

NOVEMBER 8–9

**is** INNOVATIVE  
URBANISM

S Y M P O S I U M

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TOPIC—HOUSING





## WELCOME,

The Annual Innovative Urbanism Symposium (IUS) is an exciting opportunity to support awareness and education around the design of successful urban environments in our region. Healthy urban environments, when thoughtfully designed and developed, can address some of our most pressing problems, from housing and equity to climate change and ecological degradation. Cities can become the incubators for a collaborative, systems approach to urban development. It is our hope that by bringing to Spokane the exciting solutions, programs, and designs of successful urbanism, we can engage young designers and the broader community around what can be achieved through the built environment.

In this Symposium, we will ask and discuss how we can address the growing housing gap in a thoughtful, innovative, and equitable manner. We are thrilled to welcome several regional experts around the economics of housing, the cultural requirements of housing, community-informed housing design, and innovations in ownership and affordability.



## **AIA SPOKANE**

### **ANDREW PARKER**

EXECUTIVE DIRECTOR, AIA SPOKANE

The American Institute of Architects (AIA) works to advance our nation's quality of life and protect the public's health, safety and welfare, as it has done for 160 years. Today our nation faces unprecedented challenges: the impacts of a changing climate on our communities and critical infrastructure that is deteriorating from neglect. We need policymakers to put politics aside and get to work. No more delay—it is time to act.

Each day AIA members across the country and throughout the world create the places where people live and learn, work, and play. As we have done since our founding we are committed to advancing public policies that seek the greater good and that foster stronger, more sustainable communities and a prosperous, equitable society for all.



## **SPOKANE UNIVERSITY DISTRICT**

### **JULIET SINISTERRA**

CEO, UNIVERSITY DISTRICT DEVELOPMENT ASSOCIATION

Spokane's University District (UD) consists of both a public development authority jointly established by City and County governments, and a nonprofit 501(c)(3). The Spokane UD is where business and education grow together. With five major universities, two medical school programs, top-notch community colleges, a nationally-recognized smart city testbed, and a burgeoning life sciences ecosystem, this is an idea-generating and innovation-focused community to its core.



## SPONSORS

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REPRESENTING



# IUS 2023 KEYNOTE SPEAKER

## EVENING RECEPTION & KEYNOTE

5:00PM – 7:00PM

### RECEPTION AND KEYNOTE ADDRESS

STEAM PLANT ROOFTOP



### SERGIO PALLERONI

PROFESSOR AND DIRECTOR OF THE CENTER FOR PUBLIC INTEREST DESIGN, PORTLAND STATE UNIVERSITY

America faces an unprecedented housing crisis which challenges our ability to react and the assumptions we have as a society around what each of us is responsible for and how we can best contribute. Amidst the battle lines, the architecture profession has been caught, as practitioners, but also as citizens of these communities.

Come learn how the Center for Public Interest Design (CPID) has been collaborating with a diverse set of stakeholders to address this crisis as well as how to re-imagine the role of architects, communities, and even our government. CPID seeks deeper solutions that address not only housing needs but also the systemic problems that are at the root of the housing crisis.

Sergio also will look at our shared history of work as designers, both in the US and abroad, in addressing housing and how these projects have come to inform strategies in the Pacific Northwest region.





**Sergio Palleroni** is a Professor and Director of the Center for Public Interest Design at Portland State University, and was previously a tenured Professor at the University of Texas, Austin, and the University of Washington School of Architecture. He is internationally recognized for his multidisciplinary research and fieldwork with academic institutions worldwide around socially and economically marginalized communities.

Since the 1980's, Sergio has worked on housing, sustainable architecture, and community design for not-for-profit agencies in the developing world as well as for governmental and international agencies such as UNESCO, World Bank, and countries globally. His work received numerous national and international awards, including among others the 2005 US National Design Award from the White House and National Design Museum, and the 2010 European Biennale/Chicago Atheneum Global Impact Award. In 2009 he was inducted into the International Design Hall of Fame, the first architect working on social impact design to be so honored.

His current research focus is on public interest practices as they relate to housing, their protocols, and their skills sets. Much of his recent research is published in his National AIA report and book *Wisdom from the Field: Public Interest Practices in Action* (2017). The research was funded by the AIA's Latrobe Prize, awarded biannually.

THURSDAY, NOVEMBER 9<sup>TH</sup>

## ECONOMICS OF INNOVATIVE HOUSING PANEL

9:00AM – 10:30AM (BREAK AT 10:30AM)

SPOKANE CENTRAL LIBRARY, EVENT SPACE A/B, \*LUNCH PROVIDED

HOW CAN COMMUNITIES ENCOURAGE THE DEVELOPMENT OF MORE AFFORDABLE HOUSING THAT MEETS MARKET REQUIREMENTS, SPARKS INNOVATIONS IN DESIGN, FILLS THE HOLES AROUND THE “MISSING MIDDLE” (WORKFORCE HOUSING), AND ADDRESSES THE GROWING HOMELESSNESS CRISIS?



**KEVIN KELLOGG, AIA**

GORMAN & COMPANY

Kevin will be speaking to the recent and dramatic increases in the calls for massive housing production on the west coast at a time of extreme climate events, a reckoning with systems of social inequity, and advancements in artificial intelligence, mapping, and predictive modeling. Where are we, how did we get here, and can we build our way out of this?

Kevin's talk will explore recarbonization; culturally inclusive processes; walkable urban design with access to services and open space, transportation, and utility infrastructure; human centered architecture and landscape strategies; innovation in building science and technologies of production; and new models of capital formation and investment.

**Kevin Kellogg** is Pacific Northwest Market President for Gorman & Company, a national developer of affordable and workforce housing. An architect and urban designer, he prioritizes community engagement, placemaking, and sustainability in parallel with data analytics as part of an equitable approach to developing healthy neighborhoods and high-quality, mixed-income housing. Before launching the PNW regional office with Gorman, Kevin oversaw all real estate development programs at Hacienda Community Development Corporation in Portland, where his focus was on sustainable development with deep community connections. Kevin holds a MAUD from the Graduate School of Design at Harvard and served as a faculty associate in the Design School at Arizona State University, where he also graduated with a BArch.



**BEN MARITZ**

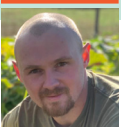
GREAT EXPECTATIONS

Come learn how Ben's team is building a sustainable and successful business model that offers housing for low-income and workforce tenants without relying on federal funding. Key to their success is the design of “eco-units” that are physically smaller than market standards, and urban transit-oriented developments that do not include on-site parking. Data-driven, Great Expectations sees their residents as their partners and their investors as their clients.



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**Ben Maritz** founded Great Expectations in 2019, a real estate firm focused on development and acquisition of low-income and workforce housing. Ben is a former management consultant who is passionate about finding data-driven, market-based solutions to the region's housing crisis. While researching housing construction, Ben realized that small units could deliver a sustainable way to build more housing at scale. Today Great Expectations owns and operates about 300 housing units, with a pipeline of 600 more. Ben also serves on the Seattle/King County Coalition on Homelessness.



## CRUZE THOMPSON

### RURAL RESOURCES COMMUNITY ACTION

**Cruze Thompson** is the Housing Division Director for Rural Resources Community Action in Colville, WA. He began at Rural Resources as the Emergency Housing Manager in July 2014 after graduating from Eastern Washington University with a bachelor's in applied development psychology. At the start of his career, he provided direct services to homeless in Stevens County through rental assistance programs and one emergency shelter. Over the next six years he was able to grow the emergency housing programs that now also serve Ferry and Lincoln Counties and that now have an additional three homeless shelters. As the Housing Division Director, he oversees the daily operations and long-term goals of the agency's Homeless Programs; Weatherization, Energy, and Low Income Apartments Loan Program; and HUD/Section 8 Program.



## DESIGN JUSTICE & TRAUMA-INFORMED PANEL

11:30AM – 1:00PM

SPOKANE CENTRAL LIBRARY, EVENT SPACE A/B, \*LUNCH PROVIDED

**WHAT DOES IT MEAN TO APPROACH DESIGN FROM A TRAUMA-INFORMED LENS? COME LEARN HOW THREE HOUSING AND HOMELESSNESS SHELTER DEVELOPERS IN THE REGION ARE WORKING TO BUILD HOUSING AND COMMUNITY THAT RESPONDS TO ISSUES AROUND RACISM, GENERATIONAL ABUSE, AND TRAUMA AND HOW THE RESULTING PROJECTS HELP RESIDENTS TO HEAL, FEEL HEARD, AND TO COME HOME.**



**DENA CARR**

CATHOLIC CHARITIES EASTERN WASHINGTON

**Dena Carr** serves as the Director at House of Charity, a low-barrier shelter serving male-identifying individuals with dignity and respect. The shelter's mission is to foster housing and independence for their residents. After 20+ years in private business development and management, her experience in the development of innovative solutions to private business challenges, combined with education and experience in Human Services lends to a comprehensive approach to shelter operations.



**SHARON STADELMAN**

CATHOLIC CHARITIES EASTERN WASHINGTON

**Sharon Stadelman** has over 22 years of experience serving households experiencing homelessness and currently serves as Chief Crisis & Shelter Officer, overseeing four shelter programs throughout Eastern Washington. She will share a Trauma-Informed Design analysis process from the client viewpoint, discussing both the internal and consultant action steps involved in gleaning community feedback and engagement surrounding the future design of a new shelter. She will touch on the outreach process that informed the key strategies and how the process worked to evaluate current environmental designs for the future users. Finally, she will present how this work will be used to inform future design and construction processes at Catholic Charities, and how to best educate their consultants and contractors around Trauma-Informed Design.



## KURT CREAGER

BRIDGE HOUSING

**Kurt Creager** serves as Executive Vice President for BRIDGE Housing and oversees its growing real estate development pipeline. BRIDGE Housing strengthens communities by developing, owning, and managing high quality affordable homes for working families and seniors. Kurt will discuss completed projects in communities of color which articulate and animate principles of trauma-informed community design. He also will draw upon work in progress which deals with sites that have experienced hate crimes in recent years. The policy objective of restorative justice in historically marginalized communities of color will be explored as a means by which to redress systemic racism.



## COMMUNITY LED DESIGN PANEL

1:30PM – 3:00PM

SPOKANE CENTRAL LIBRARY, EVENT SPACE A/B

COME HEAR THREE INNOVATIVE APPROACHES TO HOUSING DEVELOPMENT AND DESIGN THAT WORK TO BUILD CULTURALLY RESPONSIVE PROJECTS THAT ALSO CHANGE OUR ECONOMIC SYSTEMS TO BE MORE INCLUSIVE, DIVERSE, AND DEMOCRATIC



**JEFF 'JD' DADE**

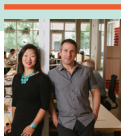
AYA

Jeff will be addressing the needs around community-level sustainability and the “missing middle housing”. Come learn how the need to build 1,000 housing units along Seattle’s MLK Way corridor began with finding a “credible messenger” and ended with the establishment of community advisory boards and a non-MOU cultural conservation partnership.

**Jeff “J.D.” Dade** is a dreamer, community real estate developer, accredited financial counselor, and a regional leader in the movement for racial economic equity. Jeff holds a Bachelor’s degree in Urban Studies and a Master’s degree in Community Planning. For decades, Jeff has worked to create innovative bridges for economic stability in the private, government, and nonprofit sectors including positions at Fortune 500 firms, with federal entities, and in academia. In his career, Jeff has held positions managing over \$300 million in assets, and has collected many titles including Afro-Prince, business banking assistant vice president, investment adviser, mortgage broker proprietor, and Certified DEI Consultant. Jeff is a Senior Fellow with the Environmental Leadership Program and an American Leadership Forum Fellow.

Jeff is devoted to building ecosystems that produce conditions for Black financial well-being, generational wealth, and quadruple bottom-line sustainability.





## GRACE KIM & MIKE MARIANO

### SCHEMATA WORKSHOP

Grace and Mike will talk about urban cohousing design and development. With more than a decade of experience and leadership with architecture firms in Chicago and Seattle, **Grace Kim and Mike Mariano** founded Schemata Workshop, Inc. in December 2004. The studio is a vibrant work space, built upon a foundation of mentorship and transparent collaboration within all aspects of the profession. Schemata strives to attract and retain self-motivated, creative individuals who share a passion for the practice of architecture and the improvement of our communities.



## JESS ZIMBABWE

### ENVIRONMENTAL WORKS

Jess will be presenting her design work from Environmental Works that explores issues around community identity, power structures, and who gets a say regarding how people's homes are designed. Jess will share two case studies that explore these concepts and look to final designs that celebrate the end user.

**Jess Zimbabwe** is the Executive Director of Environmental Works Community Design Center in Seattle, a nonprofit organization that plans, designs, and advocates for community-centered environments.

Previously, she led a consulting practice, Plot Strategies, and served as the founding Director of the Daniel Rose Center for Public Leadership—a partnership of the National League of Cities and the Urban Land Institute. Before that, Jess led the Mayors' Institute on City Design, and was Community Design Director at Urban Ecology in Oakland. She serves on the boards of Next City, the National Main Street Center, and Colloqate. She is a licensed architect, certified city planner, LEED-Accredited Professional, and a member of the urban planning faculty at the University of Washington.

# SCHEDULE

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## 08 WEDNESDAY

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### KEYNOTE SPEAKER SERGIO PALLERONI

(MORE ABOUT SERGIO PALLERONI ON PAGE 6-7)

### 5:00PM – 7:00PM RECEPTION & KEYNOTE ADDRESS

#### STEAMPLANT ROOFTOP

Learn how the Center for Public Interest Design (CPID) is collaborating with a diverse set of stakeholders to address the housing crisis as well as how to re-imagine the role of architects, communities, and even our government. CPID seeks deeper solutions that address not only housing needs but also the systemic problems that are at the root of the housing crisis.

## 09 THURSDAY

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### ECONOMICS OF INNOVATIVE HOUSING PANEL

### 9:00AM – 10:30AM

SPOKANE CENTRAL LIBRARY, EVENT SPACE A/B

\*BREAKFAST PROVIDED

#### SPEAKERS

- KEVIN KELLOGG, GORMAN & COMPANY – PLACEMAKING AND SUSTAINABILITY
- BEN MARITZ, GREAT EXPECTATIONS – MICRO-UNIT HOUSING
- CRUZE THOMPSON, RURAL RESOURCES COMMUNITY ACTION – RURAL HOUSING

## 09 THURSDAY

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### DESIGN JUSTICE & TRAUMA-INFORMED PANEL

11:30AM – 1:00PM

SPOKANE CENTRAL LIBRARY, EVENT SPACE A/B

\*LUNCH PROVIDED

#### SPEAKERS

- KURT CREAGER, BRIDGE HOUSING – DESIGN JUSTICE – INFORMED HOUSING
- SHARON STADELMAN AND DENA CARR, CATHOLIC CHARITIES EASTERN WASHINGTON – HOUSING SHELTER DESIGN

## 09 THURSDAY

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### COMMUNITY LED DESIGN PANEL

1:30PM – 3:00PM

SPOKANE CENTRAL LIBRARY, EVENT SPACE A/B

#### SPEAKERS

- JEFF 'JD' DADE, AYA
- GRACE KIM AND MIKE MARIANO, SCHEMATA WORKSHOP – URBAN COHOUSING DESIGN AND DEVELOPMENT
- JESS ZIMBABWE, ENVIRONMENTAL WORKS – NONPROFIT ARCHITECTURAL DESIGN



**INNOVATIVE  
URBANISM**  
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