

2005 SEMINAR SERIES

BLUEPRINT IMPLEMENTATION

TOPIC

What are the realities of mixed-use development in greenfield settings?

The views from the professions that evaluate development proposals

**Wednesday
April 27, 2005
1:00 - 3:00 p.m.**

Sacramento Area
Council of Governments
1415 L Street
Suite 300
Sacramento, CA

Mixed-use in undeveloped land is one option that some communities are considering to grow smarter. Uses may be integrated vertically, which may be one stacked on the other, more characterized by infill development, or it may be mixed horizontally, where uses are closely adjacent to one another. Hear what experts in the design, development, finance and market analysis fields have to say about greenfield mixed-use development; when does it make sense, what do retail tenants and lenders look for, and how can they be designed effectively?

PANELISTS

- Paul Junker, Rancho Cordova Planning Director; Pam Johns, Planning Consultant with PMC; and Rudy Kadlub, CEO Costa Pacific Communities—discussing mixed-use development in Rancho Cordova;
- Bob Boileau, Principal Designer for Orenco Station Town Center (Portland area), and Partner, Fletcher Farr Ayotte (architects);
- Matt Kowta, real estate economist and Principal, Bay Area Economics; and
- Nathan Baker, commercial real estate lender, Wells Fargo Bank.

All staff members from local government planning and public works departments are strongly encouraged to attend these seminars. These monthly meetings are designed to provide technical support for real-life implementation of the Blueprint principles.

If you have questions, please contact Greg Chew of SACOG at (916) 340-6227 or at gchew@sacog.org.

1415 L Street,
Suite 300
Sacramento, CA
95814

tel: 916.321.9000
fax: 916.321.9551
tdd: 916.321.9550
www.sacog.org

