

ULI Panel Resulted in Improvements to Recession-Hit Commercial Street in Tijuana

Technical Assistance Program—Downtown Tijuana Revitalization Plan

ULI San Diego/Tijuana

Volunteer value	\$107,200
In-kind support	\$5,500
Total	\$112,700
ULI investment	\$10,000
Financial leverage	11:1

ULI contribution: ULI San Diego/Tijuana conducted a Technical Assistance Program on the revitalization of a major tourist street in downtown Tijuana badly hurt by the recent recession. The

members recommended redevelopment of two catalytic blocks in the district in order to improve public space and attract more residents and customers.

Outcome: Members' recommendations have been put into immediate action, including formation of a business improvement district to keep the streets clean and safe, and relocation of unlicensed vendors to an area that is being designed specifically for them.



Impact

“ULI is committed to making a positive difference in the quality of life throughout our entire cross-border region. Coming together with land use professionals from both sides of the border allowed a unique forum for looking at problems and potential solutions.”

—GREG SHANNON, SEDONA PACIFIC