



Southern California  
Development Forum

# Can we build our way out of LA's housing crisis?

Tuesday, April 9, 2019

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7:00am-9:00am

**City Club Los Angeles**  
**555 S. Flower Street, 51st Floor**  
**Los Angeles, CA 90071**

The Los Angeles market has seen rapid growth in the last six years in this commercial real estate cycle. How long will this continue? Despite the added inventory, the city is still experiencing a housing shortage, yet developers are faced with more mandated fees and high construction costs. Is this cost model viable across all project scales? This panel from the city and private development will share their perspective and their current view on the residential market and help us better understand where they see the biggest trend over the next few years: Opportunity zones, public private partnerships, adaptive reuse, large mega projects, urban infill.

## MODERATOR

**Edgar Khalatian**

Partner, Mayer Brown

## SPEAKERS

**Patrick Rhodes III**

Vice President, Development,  
Brookfield Properties

**Clifford P. Goldstein**

Founder of and Managing Partner,  
GPI Companies

**Mark Janda**

Senior Vice President, Development,  
Avalon Bay

**Kevin Keller**

Executive Officer, Los Angeles Dept. of  
City Planning

**Jessica Lall**

President and CEO, Central City  
Association

## PROGRAM DETAILS

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