



ULI Virginia Local Product Council:
The 55+ Lifestyle
2019 Membership Directory



ULI Virginia Local Product Council: The 55+ Lifestyle

By 2020, 30 percent of Virginia's population will be 55 and older. This growing demographic segment is fueled by the Baby Boomer generation which is living a longer more engaging life. The demands from citizens 55+ will provide numerous opportunities but also present challenges for planners, architects, developers, and elected officials. Making communities livable for those 55+ will require a range of requirements from transportation to housing to access to healthcare. This multi-disciplinary group will examine the future of the 55+ lifestyle and how Virginia, localities, and private companies are addressing the needs of this growing population segment.

Participant Commitment

- Meet 3 times per year
- Share information/best practices in 3 white papers published by ULI Virginia
- Participate and collaborate in a collegial and active manner

The goal of this LPC is to examine the impact of this growing demographic segment on planning, real estate development, and land use management in our communities. During Council meetings, members will explore current conditions, trends, and future approaches to these issues through a variety of Council activities including:

- Presentation of relevant policies, case studies, and transformational projects by public officials, planning and design professional, and developers
- Site tours of relevant projects throughout the state
- Small group break-out activities within the Council and sharing of findings

The stated goal of this Council is to identify specific issues related to the subject matter and develop a white-paper to capture the inputs, idea generation, observations, and recommendations related to the topics explored following each council meeting. These deliverables will be made available to the general membership of ULI following each meeting.

Each member of this Council is expected to participate and be fully engaged in meetings and to contribute materially to each deliverable.

Local Product Council

The ULI Virginia Local Product Council provides an opportunity for members to share and discuss with their peers pertinent issues that real estate and land use professionals face each day. Sharing many of the same characteristics as a National ULI Product Council, the ULI Virginia Local Product Council is consistent with ULI's tradition of sharing experiences gained, mistakes made and lessons learned. Please know that to get the most out of your experience, confidentiality is crucial.

Additional attributes the Local Product Council provides:

- A confidential, trusting environment for educational and idea exchanges
- Exploration of business and personal interests/issues
- Business and personal networking
- Professional and personal growth





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Mike C. Gray, APR, PCM, MIRM is a co-founder and Partner with Commonwealth Partnerships. He has over 15 years of experience working with private and publicly-traded real estate and senior living clients on media relations, crisis communications, and messaging. He has been recognized by PRSA, MarCom, NAHB, and others for his work and has become a “go-to” consultant for real estate developers, home builders, senior living operators, and A/E/C firms throughout the Mid-Atlantic. Mike has written and spoken extensively about trends related to 55+ housing and senior living to both local and national organizations. Named “Top 40 Under 40” by *Style Weekly* in 2015, Mike holds several leadership positions within the community including Commissioner for the Richmond Regional Planning District Commission, Advisory Board Member for ULI Virginia, Board of Directors member for Lewis Ginter Botanical Gardens, among others. In addition to leadership roles, Mike is a graduate of Leadership Metro Richmond and LEAD Virginia. He holds several certifications in marketing, public relations, and real estate financial modelling from the Urban Land Institute, National Association of Home Builders, Argentum, Public Relations Society of America, and the American Marketing Association. Mike graduated from the University of Richmond.

Mike Gray serves as the Chair of the ULI Virginia Local Product Council: The 55+ Lifestyle.



Ashley Peace, MURP
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Ashley Peace joined HHHunt as Director of Real Estate Development in August 2018. Peace develops new construction multifamily and senior living properties. Peace graduated Cum Laude with a Bachelor of Science from Virginia Tech. She holds a master’s degree in urban and regional planning (MURP) from Virginia Commonwealth University and brings over a decade of real estate knowledge with specialties in the areas of residential and commercial real estate, land use planning, and valuation.

Peace previously served as Director of Real Estate and Construction for Lidl US. She was instrumental in the retailer’s entry into the US market overseeing real estate acquisitions, land use development, and construction throughout the Southeast. Peace’s regional team constructed eight of Lidl’s first ten stores which opened on June 15, 2017. Her team completed 23 stores in 18 months. As a land use planner, Peace worked on large-scale economic development projects in the Richmond, VA region and provided planning and real estate consulting services to Bon Secours Richmond Health System. She also worked for Colliers International (formerly MGMiller Valuations) as a Commercial Real Estate Analyst having appraised over 100 commercial properties. Peace has valuation experience in all property types including residential, agricultural, industrial, retail, office, multi-family, hotels, and historic properties.

Ashley Peace serves as the Membership Chair of the ULI Virginia Local Product Council: The 55+ Lifestyle.





Christy Zeitz
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Christy Zeitz has created a lasting impact on many organizations during her 27 year career serving in leadership roles in management, fundraising, marketing and program development. Zeitz has raised millions of dollars for non-profit organizations, associations, and political campaigns. She has worked tirelessly to build strong relationships with corporate, foundation and individual donors and illustrate the lasting impact every donation has. For many years, Zeitz has helped nonprofits understand the power of strategic partnerships and how to leverage these relationships to garner resources beyond just the dollars. Zeitz is able to identify the right opportunities at the right time and take action to ensure their success.

Two years ago, Zeitz was hired as the executive director for Fellowship Square Foundation, a non-profit providing affordable housing to low-income seniors. In her two short years, she has grown the organization both in reputation and its financial footing. Prior to her current position, Zeitz served as executive director for HomeAid Northern Virginia, a non-profit that builds and renovates housing and shelters for the homeless.

Zeitz volunteers her time for many non-profit and professional organizations such as Naomi Project, Kappa Delta Alumnae and the Housing Association for Nonprofit Developers. She is a current Board member of Cornerstones Housing Corp, Community Lodgings in Alexandria and Fairfax County Long Term Care Coordinating Council. She is a recent former Board member of O.A.R. Northern Virginia and the Fairfax County Domestic Violence Policy and Prevention Coordinating Council. She received a B.A. in International Studies and Political Science from West Virginia University and lives in Alexandria, Virginia.

Christy Zeitz serves as the Programs Chair of the ULI Virginia Local Product Council: The 55+ Lifestyle.





David R. Auman, P.E.
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David Auman entered the Richmond, Virginia construction market in 1989. Since then, he has participated in the completion of over \$750 million dollars of commercial construction work. This work has included projects in healthcare, pharmaceutical, hospitality, cultural, corporate, office, retail, restaurants, industrial, distribution, warehouse, historic renovation, manufacturing, and recreational facilities.

David is a 1984 graduate of the United States Military Academy at West Point. He is a graduate of the Army's Airborne School, Jungle School, and Ranger School. He is also a registered structural engineer in the Commonwealth of Virginia. He served in the military until 1989 and constructed various projects both domestically and abroad. In 2001, Inside Business Magazine named him to Richmond's "Top 40 under 40". In 2003, David was accepted into the Executive MBA program at the Fuqua School of Business at Duke University. Shortly after that acceptance, he decided to defer that program and start The Capstone Contracting Company. Since 2003, Capstone has experienced controlled growth in the Richmond marketplace.

David was the past president of GRACRE (Greater Richmond Association for Commercial Real Estate) in 2009 and was a former Board Member of that organization for 6 years. He is a member of the Executive Committee for the Richmond Real Estate Group and a member of both the VCU Real Estate Circle of Excellence and the Association of General Contractors. He is also active volunteers with Anna Julia Cooper Episcopal School and the West Point Society of Richmond.



Sam Castonguay, P.E.
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Sam Castonguay is originally from Seattle and Harrisburg but has lived and worked in Richmond, VA since graduating from Virginia Tech with a degree in Civil Engineering. Castonguay is a civil engineer in the Residential Development Group of the Private Development Division at Timmons Group. At Timmons, Castonguay focuses on the design of subdivisions, apartments, and mixed-use developments in the greater Richmond area.

As a city resident, he enjoys observing how people interact with the infrastructure and how that could translate to design improvements. Castonguay is excited to see the impact the aging population will have on development, particularly within the urban environmental. In his free time, Castonguay enjoys running, cycling, ice hockey, and live music.





Roger A. Glover, III
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Roger A. Glover, founder and President of Cornerstone Homes, has been involved in real estate development for over 30 years. As managing partner of three different residential building companies, Roger has developed active adult communities in Tennessee, Louisiana, North Carolina and Virginia, with more than 1,500 active adult condominium homes built since 1999. Roger obtained his bachelor's degree from Hampden-Sydney College. He then attended the T.C. Williams School of Law and E. Claiborne Robins School of Business at the University of Richmond, where he obtained his law degree and master's in business administration in 1988.



Craig Kotarski, PE

Craig Kotarski, PE is a Principal with Timmons Group, leading their Charlottesville office. After graduating from the University of Virginia, he has led design and planning for projects ranging from industrial and commercial to residential and institutional. He was a selection to Engineering News Record's Top 20 Under 40, as well as holding leadership positions with both the Urban Land Institute and Virginia Economic Developers Association. Craig works closely with the design team in all aspects on an array of projects, ensuring quality during design and appropriate oversight during the construction process.



Mark Mascotte
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Mark Mascotte graduated from St Lawrence University and received his law degree from Pace University. Mark practiced law in San Francisco until he was recruited by Tech Space, Inc., a real estate investment firm that provides managed commercial office buildings and services. Mark was later hired by the Swig Company as the leasing director of the company's office building portfolio.

In 2005, Mark and his wife Carter moved back to her home town of Charlottesville. Since that time, Mark has continued work as a real estate sales broker, and has been directly involved in large downtown residential and commercial developments.

Mark works with both buyers and sellers of residential, estate, farm, and commercial income producing properties. He provides his clients with tailored market analyses and generates effective marketing and sales materials that are organized, focused, and results driven. Mark joined McLean Falconer in January 2015, and his extensive real estate transaction experience leads to successful closing sales transactions.

Mark and Carter live in Albemarle County with their three children, three dogs and give or take eight or nine chickens.



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Jonathan Ridout is Vice President of Land Development for HHHunt Communities and has been with the company since 2005. As Vice President of Land Development, his responsibilities include the development of new master-planned residential communities including: Rutland, Charter Colony, Whitehall, Providence, Holloway, Westin Estates, and most recently, River Mill, Wescott, Mosaic at West Creek, and Southerly at Caldwell Park.

Jonathan is an active member of the Richmond community serving on the boards of the Home Builders Association of Richmond and Chesterfield Chamber of Commerce. Jonathan holds a BS from Virginia Commonwealth University in Urban Planning and an MBA from the College of William and Mary. Before joining HHHunt Communities in 2005, Jonathan was an Associate Executive Director at the YMCA of Greater Richmond.





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Muriel Rodriguez is Vice President, Business Development for at Schnabel Engineering. As business development manager, Rodriguez cares for existing clients and expands Schnabel clientele and opportunities throughout Virginia and the Mid-Atlantic region. Muriel has over 30 years' experience developing and maintaining strong relationships with key clients in both the private and public sectors.

Rodriguez is very active in professional associations and has held leadership positions on executive boards. She has been very involved in the Urban Land Institute (ULI) and was elected to serve as the first Chair for the newly combined ULI Virginia which merged the existing ULI Richmond and ULI Hampton Roads into one ULI Virginia District Council. Under her leadership the ULI Charlottesville satellite was formed and integrated. She served as Chair (2015-2017) and Governance (2017-present).

Rodriguez also served as CREW Richmond President (2006); and is active in the Women Transportation Seminars (WTS); Design Build Institute of America (DBIA); and Henrico Business Leaders. Muriel is a member of the VCU Circle of Excellence and the exclusive Richmond Real Estate Group. Muriel was recognized by CREW Richmond as one of the "Top 25 Women to Watch in Commercial Real Estate."



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Brian Toland is a graduate of Randolph-Macon College and has spent the last 20 years working in various areas of the construction industry to include geotechnical engineering and inspections, site design, construction administration, home building and land development. Toland is a Construction Manager with HHHunt in the Communities Division.

Toland is married to his wife, Karrie of 22 years. He has two boys, Ben and Will. When not at work, Toland and his family enjoy baseball, hunting, fishing, golf and outdoor activities.

