roger Heim](#)

Finance Director, Vitus

[Bob Simpson](#)

Vice President, Affordable, Small Loan, and Green Financing, Fannie Mae

[Kurt Weigle](#)

President & CEO, Downtown Development District of New Orleans

Please join us for a Networking Reception in Marigny (2rd Floor)

Sponsored by

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5:30pm-
6:30pm

Tuesday, September 12, 2017

Breakfast Plenary - What's Happening in Washington: Federal Policy Update

Room: La Salle Ballroom AB

A panel of Washington insiders will discuss the current state of play on a wide range of topics critical to affordable housing development and preservation: funding for HUD and other key agencies, tax reform and tax cuts, infrastructure investment, and more. Panelists will also share advice on how to deliver a compelling message to policymakers in a complex and challenging period for domestic policy.

7:30am-
8:45am

Moderator: Ron Terwilliger, Chairman, Urban Land Institute Terwilliger Center for Housing

Panelists:

[Laurel Blatchford](#)

Senior Vice President and Chief Program Officer, Enterprise Community Partners

[Elisha Harig-Blaine](#)

Principal Housing Associate, National League of Cities

[Benson F. "Buzz" Roberts](#)

President and CEO, National Association of Affordable Housing Lenders

Break

Principles for Mixed-Income Housing and Communities, CM | 1.25

Room: La Salle Ballroom C

Mixed-income development has long been seen as an important tactic to strengthen neighborhoods and improve prospects for low-income families. Panelists will discuss findings from the latest research on the benefits of mixed-income communities and provide examples of successful mixed-income developments that have achieved broad and enduring benefits.

Moderator: Adam Ducker, Managing Director, Director of Urban Real Estate, RCLCO

Panelists:

[Hal Ferris](#)

Principal, Spectrum Development Solutions

[Victoria S. Davis](#)

President, Urban Atlantic Development

[Jim Grauley](#)

President, Chief Operating Officer, Columbia Residential

9:00am-
10:15am

New Models for Affordable Homeownership

Room: Pelican

First-time homeownership remains out of reach for many Millennials and working families due to constraints ranging from tighter credit boxes to diminishing supply of starter homes. At the same time, existing homeowners in struggling areas typically have few tools available to improve the property's value. This session will highlight creative efforts by developers, lenders, and local governments to solve these and other affordable homeownership challenges.

Moderator: Stockton Williams, Executive Director, ULI's Terwilliger Center for Housing

Panelists:

[Brett Theodos](#)

Senior Research Associate, The Urban Institute

Laura Belcher
President & CEO, Habitat for Humanity – Charlotte
Jon Lawless
Head of Product Development and Affordable Housing, Fannie Mae
Polly Donaldson
Director, Washington DC Department of Housing and Community Development

The Economics of Inclusionary Development, CM | 1.25

Room: La Salle Ballroom C

Inclusionary zoning has become one of the primary policy strategies at the local level for spurring affordable housing development. Balancing the hopes for affordable units with the realities of real estate economics is tricky – but achievable. A panel of inclusionary zoning experts, local officials, and developers will share insights from successful experience.

Moderator: [Lisa Sturtevant](#), Senior Visiting Fellow, ULI Terwilliger Center for Housing

Panelists:

[Sasha Hauswald](#)

Director of State and Local Policy, Grounded Solutions Network

[Bob Rivers](#)

Executive Director, New Orleans City Planning Commission

[Maxwell Ciardullo](#)

Director of Policy & Communications, Greater New Orleans Fair Housing Action Center

10:15am-
11:30am

Clean Energy Opportunities in Affordable Housing, CM | 1.25

Room: Pelican

As green building has become more mainstream in affordable housing, leading developers and clean energy groups are pushing the envelope on construction to approach and, in some cases, achieve net zero energy use. Others are tapping opportunities at the community scale to deliver solar power to multifamily apartment residents. These and other forward leaning approaches to more sustainable affordable housing, and how to pay for them, will be discussed.

Moderator: Billy Grayson, Executive Director, Center for Sustainability and Environmental Performance, Urban Land Institute

Panelists:

[Philip Payne](#)

CEO, Ginkgo Residential

[Andy Mannle](#)

VP Strategic Development, Promise Energy

[Bracken Hendricks](#)

CEO, Urban Ingenuity & DC PACE Administrator

Plenary Luncheon - Building the Inclusive City

Room: La Salle Ballroom AB

While the recent revival of many American cities has been broadly beneficial, growing numbers of people and communities are falling further behind. Cities that create more widely shared prosperity stand to be stronger over the long-term. This session will explore the policies and partnerships that create more equity and opportunity in American cities. Lunch will be available at 12:45.

*11:45am-
12:45pm*

Speakers

Henry Cisneros
Founder & Chairman, CityView

Ron Terwilliger
Chairman, Urban Land Institute Terwilliger Center for Housing

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