

**The Westside Urban Forum Presents**  
**“California’s Duplex Revolution: Unpacking SB9, The California HOME Act”**  
Thursday July 20th, 2023

## Panelists

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### **Ross Fehrman**

Senior Planner, City of Santa Monica

Ross Fehrman is a Senior Planner for the City of Santa Monica, in where he has worked for the past 7 years. During his time at Santa Monica, Ross has been the project lead on the comprehensive update to the city’s Single-Unit Residential Zoning District development standards to address community concerns regarding scale of new construction and neighborhood compatibility, drafted the city’s updated ADU ordinance, and most recently has been part of the team updating Santa Monica’s Housing Element. In addition to his development project review duties, Ross is currently focused on the implementation of various Housing Element programs, which has included the adoption of a local SB 9 ordinance.



### **Daniel Gehman, AIA, LEED AP**

Principal, Danielian Associates Architects + Planners

As Principal at Danielian Associates, Daniel champions the firm’s multifamily studio and focuses on higher density, multifamily, mixed-use developments and infill. His work history has found solutions for every development challenge, from programming and master planning to new residential product development and adaptive re-use.

Daniel has a passion for people, teamwork, and collaboration – he leads by example and enjoys mentoring and coaching. Daniel encourages enhanced levels of creativity, delivers unrivaled client experience, and continuously identifies disruptive ways to more efficiently design and build housing. He has over 30 years of experience working in various leadership roles at top architecture firms. More recently, Daniel worked primarily as a leader in multifamily and hospitality design, though his background includes experience in all aspects of the architectural process. Daniel has successfully built teams, led studios, and continuously strives for design excellence.

Daniel received his bachelor's degree in architecture from Cornell University and is a guest lecturer for the USC Master of Real Estate Development program. He is a dynamic and sought-after industry speaker, contributing thought leader, a full member of ULI, and sits on the Multifamily Council at NAHB.

**Seth Philips**

Founder, ADU Gold

Seth Philips is the founder and head of ADU Gold. He has been a licensed broker/agent for over 30 years, and has 13 years of Real Estate development experience. He has done over 100 home renovations, and also founded the ADU meetup group, which boasts over 700 members.

**Sean Phillips**

Co-Founder, Homestead

Sean Phillips is the Co-Founder of Homestead, which is the first development platform for homeowners. Founded by two MIT architecture graduates, Homestead uses technology to help homeowners create income from their largest asset—their home—without selling and leaving their community. Partnering with Homestead, homeowners create new housing units on their lot and keep profit within the neighborhood—an alternative to gentrification & displacement.

**Moderator****Nick Marichich**

Principle Planner, Los Angeles Dept. of City Planning

Nick Marichich is a Principal City Planner with the Los Angeles Department of City Planning, where he leads the Citywide Policy Division. In this role, he oversees teams dedicated to comprehensive planning, housing policy, mobility, and environmental justice. Prior to this role, Nick served as the Director of Planning Policy and Development in the Office of Los Angeles Mayor Eric Garcetti, where he was the mayor's policy advisor on city planning matters and coordinated current and advance planning initiatives across multiple

city departments. In Nick's 16 years with the City of Los Angeles, he has held a range of positions, including as a Senior City Planner managing a comprehensive update to the City's Zoning Code. He also has led community planning efforts for the City's downtown core and served as a planning liaison to Los Angeles International Airport (LAX). Nick joined the City of Los Angeles in 2007 after working in both the private and non-profit sectors. He obtained his bachelor's degree in Geography with a minor in City and Regional Planning from the University of California, Berkeley, and holds a master's degree in Urban Planning from the University of California, Los Angeles.