

Proposal for a Panel for the CCAPA 2006 Conference

Title of Panel: “Cutting-Edge High-Density Townhome Communities”

Abstract: This panel will share creative new ways to respond to the trend toward more and more urban lifestyles in the suburban environment, focusing on successful new high-density townhome communities.

Reinventing suburbia will require planners, architects, public agencies, developers and builders to deliver attractive and affordable multi-family living alternatives at a higher and higher number of units per acre. Most builders are trying to find these solutions within townhome-style living, to avoid the quantum jump in cost associated with the next densest housing type, the podium structure, where units are built atop a concrete parking garage.

Offering a variety of viewpoints, this panel is comprised of a kaleidoscope of proven experts who are dealing with this design problem every day. The audience can expect to learn practical solutions to high-density townhome planning and design in the 25 to 35 units-per-acre range.

The Panel will need to make use of a digital projector and a projection screen to effectively communicate this topic.

The Panel is comprised of the following topic experts:

Moderator: Jeff Mayer - Principal, The KTG Y Group, Inc.

Panel: Richard Gollis, Principal, The Concord Group, Inc.

Charles McKeag - Vice President, Land Acquisition & Development, Citation Homes

Mollie Carmichael - Vice President of Strategic Marketing, Centex Homes

Manny Gonzalez - Principal, The KTG Y Group, Inc.

Bios of the presenters are provided on the pages that follow.

JEFF MAYER, Principal, The KTG Y Group, Inc.

17992 Mitchell South, Irvine, CA 92614, 949 567 3403, 949 476 8114 (fax), jmayer@ktgy.com

As a Studio Director at KTG Y, Jeff Mayer leads multi-disciplinary consulting teams in the delivery of complex development projects. Mr. Mayer's expertise is based on 30-years of experience in strategic planning, facilities programming, site due diligence and feasibility analysis, site planning, architectural design, space planning, and construction management.

Education

Bachelor of Science, Planning and Landscape Architecture, University of Virginia, 1976

Graduate Study, Wharton School of Finance, University of Pennsylvania, 1978

Affiliations

American Planning Association, Member

Assistant Chair, ULI Orange County District Council, 2001-2003

Urban Land Institute, Full Member

Themed Entertainment Association – Member, Strategic Branding and Marketing Committee

Project Experience

The following projects highlight Mr. Mayer's professional experience:

Multi-Family Residential

Hill Town, Hercules, CA

Platinum Pointe, Anaheim, CA

The Cannery, Hayward, CA

Whisman Station, Pleasanton, CA

Belsera, Mira Mar, CA

Vecchioli Property, Campbell, CA

Arcadia Park, Oakland, CA

North San Pedro, San Jose, CA

Pradera, Costa Isabela, Puerto Rico

Teal Club, Oxnard, CA

RiverPark, Oxnard, CA

Ladang Pajam, Selangor, Malaysia

Forrest Paul Affordable Housing, Santa Ana, CA

Mixed Use Development

Alma & Forest Retail / Condo, Palo Alto, CA

5th & Western, Koreatown, Los Angeles, CA

T+C Valley Urban Development, Gyeonggi Province, Korea

Olympic Spirit, Toronto, Canada

Costa Isabela, Herraduras, Puerto Rico

The Heritage, La Quinta, CA

Four Seasons Villas, Kaupulehu, Hawaii

Paramount China, Tianjin, China

Paseo Rancho Mirage, Rancho Mirage, CA

Papers & Presentations

- Panel Moderator, Building Industry Association, “The Changing Face of Orange County”, March 2005
- Speaker, ULI Orange County Strategic Business Plan. June 2002, 2003
- Host, ULI Orange County, “Private-Public Partnership, City of Anaheim + The Disneyland Resort”, April 2002
- Panel Moderator, “Cutting Edge Trends in the Workplace”, Steelcase Corporation, March 2002
- International Symposium on Virtual Reality, Archaeology and Cultural Heritage, November 2001, Athens, Greece.
- Speaker, Museum Computer Network Conference, Cincinnati, OH, October 2001, "Responsive Physical Environments"
- Speaker, alt.office Conference, New York, NY, November, 1999, “The Impact of Emerging Digital Technologies on how we will work and play”
- Speaker, International Facilities Management Association, Annual National Conference, Kansas City, January 1999

Mr. Mayer’s work has been published in *AIA Architect*, *Interior Design*, *Interiors*, *HOW*, and *Designer’s West*.

RICHARD GOLLIS, Principal, The Concord Group, Inc.

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rmg@theconcordgroup.com

Principal Profile



THE CONCORD GROUP

RICHARD M. GOLLIS

Richard M. Gollis is a founder and principal of The Concord Group with offices in Newport Beach and San Francisco, California and Las Vegas, Nevada. The Concord Group is a real estate advisory firm providing strategic advice for land use issues, concerning community development, mixed use projects and a full array of residential, commercial/retail real estate developments. Clients include land developers, homebuilders, institutional investors, family landowners, public agencies and universities throughout the nation.

His responsibilities at The Concord Group include all phases of strategic analysis including market and financial feasibility, consumer focus groups and economic feasibility. He is also responsible for the overall company operations of all offices and the development of new business opportunities.

Mr. Gollis has a wide range of experience in the analysis of residential and commercial development. In particular, his experience with product program development for urban multi-use projects and large-scale master planned communities has positioned him as a leading authority in the field.

As a recognized strategist for forward looking companies, Mr. Gollis sits on the Advisory Boards of several privately held companies inside and outside the real estate industry. In this capacity, he directs and participates in corporate strategy, capital formation and market opportunity issues.

Mr. Gollis' professional affiliations are numerous. He is active in the Urban Land Institute (ULI) where he served as Orange County District Council Chair 2000 through 2004. He participates on ULI's Smart Growth Initiative for California, and is a member of the national Panel Advisory Services Honorary Association. He is also Vice-Chair of Community Development Council-Blue Flight.

In addition to professional affiliations, Mr. Gollis serves on the Boards of Directors of several civic and community-based organizations in Orange County and southern California. He is currently Co-Chair of the Advisory Board of The Department of Policy, Planning and Design at the University of California, Irvine.

Mr. Gollis has been a guest lecturer at University of Southern California, SciArc, Georgia Institute of Technology, the Fuqua School of Business at Duke University and University of California Irvine. He has also spoken at the Society for College and University Planning, ULI, Seniors Housing Council of Orange County, Pacific Coast Builders Conference, Southern California Builder Show, Multi-Housing World Conference, and IREM.

Summer 2005

CHARLES MCKEAG, Vice President, Land Acquisition & Development,

Citation Homes, 404 Saratoga Avenue, Suite 100, Santa Clara, CA 95050, 408 985 6071, 408 985 6057 (fax), charlesm@scsdevelopment.com

Charles has overall responsibility for land acquisition and entitlement for Citation Homes. Based in Santa Clara, CA, Citation owns more than 50,000 homes in Northern California. They are actively building approximately 750 homes per year.

Faced with rapidly rising land prices, Charles has led the development of approximately 1100 housing units, of greater and greater densities. His major current project is a high-density townhome community with 625 units in a redevelopment area adjacent to mass transit, in the City of Hayward, CA. An expert in site development and governmental affairs, he has worked closely with the Redevelopment Agency to create a walkable and vibrant urban neighborhood, while meeting affordability requirements of potential buyers.

MOLLIE CARMICHAEL, Vice President of Strategic Marketing, Centex Homes

250 Commerce, Suite 100, Irvine, CA 92602, 949 279 4650, 949 453 8994 (fax),
mecarmichael@centexhomes.com

Mollie has been actively working in the real estate industry for almost twenty years working on both the developer and builder sides of our industry. She started her career with the Irvine Company where she spent almost eleven years working in the Residential Marketing Department with an emphasis on market research, community planning, product design, and consumer preferences. Her last role with the company was the Vice President of Residential Product Planning.

The second part of her career has been with two national builders—Pulte Homes/Del Webb and Centex Homes. She spent almost eight years working for Pulte Homes and Del Webb in the Southern and Northern California markets focused on acquisition, product development, and tactical positioning as the Vice President of Strategic Marketing. She is currently serving as the Vice President of Strategic Marketing for Centex Homes with a similar capacity.

Mollie has an extensive background with researching a given market and quickly translating these market conditions and consumer attitudes into actionable marketing strategies. These marketing strategies include highly profitable community design, product design, specification levels, target advertising and collateral plans, and deliberate target marketing.

Aside from her long-term experience in the industry, Mollie has been educated at University of California Irvine, University of Southern California, as well as a selected group of real estate and architectural related venues over her the last 20+ years. She has participated in speaking engagements on consumer and product attitudes at several engagements in the past including PCBC, ULI, and BIA events.

On a personal note, Mollie lives in Huntington Beach with her two beautiful boys—7 and 5—and her wonderful husband for over 17 years.

MANUEL G. GONZALEZ, A.I.A., Principal, The KTG Y Group, Inc.

1411 5th Street, Santa Monica, CA 90401, 818 632 5314, 949 476 8114 (fax), mgonzalez@ktgy.com

Mr. Gonzalez is Principal in charge of the Greater Los Angeles area for The KTG Y GROUP, INC., one of the country's top residential design firms. He is responsible for all the design, land planning and production of all projects within that area as well as all affordable multi-family projects nationwide.

Prior to joining KTG Y, Gonzalez was the Executive Director of Architecture for KB Home, one of America's largest homebuilders. He was responsible for all design, land planning, landscape architecture, graphics and merchandising for all KB Home divisions throughout the U.S., France and Mexico.

In his more than twenty-five years of practice in residential development, Gonzalez has won numerous awards for his designs including Gold Nugget, MAME and Elan honors.

Education

Master of Architecture
University of Southern California

Bachelor of Architecture
University of California at Berkeley

Affiliations

Housing Committee Chair for the
American Institute of Architects' LA Chapter

Past President – BIA Senior Housing Council

Member – Board of Directors of the BIA Southern California

Project Experience

The following projects represent some of Mr. Gonzalez's recent experience:

Tuscany Hills

Master Planned Community
San Jose, California

Dairy Hill

Master Planned Community
San Jose, California

Madison at Willow Glen

Townhomes
San Jose, California

Villas at Westlake
Townhomes
Thousand Oaks, California

Presentations

Design Trends in Multi-family Rental Active Adult Communities, 2004 Seniors Housing Symposium, Chicago, Illinois

Manny discussed active adult multifamily design trends and how they differ from east coast to the west coast. This annual symposium is regarded as the most important national gathering for the senior housing industry.

Building for an Aging America, 2003 Building Industry Association, Irvine, California

Before a standing room only joint audience of the BIA/SC and the Seniors Housing Council Manny presented the architect's perspective on the broad range of senior housing product types, from affordable tax credit communities to large master planned developments.

From Deal to Design of Multi-family Active Adult Rentals, 2002 Seniors Housing Symposium, Orlando, Florida

Mr. Gonzalez moderated a panel of industry experts on senior multifamily design and shared his observations on how the design fits into the entire process of the development from deal to delivery.

Design Strategies for Multi-family Active Adult Communities, 2001 NAHB National Builders Show, Atlanta, Georgia

At the request of the National Council on Seniors Housing Manny presented his design strategy on ways to create a true sense of community for the active adult.

Designing for Tomorrow's Active Adult 2000 Seniors Housing Show, Detroit, Michigan

This presentation in Detroit represents yet another region of the country Mr. Gonzalez has presented his views on the industry. As a speaker he was again able to share his design ideas for creating exceptional environments for our senior citizens.

Affordable Housing, Designing Tomorrow's Affordable Communities, 2004 Pacific Coast Builders Conference, San Francisco, California

Having been presented with two Gold Nugget design awards for affordable housing at the previous Pacific Coast Builders Conference, Manny was asked to moderate a panel on the subject. Examining case studies of award winning community design, the group presented their 10 keys to creating tomorrow's successful affordable communities.

Current Trends in the U.S. Housing Market

2003 1st International Housing Conference of the Americas, Mexico City, Mexico

Mr. Gonzalez's reputation for award winning design in all segments of the affordable market was the driving force behind his being asked to speak at this inaugural international conference. His experience with creative solutions to difficult housing issues opened up an energetic Q&A with the international audience.

AIA Seminars

Mr. Gonzalez has also shared his design ideas and work history in the affordable arena with members of the AIA Chapters in Orange County and Los Angeles.

Professional Meet the Expert

Mr. Gonzalez has been asked to participate in “Meet the Expert” programs at numerous local, regional and national events. The following is a partial list of Manny’s participation in recent national “Meet the Experts” events.

2004 Seniors Housing Symposium, Chicago, Illinois

2004 Pillars of Industry Conference, La Quinta, California

2004 International Builders Show, Las Vegas, Nevada

2003 Seniors Housing Symposium, La Quinta, California

2001 National Builders Show, Atlanta, Georgia