

# TOD MarketPlace 2009

Connecting Cities and Developers Making Transit-Oriented Development Work

## SAVE THE DATE!

Thursday, September 24, 2009

Hilton San Jose  
San Jose, California  
9:00 am – 4:30 pm

[www.todmarketplace.org](http://www.todmarketplace.org)  
[www.ulisf.org](http://www.ulisf.org)

### Day will include:

- Keynote by Christopher B. Leinberger, The Brookings Institute
- How to TOD: Best Practices Case Studies
- ULI Expert Panels on Cities' TOD Plans
- Workshops on TOD Financing, Policy, and Design
- Walking Tour



## DEVELOPMENT OPPORTUNITIES TOUR SERIES

The Bay Area will spend over \$10 billion on transit investments over the next decade creating thousands of strategically located development opportunities. New transit-oriented development (TOD) will increase ridership and strengthen communities near new and existing transit stations. Please join ULI San Francisco this summer to learn about these plans and opportunity sites through our series of Bay Area TOD tours. Explore featured cities with their planners, stakeholders, and ULI San Francisco's Technical Assistance Panels. Then, attend the TOD MarketPlace event to hear the Panels' advice regarding the opportunity sites toured.

The 2009 TOD MarketPlace event will take place on Thursday, September 24th at the Hilton San Jose (300 Almaden Blvd., San Jose). For additional details regarding individual tours, see below. Space is limited.

**For addition details regarding the TOD MarketPlace and registration information please visit: [www.todmarketplace.org](http://www.todmarketplace.org).**

To register, visit [www.todmarketplace.org](http://www.todmarketplace.org), [www.ulisf.org](http://www.ulisf.org), or call Customer Service at **800-321-5011**.

### Tour SMART STATION AREA, CLOVERDALE, SONOMA COUNTY

Tues, June 23, 2009 / 8:30-10:00am

The City of Cloverdale is the northernmost terminus for the Sonoma – Marina Area Rail Transit (SMART) project, which will link northern Sonoma County to the employment hubs of Santa Rosa and San Francisco. SMART riders will have access to the Lakspur Ferry Terminal service that will connect to San Francisco and Oakland. The City of Cloverdale is in the early stages of developing a Station and Downtown Area Plan. The plan will identify key transit development opportunities that aim to better connect the Downtown to the future SMART station. The Station and Downtown Area Plan will promote connectivity, alignment with MTC/ABAG's SMART corridor housing/job density objective of 2,200 units per station, and feature pedestrian friendly connections to the new SMART station. This tour will examine the plans, initiatives, developments, and key opportunity sites in the transit corridor.

### Tour HILLCREST STATION AREA, ANTIOCH

Fri, July 10, 2009 / 8:30-10:00am

BART has approved an extension in Antioch to a new Hillcrest eBART Station. The new station is scheduled for operation in 2015, and the City of Antioch has adopted a Hillcrest Station Area Plan to redevelop a surrounding 375-acre site. The site will include 2,500 new homes, 5,600 new jobs, and more than two million square feet of commercial retail, all within walking distance of the future station. The plan aims to connect Antioch to the existing Pittsburgh Bay Point station and the BART rail network. Join us on a tour lead by Victor Carniglia and other stakeholders to learn more about Antioch's plans for TOD around the Hillcrest station area.



**Urban Land San Francisco Institute**

Co-Sponsored by: ULI San Francisco, Metropolitan Transportation Commission, Association of Bay Area Governments, Non-Profit Housing Association of Northern California, Greenbelt Alliance, and Reconnecting America

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### Tour DIRIDON STATION AREA, SAN JOSE

Thurs, July 23, 2009 / 8:30-10:00am

Currently, the Diridon Station area is a gateway to Downtown San Jose and home to HP Pavilion. The City of San Jose plans to improve connectivity to the Diridon Station on a local and regional scale. Transit plans proposed include High Speed Rail (HSR), the Silicon Valley Rapid Transit (SVRT) BART subway extension, and VTA's Bus Rapid Transit. These, in addition to existing rail and bus options, position Diridon Station as a strategic location for transit-oriented development in the Bay Area. These plans have already sparked urban infill developments, and the prospect of being one of the stations along the United State's first HSR corridor has drawn international attention to the 130-acre Diridon Station Area. Join Hans Larsen and other stakeholders to learn more about the Diridon Redevelopment Station Area Plan and opportunity sites.

### Tour BROADWAY/VALDEZ DISTRICT SPECIFIC PLAN, OAKLAND

Tue, July 28, 2009 / 8:30-10:00am

Defined as the City of Oakland's "Main Street," this 1-mile 24-acre spine of Broadway provides many redevelopment opportunities for the City, bringing 1,700 new homes and more than 3,900 new jobs to the area. Strategically nestled between downtown, residential neighborhoods, the successful Piedmont Avenue retail district, and two medical campuses, the Broadway Retail Transit Corridor is an opportunity for the City to establish a new pedestrian friendly, vibrant retail core in Oakland. The area will undergo a significant transition over the next few years. Auto dealerships will be relocated to make way for transit-oriented residential, mixed-use, and commercial development. The project is currently in the early stages of developing a Specific Plan and Environmental Impact Report. Join us on a tour lead by Kerry-Jo Ricketts Ferris and other stakeholders to learn more about Oakland's plans for TOD in and around the Broadway/Valdez District area.

### Tour EL CAMINO REAL/DOWNTOWN SPECIFIC PLAN & THE GRAND BOULEVARD INITIATIVE, MENLO PARK

Wed, July 29, 2009 / 8:30-10:00am

In collaboration with 19 cities throughout San Mateo and Santa Clara Counties, the Grand Boulevard Initiative is leading an effort to improve transit service, pedestrian safety, and the overall aesthetic appeal of El Camino Real. If successful, the effort will improve transportation services and create a cohesive feel for businesses and travelers along the historic El Camino Real, offering dozens of strategic development opportunities along the corridor for years to come. This tour will feature Menlo Park's plans as a model for achieving the goals of the larger Grand Boulevard Initiative.

The City of Menlo Park is currently evaluating alternatives for redevelopment of its auto dealers along El Camino Real. Menlo Park's goal is to improve workforce housing, infrastructure, and pedestrian alternatives in the 100-acre study area surrounding downtown. Although the City of Menlo Park has not formally adopted the Grand Boulevard Initiative, it has agreed to participate as a TOD opportunity tour site as due diligence for addressing land use challenges along its historic El Camino corridor.

