

TOD MARKETPLACE:

CONNECTING CITIES AND DEVELOPERS TO
TRANSIT-ORIENTED DEVELOPMENT

Friday, September 29, 2006

San Mateo County History Museum
777 Hamilton St., Redwood City, CA



More Information:

<http://www.uli.org/events/index.cfm?id=1874>

Co-Sponsored by:

- Metropolitan Transportation Commission (MTC)
- Association of Bay Area Governments (ABAG)
- Reconnecting America
- ULI San Francisco
- The Non-Profit Housing Association of Northern California



ABAG



ULI San Francisco



THE NON-PROFIT HOUSING
ASSOCIATION OF
NORTHERN CALIFORNIA



8:00 – 8:30 Registration, breakfast

8:30 – 8:45 Welcome

- **Henry Gardner**, Executive Director ABAG
 - **Steve Heminger**, Executive Director, MTC
 - **Kate White**, Executive Director, ULI San Francisco
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8:45 – 9:30 Keynote

- **Will Fleissig**, Director for Development, Urban Villages, Inc.
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9:30 – 10:30 TOD Market Trends Panel

Learn about how changing demographics are dramatically increasing the demand for TOD, and what developers need from cities in order to be attracted to specific sites.

- Moderator:
Shelley Poticha, Executive Director, Reconnecting America
 - TOD Trends:
Dena Belzer, Principal, Strategic Economics
 - Residential Developers Needs:
Steve Kalmbach, Division President, Pulte Homes
 - Finding Investors:
Chris Meany, Partner, Wilson Meany Sullivan
 - Affordable Housing :
Carol Galante, President CEO, BRIDGE Housing
 - Public Sector Role:
Ralph Petty, Director of Community Development, City of Millbrae
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10:45 – 12:00 How-To TOD: 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.

**ROOM 1 – Small City Case Study:
City of Hercules New Town Center**

- Moderator: **Jesse Smith**, City Attorney, City of San Francisco
- **Steve Lawton**, Community Development Director, City of Hercules & **Tom Weigel**, Founder & President, Red Barn

**ROOM 2 – Suburban Case Studies: Redwood City Downtown
& City of Dublin Affordable Housing**

- Moderator: **Lynn Sedway**, Executive Managing Director, Sedway Group/CBRE Consulting
- **Susan Moeller**, Redevelopment Manager & **Dan Zack**, Downtown Development Coordinator & **John Anagnostou**, President, Broadway Entertainment Coordinator, City of Redwood City
- **Mary Murtagh**, President/CEO, EAH, inc.
- **Marnie Nuccio**, Associate Planner, City of Dublin

ROOM 3 – Urban Case Study: City of Oakland Uptown District

- Moderator: **Gary Binger**, Planner Consultant
- **Susan Smartt**, Senior Vice President, Forest City & **Jens Hillmer**, Urban Economic Coordinator, City of Oakland Redevelopment Agency
- **Dan Sawislak**, Executive Director, Resources for Community Development

12:00 – 12:45 Networking Lunch

1:00 – 3:15 TOD MarketPlace

Cities give 5-10 minute presentations of their TOD Plans to-date and opportunity sites and developers provide informal feasibility feedback.

1:00 – 1:45 Break-Out Session One**ROOM 1 – City of San Leandro**

Moderator: **Rick Dishnica**

Developer Panel: SKS, Regis, Rafanelli & Nahas, BRIDGE, Triad

ROOM 2 – City of Petaluma

Moderator: **Andy Barnes**

Developer Panel: Blake Hunt Ventures, EAH, AF Evans

ROOM 3 – City of San Rafael

Developer Panel: Kiwi Properties, RCD

1:45 – 2:30 Break-Out Session Two**ROOM 1 – City of Milpitas**

Moderator: **Rick Dishnica**

Developer Panel: SKS, Regis, Castle Group, BRIDGE, AF Evans

ROOM 2 – City of Pittsburg

Moderator: **Amy Neches**

Developer Panel: SKS, Blake Hunt Ventures, Forest City, RCD

ROOM 3 – City of El Cerrito

Moderator: **Jesse Smith**

Developer Panel: Assembledge+, Rafanelli & Nahas, Castle Group, EAH

2:30 – 3:15 Break-Out Session Three**ROOM 1 – City of Hayward**

Moderator: **Amy Neches**

Developer Panel: SKS, Regis, Castle Group, RCD, Regis Homes

ROOM 2 – City of San Mateo

Moderator: **Amy Neches**

Developer Panel: TMG, Castle Group, Urban Housing, Forest City, Mid-Pennisula, Regis

ROOM 3 – City of San Bruno

Developer Panel: Masterdevco, BRIDGE

3:30 – 4:30 Tour of Downtown Redwood City

Featuring new housing on El Camino and the train station.