ULI San Francisco Staff

Kate White, Former Executive Director
Xiomara Cisneros, Former Director
Elliot Stein, Executive Director
Dana Van Galder, Manager
Jason Bernstein, Senior Associate
Marisita Jarvis, UrbanPlan Coordinator

ULI San Francisco recognizes the wonderful work of two dedicated employees: former Executive Director, Kate White; and former Director Xiomara Cisneros.

Founded in 1936, the Urban Land Institute is a 501(c) (3) nonprofit research and education organization dedicated to providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI has nearly 28,000 members worldwide, representing the entire spectrum of land use and development disciplines. With over 1,800 members across the Bay Area, ULI San Francisco represents one of the Urban Land Institute’s largest District Councils.
Message from the Executive Director

Change is a good thing. Following many years of active membership in ULI and participation on the ULI San Francisco Board, I accepted the position of Executive Director in May 2012. ULI has been an important part of my career in real estate economic consulting, providing great opportunities for learning, networking and developing leadership skills. I’ve made lifelong professional and personal friends here and expanded my understanding of our industry through the knowledge sharing that ULI encourages.

I’m excited to be working in my new role with Mike Jameson and our Board to make ULI San Francisco even more valuable to you, the members. We’ll do that by focusing mainly on the three key areas of education, networking, and giving back. There will be something for everyone including great programs, thoughtful research on land use issues important to our region and state, mentoring of our Young Leaders, and a lot of opportunities to get to know other real estate and land use professionals. I’ve always appreciated the multidisciplinary diversity of ULI’s membership, believing it leads to more interesting programs, more meaningful discussion and debate of issues, and ultimately more innovative ideas.

Many of our members ask how they can get more involved in ULI. If you’re one of them, let me know and I’ll do my best to match you with the right opportunity.

Elliot Stein, ULI San Francisco Executive Director
October 2012
Message from the ULIsf Chair

Fiscal Year 2012 was an important and challenging year for the San Francisco District Council. With regret, we lost Kate White as our outstanding Executive Director to the San Francisco Foundation. Fortunately, with the help of an excellent search committee, we were able to replace Kate with Elliot Stein who has been an active and outstanding ULI member for many years. We wish Kate the best of luck in her new position and welcome Elliot to his new role. Elliot is a pleasure to work with and I encourage you all to meet him if you haven’t already done so.

Aside from this major change, the San Francisco District Council enjoyed another productive year. Notably, we continued to offer excellent programs to our membership and we are very proud of the new local product council meetings that we implemented this year. We are also very happy to be taking the lead in revamping the UrbanPlan curriculum in a very thoughtful way after 10 years. Paula Blasier and Bryan Thornton have taken the lead on this effort and I, personally, am very excited to see the results. I would also like to recognize the outstanding efforts of our Young Leaders who continue to amaze me with their energy, organization and results. If these young people provide any indication of the future strength of the Bay Area real estate and land use industries, we will be in fantastic shape for years to come.

I’d like to take this opportunity to thank our Executive Board, the Co-Chairs of our various committees and all of our volunteers for their hard work and efforts over the past year. I would also like to personally thank Rick Dishnica for his outstanding guidance during my first year as Chairman. The San Francisco District Council is in a very enviable position both fiscally and from a management perspective and we owe that to your interest in maintaining our District Council as one of the strongest in the country. I appreciate your support and please know that I am always open to discussing ways to make our District Council even better. I look forward to working with you in the upcoming year.

Michael R. Jameson, ULI San Francisco Chairman

October 2012
Special Thank You To Our FY12 Sponsors!

The high quality programs and initiatives that ULI San Francisco provides each year are made possible by the generous contributions of our local sponsors and individual donors in the real estate and land use community.

**Sponsorship**

**PLATINUM**

- BRE Properties, Inc.
- Grosvenor Americas
- Legacy Partners
- Marcus & Millichap
- Company Foundation
- Stockbridge Real Estate Funds
- Sunset Development Company
- Wells Fargo Bank

**GOLD**

- AECOM
- Allen Matkins Leck Gamble
- Mallory & Natsis LLP
- Buchalter Nemer
- Digital Realty Trust
- Fisher Center for Real Estate & Urban Economics
- MacFarlane Partners
- Morrison Foerster
- Nearon Enterprises
- Prologis
- Prudential Mortgage Capital Company
- RREEF
- Seagate Properties, Inc.
- TMG Partners
- Union Bank
Programs

The mission of the Programs Committee is to provide enriching, high quality educational programs and networking opportunities to the local Bay Area real estate and land use community.

ULIsf FY12 Programs

San Francisco Events ........................................................................................................... 38
East Bay Events ................................................................................................................... 8
Silicon Valley Events ......................................................................................................... 8
Young Leaders Group (YLG) Events .................................................................................. 19
TOTAL EVENTS .................................................................................................................... 73

1. YLG Kickin’ the Bricks: ZyngaVille Tour
2. Rebuilding Together: San Francisco
3. 2012 Emerging Trends, San Francisco
Local Membership Describes ULI San Francisco Programming:

- Annual Report FY 2012
- Urban Land Institute San Francisco
San Francisco Programs

“ULI has exceeded my expectations, and its functions are often the most beneficial and engaging events in the San Francisco real estate industry.”

– Emily Kirk Wilson, LEED Volume Program Manager, U.S.G.B.C

1. Career Development: Job Market Update
2. Real Deal: Treasure Island
3. 2012 Emerging Trends, San Francisco
4. Real Deal: 188 Spear Street
5. 2012 Emerging Trends
6. Real Deal: PUC Headquarters
7. Excelling at the Game with Tomas Schoenberg
9. Career Development: ULI Speed Networking
10. Real Deal: Doyle Drive
East Bay Programs

“I think the ULI District Council is a wonderful example of community-making and pulling people together and making resources available more widely to others.”

– Jeanne Myerson, President & CEO, The Swig Company

1. Fox Theater, Oakland
2. Lake Chalet Tour and East Bay Holiday Party
3. YLG Kickin’ the Bricks: Domain by Alta
Silicon Valley Programs

“ULI is about connecting with people from a variety of fields within the industry.”

—Connie Moore, President & CEO, BRE Properties

1. Facebook Tour
2. 2012 Emerging Trends, San Jose
3. 2012 Emerging Trends, San Jose
4. Hot Topic: The Crossing at San Bruno
Young Leaders Group

ULI San Francisco Young Leaders Group (YLG) aims to create opportunities for young professionals to develop skills and build relationships that will help advance their careers and foster an understanding of thoughtful development practices.

Signature Programs
- Deal Crawl
- Fireside Chat
- Kickin’ the Bricks
- Learn From the Best
- Lunching with Leaders
- Mentor Program
- Networking Socials
- Peer-to-Peer Workshops
- Philanthropy: Rebuilding Together SF
- Ventures in the Vineyards

Thank You FY12 Mentors!
- Luis Belmonte, Seven Hills Properties
- Alan Billingsley, RREEF
- Alan Chamorro, Grosvenor
- Jim Ellis, Ellis Partners
- Diane Filippi, SPUR Urban Center
- Deke Hunter, Hunter Properties
- Charlie Long, Charles A. Long Associates
- John McNellis, McNellis Partners
- Jonathan Scharfman, Universal Paragon
- Tomas Schoenberg, The Swig Company
- Lynn Sedway, Sedway Group
- Carl Shannon, Tishman Speyer
- Simon Snellgrove, Pacific Waterfront Partners
- Bryan Thronton, PCCP

Debra Stein Fellowship

In honor of her legacy, ULI San Francisco established the Debra Stein “YIMBY” (Yes In My Back Yard) Graduate Student Fellowship to support promising young women in their pursuit of responsible land use and urban development. The Fellowship represents Debra’s ideals of education, mentoring, responsible urban development, and women’s advancement.
Steve Chamberlin Fellowship

The Stephen Chamberlin Graduate Student Fellowship was established by local development luminary Steve Chamberlin of Chamberlin Associates to invest in the next generation of land use leaders. Endowed through the ULI Foundation, the Fellowship is intended to provide the highest level of exposure to ULI for the best and brightest graduate students in planning and real estate at UC Berkeley.
Local Product Councils

ULI San Francisco’s Local Product Council Program aims to provide opportunities for local members in specific development disciplines to study issues in depth, share information, and network with Bay Area professionals in similar industry sectors. The program is designed for midcareer professionals and is based on selective and committed membership and intensive, high-quality programming created to emulate ULI’s National Product Council Program.

“Product Councils provide members with a unique opportunity to candidly discuss market information with peers and established members of ULI, in a confidential and intimate setting.”

– Rick Dishnica, President, The Dishnica Company
“ULI is a very special organization from my perspective, in that it has a very open-door, open-kimono philosophy and approach. It’s about sharing ideas, it’s not just networking.”

– Carl Shannon, Managing Regional Director, Northern California, Tishman Speyer
The purpose the Policy and Practice Committee is to bring the expertise of ULI members to state and local land use policy issues and to bring timely information to the ULI San Francisco District Council as to the efforts of others in promoting good land use policy.
The mission of the Sustainability Committee is to foster private sector development practices, ongoing building operations, and public sector decision-making that result in an environmentally, socially and economically sound built environment in the San Francisco Bay Area. FY12 strategic objectives include:

1. Increase understanding of the development practices and public policies that produce sustainable development.

2. Facilitate productive communication among the public, private and non-profit sectors about how to accomplish sustainable development.

3. Catalyze the development of projects that result in sustainable outcomes.

4. Collaborate with other organizations to enable the uptake of best practices regionally, statewide and nationally.
Development Partnerships Team Certification Program

ULI San Francisco, in partnership with the City of San Francisco Mayor’s Office, was awarded an Urban Innovation Grant from the ULI Foundation to launch a year-long training for a Mayor-appointed multi-agency “Development Partnerships Team”.

The purpose of the Development Partnerships Team Certification Program is to enhance the tools needed for public agencies to elicit the best quality development from the private sector. Equally important, this pilot program will strengthen relationships among the members of the participating public agencies and establish a culture of collaboration across sectors.

“Public-private partnerships (PPPs) are growing in importance as a means to leverage private investment to achieve greater public benefits than what could otherwise be achieved under more conventional development paradigms.”

– The Honorable Ed Lee, Mayor, City of San Francisco

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1. Rose Center Fellowship: Oakland Chamber of Commerce MegaRegion Summit
2. Rose Center Fellowship: Oakland Chamber of Commerce MegaRegion Summit
2011–2012 ULI Daniel Rose Center Fellowship

Mayor Quan of Oakland and three additional local land use leaders were selected to be one city team among four cities in the 2011–2012 class of fellows for the Urban Land Institute Daniel Rose Center for Public Leadership in Land Use.

The Daniel Rose Fellowship is a year-long program intended to benefit its participating fellows with leadership training and professional development opportunities, and benefit their respective cities with technical assistance on a local land use challenge. The program is focused on leadership, integrated problem solving, public-private collaboration, and peer-to-peer learning.

**Oakland, California Land Use Challenge:**
Creating the Environment for Retail by Defining Broadway

Broadway is one of the main commercial corridors in Oakland, encompassing 3.25 miles from the base of the Oakland Hills to the Oakland Waterfront at Jack London Square. Broadway was identified as the city’s Rose Fellowship land use challenge because it encompasses 10 identified retail nodes.

The Oakland fellows focused on the Broadway/Valdez area, the Pill Hill Kaiser area, the Uptown Arts and Entertainment District, City Center and Jack London Square. The fellows explored the ways that these areas can be linked to the entire Broadway study area, to complement and not compete with each other, including best practices on the following:

- Catalyzing the retail market in an infill-development situation
- Aggregating and managing properties with multiple owners within a city center
- Fully defining distinct yet complementary retail nodes
- Creating “downtown place” strategies and priorities to enliven downtown Oakland through exciting and creative approaches to achieve fully defined nodes

**Oakland’s Rose Fellows**

- The Honorable Jean Quan, Mayor of Oakland
- Aliza Gallo, Economic Development Coordinator, Community and Economic Development Agency
- Gregory Hunter, Deputy Director, Community and Economic Development Agency
- Deanna Santana, City Administrator
Technical Assistance Panels

ULI San Francisco’s Technical Assistance Panels (TAPs) program provides expert, multidisciplinary advice to local governments, public agencies and nonprofit organizations facing complex land use and real estate challenges in the greater Bay Area.

City of East Palo Alto TAP

The City of East Palo Alto (EPA), with support from community members and stakeholders, prepared the Four Corners/Ravenswood Business District (RBD) Specific Plan that envisions transforming the mostly vacant industrial area into a revitalized, mixed-use, transit-oriented district. The Specific Plan area is the last large-scale opportunity in the City to accommodate uses that can create jobs for residents, generate revenues for the city, and provide amenities for the community.

The City asked the ULI TAPs Panel four questions to help guide the analysis and final recommendations:

1. How should the City ensure that the development will improve the quality of life and create jobs for the existing residents?
2. How should the City phase the development of the infrastructure and the real estate development projects? How should the City prioritize its limited public investments?
3. Is a large catalyst project necessary to kick-start the Specific Plan, or can it be accomplished with smaller infill projects?
4. What realistic post-redevelopment financing options are available for infrastructure and community uses such as parks and community centers?

East Palo Alto TAP Panelists

- Sujata Srivastava, Principal, Strategic Economics; EPA TAP Chair
- David Madway, Senior Attorney, Sheppard Mullin
- Dean Rubinson, Senior Vice President of Development, Ellis Partners
- Ernesto Vasquez, AIA, NC ARB, Vice President & Founding Partner, MVE & Partners
- Dan Wu, Executive Director, Charities Housing
- Mark Leverette, Senior Manager, Burr Pilger Mayer; TAP Report Lead Author
* This Diagram shows a conceptual vision for future land uses in the Specific Plan area. Figure 4-1 does not represent zoning for the Specific Plan Area.

- **MIXED USE (OFFICE OR RESIDENTIAL)**
- **CIVIC / COMMUNITY**
- **R&D / INDUSTRIAL**
- **LIGHT INDUSTRIAL**
- **OFFICE**
- **OFFICE/R&D/INDUSTRIAL OVERLAY**
- **RESIDENTIAL**
- **PARKS / OPEN SPACE**
- **RAPID BUS / BRT STATION**
- **DUMBARTON RAIL STATION**
- **ACTIVE FRONTAGE**
- **SPECIFIC PLAN AREA**
UrbanPlan

UrbanPlan is designed to address a critical gap in the education of tomorrow’s voters, neighbors, community leaders, and land use professionals by examining how the forces of our market economy clash and collaborate with the non-market forces of our representative democracy to create the built environment. This understanding provides the foundation required for all sophisticated land use discussions, so together, we can create better communities.

ULI San Francisco’s UrbanPlan program is the longest running and largest in the country: the greatest geographic distribution, number of schools, teachers, students, and ULI volunteers.

ULIsf UrbanPlan Participants: High Schools

High Schools:
- Alameda High, Alameda
- Berkeley High, Berkeley
- Gunn, Palo Alto
- Las Lomas, Walnut Creek
- Lowell, San Francisco
- Piedmont, Oakland
- San Mateo Middle College, San Mateo

ULIsf UrbanPlan Participants: Universities

Universities:
- Fresno State, Fresno
- San Jose State, San Jose
- St. Mary’s College, Moraga
UrbanPlan Special Projects

ULI San Francisco Special Projects will use the knowledge gained from ten years of local and national experience to optimize the UrbanPlan program outcomes for all participants and increase the penetration of the program locally and nationally. Over the course of FY12 and FY13, under management of ULI San Francisco, a national committee will oversee the following projects:

- Revise the UrbanPlan high school curriculum
- Revise the university graduate program curriculum
- Create an eLearning website providing essential student, teacher and volunteer support
- Expand the benefits of UrbanPlan to a new audience—public sector city and regional planners

“UrbanPlan is in a class by itself: advancing ULI’s mission and brand while enriching students, the broader community, and ULI members alike.”

– Rick Dishnica, President, The Dishnica Company
Membership

The purpose of the ULI San Francisco Membership Committee is to formulate, develop, and implement a yearly membership plan with strategic growth goals for the District Council. We strive to improve the quality of the ULI membership experience, improve retention, expand membership, increase diversity and understand the needs of our members.

Membership as of June 30, 2012

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LESLIE BROWNE, SSL Law Firm
Membership Co-Chair

KELLY GLASS, Cushman & Wakefield
Outgoing Membership Co-Chair

BECKY ZEGAR, Arup
Incoming Membership Co-Chair
The ULI San Francisco Communications Committee provides informational, branding and marketing support to the District Council in implementing ULI’s mission in pragmatic land use expertise and education.

Visit the ULIsf Website!

www.ulisf.org
**FY12 Revenue**
- Sponsorship: $492,050
- Membership: $151,661
- Programs: $71,729
- YLG: $21,735
- Total: $737,175

**FY12 Expenses**
- Administrative: $382,322
- Programs: $115,512
- UrbanPlan: $86,840
- Policy & Practice: $39,543
- YLG: $29,380
- Communications: $18,044
- Membership: $16,270
- Sponsorship: $12,131
- Total: $700,042

**FY12 Expenses**
- Sponsorship 2%
- Membership 2%
- Policy & Practice 6%
- UrbanPlan 12%
- Programs 16%
- Communications 3%
- YLG 3%
- Administrative 55%

**FY12 Revenue**
- Sponsorship 67%
- Membership 20%
- Programs 10%
- YLG 3%
FY12 Executive Board

The ULI San Francisco Board serves as the local leadership for the Urban Land Institute and is composed of leading real estate and land use professionals who volunteer their time to build a strong Bay Area presence for ULI. ULIsf owes its success to the dedicated volunteer Board members.

CHAIR
Michael Jameson, Prudential Mortgage Capital

VICE CHAIR FOR MISSION ADVANCEMENT
Kim Diamond, ev8 Consulting

BOARD
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Margo Bradish, Cox, Castle & Nicholson
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Mike Covarrubias, TMG Partners
Lynette Dias, Urban Planning Partners
Rick Dishnica, The Dishnica Company LLC
Adam Engelskirchen
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Alan Mark, The Mark Company
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Ron Nahas, Rafanelli and Nahas

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Jeff Smith, Sack Properties; Incoming Treasurer
Elliot Stein, Stein Consulting; Outgoing Treasurer

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Nick Raby, Zynga
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Bob Thompson, Sheppard Mullin
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Nevena Vidic, UBS
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John Williams, Avanath Capital Partners
ULI Local/Worldwide

ULI San Francisco recognizes our local leaders.

**ULI National Trustees**
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- Hamid Moghadam, Prologis, Inc.
- Marc Perrin, Starwood Capital Group
- Kenneth Rosen, Fisher Center for Real Estate and Urban Economics

**ULI National Board of Directors**
- James Curtis, Bristol Group, Inc.; ULI Foundation Chairman
- Hamid Moghadam, Prologis, Inc.

**ULI National Operating Committee**
- Rick Dishnica, The Dishnica Company; National Product Councils Chair
“I think virtually all ULI members, if they remain active, are people who believe in education; they believe in research, and they believe in sharing their experiences.”

– Jim Klingbeil, President & CEO, Klingbeil Capital Management
This report is printed on paper made from a combination of recycled, de-inked pulp and Forest Stewardship Council certified virgin pulp.