

# **TOD MarketPlace 2007**

## **Connecting Cities and Developers to Transit-Oriented Development**

Co-Sponsored by:  
MTC/ABAG  
Non-Profit Housing Association of Northern California  
Reconnecting America  
ULI San Francisco

**Friday September 28, 2007**  
**8:00 am – 3:30 pm**

**Gaia Building Theatre**  
**2116 Allston Way**  
**Berkeley, CA**  
At Shattuck, Downtown Berkeley BART

### **Registration:**

*Private Sector:* \$70 ULI members, \$90 non-members  
*Public Sector/Non-Profit:* \$40 ULI members, \$60 non-members  
*Young Leaders:* \$30 ULI members, \$50 non-members  
*Students:* \$15 ULI members, \$25 non-members

### **Who Should Attend:**

- Development industry professionals who are seeking sites for transit-oriented development (TOD).
- City officials and staff who have plans seeking TOD for downtowns, station areas, and town centers.

Attendees will gain concrete tools from practioners for implementing TOD.

### **AGENDA**

<b>8:00 – 8:30</b>	<b>Registration, breakfast</b>
<b>8:30 – 8:35</b>	<b>Welcome</b> Wendy Cosin, Deputy Planning Director, City of Berkeley
<b>8:35 – 9:35</b>	<b>The Bay Area as a Transit-Oriented Region</b> <i>Moderator:</i> Shelley Poticha, Reconnecting America

*Transit Station Planning & Investments:* Steve Heminger, MTC  
*FOCUS:* Ted Droettboom, Joint Policy Committee  
*Great Communities Collaborative:* Tom Steinbach, Greenbelt  
*For-Profit Developer:* Rick Holliday, Holliday Development  
*Non-Profit Developer:* Ryan Chao, Sattelite Senior Housing

**9:45 – 10:40      How-To TOD: Best Practice Case Study Breakouts**  
*Learn the nuts & bolts of creating a fabulous and feasible station area plan and developments. Choose the city most relevant for your jurisdiction.*

<b>Room 1: San Jose</b>	<i>Planner:</i> Laurel Prevetti, Deputy Director, Planning Department <i>Developer:</i> Linda Mandolini, Executive Director, EDEN Housing
<b>Room 2: Mountain View</b>	<i>Planner:</i> Aarti Shrivastava, Planning Director & Elaine Costello, Community Development Director <i>Developer:</i> Carl Shannon, Managing Director, Tishman Speyer
<b>Room 3: Walnut Creek</b>	<i>Planner:</i> Valerie Barone, Community Development Director <i>Developer:</i> Brad Blake, CEO, Blake Hunt Ventures

**10:45 – 12:00      TOD Marketplace: Feedback Panels**  
*Cities present 10 minute on their TOD Plans to date and opportunity sites, developers provide advice on feasibility.*  
*Room 1: Santa Clara/San José*  
*Room 2: Fairfield*  
*Room 3: Richmond*

**12:00 – 12:45      Networking Lunch**

**1:00 – 2:15      TOD Marketplace: Feedback Panels**  
*Cities present 10 minute on their TOD Plans to date and opportunity sites, developers provide advice on feasibility.*  
*Room 1: Fremont*  
*Room 2: Santa Rosa*

**2:30 – 3:30      Walking Tour: New Developments in Downtown Berkeley**  
 Wendy Cosin, Deputy Planning Director, City of Berkeley  
 Patrick Kennedy, Owner, Panoramic Interests

To register for the event:  
[http://www.uli.org/AM/Template.cfm?Section=District\\_Councils1&Template=/Security/Login.cfm](http://www.uli.org/AM/Template.cfm?Section=District_Councils1&Template=/Security/Login.cfm)  
 For more information: [www.todmarketplace.org](http://www.todmarketplace.org)