



Kim Diamond

Pulte Homes

Although born in Los Angeles, Calif. and raised in Southern California, Kim Diamond traveled to Massachusetts for college. She earned her liberal arts degree in American studies at Tufts University in 1991, where she developed an interest in urban planning and urban design. Aware her career path would lead her in that direction, she furthered her education by obtaining a masters degree in urban planning from University of California at Los Angeles in 1996.

Kim's first job after graduate school was in Marina del Rey with MIG, a corporation founded in 1981 that focuses on planning, designing and sustaining environments that support human development. Kim eventually transferred to the company headquarters in Berkeley, where she worked on public participation and strategic planning projects. It was her goal to discover a way to involve the public in that planning and development process. She enjoyed the work but due to its narrow niche, decided that she wanted to get involved in real estate development, specifically in the housing industry, where the results were tangible. To be involved on the ground floor, to watch the process and to see it to completion was important to her.

That brought her to Catellus, a master developer that creates well-planned and sustainable mixed-use and retail developments. There she worked as an entitlements manager in the residential and mixed-use sector and was involved in a variety of projects including the conversion of the first phase of the Alameda Naval Air Station to a 485-unit master planned community, a mixed-use housing development in Emeryville, and a student housing project at University of California at Davis. Unfortunately, due to a change in the company's business strategy, the residential group at Catellus shrunk from a few hundred employees to six. And after six years, Kim began looking for work again. She continued to be interested in urban infill work, but wanted to be involved on the acquisitions side of the industry.

In March 2004, she reconnected with Steve Kambach, a former vice president at Catellus, who was working as division president of Pulte Homes. Well aware of Kim's expertise, Kambach offered Kim the senior manager of land acquisition and entitlements position at Pulte where she has been there ever since. Today, she concentrates on residential urban infill and redevelopment in the East Bay. Earlier this year, Pulte's Zephyr Gate project, part of a 29-acre master planned community in West Oakland, participated in Build It Green's annual home tour of new residences in Alameda and Contra Costa counties (see cover story). In addition to the green features of Zephyr Gate, the development offers affordability and innovative architecture.

Kim serves on the executive committee of the Urban Land Institute's San Francisco District Council. She also chairs HBANC's Green Building Working Group. She and her husband, Craig, live in Oakland with Kim's stepdaughter, Rylee.

Q&A

Q: *What is your typical day like?*

A: It's a combination of tasks. I continually look at new properties, work on early land plans and site plans, and run proformas. I perform a lot of research, trying to figure out what makes sense financially on a site as well as what the city and community want. Currently I'm working on the entitlements for a 73-unit community in the city of Orinda, next to the BART station.

Q: *How has Pulte reacted to the market slow down?*

A: Unfortunately, management has had to let some people go, but Pulte remains committed to its workforce. The company is investing in its employees, and working on ongoing training, reinforcing its core competency so we're ready for the next wave. We know it will come again. The market will turn around and we'll be stronger for it.

Q: *Are you involved in HBANC?*

A: Yes, I am the first chair of the new Green Building Working Group and we are currently in the process of getting that up and running. We had our first meeting a few months ago, and will be scheduling a series of meetings throughout the rest of the year. Many cities are adopting green programs and encouraging and/or requiring developers to embrace them, and we need to be prepared for these changes. HBANC supports and has endorsed Build It Green's GreenPoint Rated program.

Q: *Is the green movement here to stay?*

A: Pulte has been building green, and now we can boast third-party certification through partnership with Build It Green. Pulte has been able to utilize the Build It Green program to measure the depth or level of sustainability of one of its communities, Zephyr Gate. At Pulte, we have always cared about building a high-quality home and delighting our customers; we had never measured this against a 'green' standard. I think that Pulte is not alone among homebuilders in this realization. The green movement is here to stay, and we are finding our place and a way to make a positive difference.