



**BAPDA**  
BAY AREA PLANNING DIRECTORS ASSOCIATION

## Spring 2017 Meeting

**April 28, 2017  
8:30am to 1:30pm**

**Nile Hall, Preservation Park  
668 13th Street, Oakland**

## Rediscovering Main Street: Strategies for a Thriving Downtown

### AGENDA

8:30am **Registration / Continental Breakfast**

9:00am **Welcome and Introductions**

*The desire to rediscover the classic Main Street as the heart and soul of the city has resurfaced in many forms throughout the country. In the Bay Area, we have seen numerous downtowns repurposed to more successfully capture a sense of community and place, as a draw for employment and housing, a destination for leisure and entertainment, and a place for preserving the historic past. Planners from four Bay Area cities with thriving, but very different Main Streets will share their insights about successful downtown planning. The second session will include the perspectives of developers, economists, and other professionals to examine strategies that make for a successful and viable downtown.*



Al Savay, AICP · BAPDA Chair; Community & Economic Development Director, City of San Carlos

9:15am

### **Downtown Planning Panel**

*What is unique about the “Main Street” character – about its sense of place, scale, feeling, retail experience and heritage that are not found in other locations of the city? Does design enhance our experience? What are the elements that make downtown an engaging place to shop, work, walk, invest in, and live? What plans are cities putting in place to enhance and sustain the viability and quality of the downtown experience? Planners from several Bay Area cities with thriving, but very different Main Streets will share their insights about successful downtown planning.*



Moderator: **Miriam Chion** · Planning and Research Director, Association of Bay Area Governments

Panelists: **Aaron Aknin**, AICP · Assistant City Manager and Community Development Director, City of Redwood City

**Scott Duiven** · Senior Planner, City of Petaluma

**Rosalynn Hughey** · Assistant Planning Director, City of San Jose

**Kwame Reed** · Senior Analyst, City of Brentwood

10:45am

### **Break / Networking**

11:00am

### **Economic Positioning & Strategy Panel**

*How do we enhance and maintain downtown vibrancy and competitiveness? What do current market forces tell us about developing long-term solutions? How do we sharpen the competitiveness of Main Street’s traditional merchants, recruit new businesses, convert existing space, and zone to spur renewal? This session will include the perspectives of developers, economists, and other professionals to examine strategies that make for a successful and viable downtown, as well as future trends.*



Moderator: **Cynthia Kroll** · Chief Economist, Association of Bay Area Governments

Panelists: **Christine Firstenberg** · Senior Vice President, JLL

**Mike Ghielmetti** · Founder and President, Signature Development Group

**David Greensfelder** · Managing Principal, Greensfelder Commercial Real Estate

**Jason Moody** · Managing Principal, Economic & Planning Systems

12:30pm

### **Lunch / Networking**