



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

Staff Report
November 13, 2008

Honorable Mayor and
Members of the City Council

Title: Status Report on the Fall 2008 Planning Academy

Location/Council District: Citywide program encompassing all Council Districts

Recommendation: Receive and File

Contact: Greg Sandlund, Assistant Planner, 808-8931; Jim McDonald AICP, Senior Planner, 808-5723

Presenters: Greg Sandlund, Assistant Planner, 808-8931;

Department: Planning Department

Division: Long Range Planning

Organization No: 22001111

Description:

The Fall 2008 Planning Academy is the 10th Planning Academy session since the Planning Academy was initiated in 2002. Twenty five participants representing a diversity of affiliations and perspectives completed the fall session, bringing the cumulative total of graduates to 271. A roster of the graduates is provided on page 5 (Attachment 2). The Academy is offered twice annually, in the Spring and Fall. Recruitment for the Spring 2009 Academy is expected to begin in mid February.

Policy Considerations: The Planning Academy is consistent with the City's Smart Growth Principles, and the City's goal of reconnecting with its neighborhoods and enhancing educational opportunities for the entire community, as stated in the City's Strategic Plan. City Council directed staff to create a smart growth implementation strategy, which would include the Planning Academy, when it adopted Smart Growth Principles into the General Plan on December 4, 2001. Since its inception, the Planning Academy has provided information to citizens about the City's planning process, the benefits of Smart Growth, and how to more effectively participate in future planning efforts.

Committee/Commission Action: None is required for this report

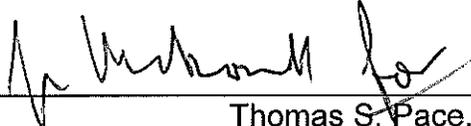
Environmental Considerations: Not applicable

Sustainability Considerations: The Planning Academy is consistent with the Sustainability Master Plan's goal of promoting innovative programs to educate the public about climate change. The eighth class of the Planning Academy is titled "Creating a Sustainable City" where ecological building, environmental planning and design, as well as the City's Sustainability Master Plan is presented and discussed.

Rationale for Recommendation: Not applicable

Financial Considerations: The Planning Academy costs approximately \$5,000 per course to operate, not including in-kind staff time, depending on the number of participants and course length. Costs are funded through the Planning Department's operating budget.

Emerging Small Business Development (ESBD): Not applicable

Respectfully Submitted by: 
Thomas S. Pace,
Long Range Planning Manager, Planning Department

Approved by: 
Carol Shearly
Director of Planning, Planning Department

Recommendation Approved:

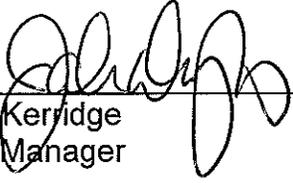

Ray Kerridge
City Manager

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BACKGROUND INFORMATION

Purpose of the Planning Academy:

- To encourage citizens and other stakeholders to participate in the City's planning process by providing information about the planning process (MATRIX, General Plan, Zoning, Design Review, Historic Preservation, and the California Environmental Quality Act [CEQA])
- To help participants become more effective community advocates for good planning by helping facilitate a better understanding of the complex issues that growth and development encompass

History of the Planning Academy:

- City Council directed staff to create a Smart Growth implementation strategy, which would include the Planning Academy, when it adopted Smart Growth Principles into the General Plan on December 4, 2001
- The first classes took place in 2002 and 2003
- Ten Planning Academy courses have been completed, including Fall 2008
- The Planning Academy received the American Planning Association's *Leadership and Service Education Program Award* in 2003 and the Sacramento Environmental Commission's *Environmental Recognition Award* in 2007

Planning Academy Graduates:

- Cumulative total to date: 271
- Graduates are more effective in their respective neighborhood organizations
- Many have served on various City committees and commissions, such as the Planning Commission, Design Review Commission, General Plan Advisory Committee, Project Area Committees (PACS), Redevelopment Advisory Committees (RACS), even on City Council

Selection Process:

- Fall 2008 participants were selected from 85 people who applied in response to the City's recruitment efforts
- Applications were reviewed to determine each applicant's interest in community involvement, in particular activities related to community planning
- The goal was to select those participants deemed most likely to participate in future planning decisions and share their knowledge and experience through community participation
- Staff also strived for balanced participant representation from all council districts

Course Content:

The Fall 2008 Planning Academy consisted of ten class sessions and two field trips over a ten week period. Participants were exposed to a variety of speakers and topics. The course syllabus outlines specific topics and lists individual speakers and is attached on pages 6-17 (Attachment 3).

The following topics were covered in the course:

- The City's current planning process: zoning, design review, historic preservation, & the MATRIX
- Environmental review and CEQA compliance
- The role of the General Plan and Community Plans
- The status of the City's 2030 General Plan & tour of opportunity areas
- Regional planning & the SACOG Blueprint
- Smart growth principles and practices
- Downtown revitalization projects, walking tour of the downtown
- Ecological building, sustainability and the City's Sustainability Master Plan
- Transit oriented development and the inter-dependent relationship between land use and transportation
- Effective participation in the planning process and, in turn, inspiring and training other community members
- Economic development and infill
- Urban design, health and livability

Planning Academy Speakers:

Speakers included individuals from the private sector and public officials, including architects and developers as well as representatives from the following agencies and organizations:

- City of Sacramento, Council Office
- City of Sacramento, Planning Commission
- City of Sacramento, Planning Department
- City of Sacramento, Development Services Department
- City of Sacramento, General Services Department
- City of Sacramento, Department of Transportation
- Capitol Area Development Authority (CADA)
- Local Government Commission (LGC)
- Sacramento Area Council of Governments (SACOG)
- Sacramento Housing and Redevelopment Authority (SHRA)
- Regional Transit (RT)
- County of Sacramento, Department of Health and Human Services,
- Community Activist
- Professionals from the development sector (Mogavero Notestine Associates, Lionakis Beaumont, Thomas Enterprises)

Names, photos and backgrounds of each speaker are included in Attachment 4.

Feedback & Continual Improvement:

Academy participants are given the opportunity to evaluate the speakers and the value of each class. At the conclusion of the course, they are given an opportunity to evaluate the course as a whole. Suggestions from speakers are also considered.

ATTACHMENT 2

Fall 2008 PLANNING ACADEMY PARTICIPANT LIST

Last Name	First Name	Pertinent Affiliation/Activities	Council District
Boyd	Michael	Oak Park Neighborhood Assoc; Rainbow Chamber	5
Brandt	Timothy	Sacramento City Preservation Commission; Crocker Art Museum; McKinley Elvas Neighborhood Alliance; Sacramento Old City Association; Sacramento Roundtable; Stonewall Democratic Club	3
Burchill	Kiyomi	Asian Pacific Islander Capitol Association; Asian Pacific Islander Legislative Caucus Institute; Sacramento County Young Democrats	4
Carlson	Dawn	Power Inn Alliance	6
De Luz	David	North Natomas Alliance (NNA); Executive Committee of Sacramento NAACP; Member, Phi Beta Sigma Fraternity	1
Dyer	Tom	Stanford Park Homeowners Association; Friends of Fremont Park	4
Franco-Gutierrez	Lisa	None at this time	6
Garcia	Laiza	None at this time	8
Gorton	Joe	Oak Park Neighborhood Association; Sacramento Bicycle Kitchen	5
Greene	Kevin	Downtown Sacramento Partnership	3
Hamameh	Sandra	Witter Ranch Community Alliance; Ryland Las Casitas Homeowners Association; Sacramento Regional Partners in Homeownership; Greek Orthodox Church of the Annunciation	1
JUAREZ	JOSI	Gardenland/Northgate Neighborhood Association	1
Litterell	Dustin	Oak Park Neighborhood Association; American Institute of Architects-Associate Member	5
Noble	Paul	East Sacramento Improvement Association	3
Ozdoglar	Millicent	None at this time	7
Pane	Anthony	East Sacramento Preservation Task Force; East Sacramento Improvement Association	3
Portillo	Diana	Army Depot Redevelopment Advisory Committee; Colonial Manor Neighborhood Association	6
Reynolds	Lisa	Terrace Park Homeowners Association; Neighborhood Watch; Women's Empowerment Program Mentor - Loaves and Fishes	1
Spera	Abraxis	Woodlake Neighborhood Association; Woodlake Neighborhood Association; American Institute of Architects	2
Sunderland	Eric	College Greens Swim & Racquet Club	6
Swisher	Denise	None at this time	7
Wan-Dremel	Pidzar Pete	Riverside Wesleyan Church	7
Wiggins	Angela	None at this time	5
Yates	Scott	Sacramento Area Bicycle Advocates; Sacramento Wheelmen	4
York	Carol	Laguna Creek Neighborhood Watch Block Captain	8

FALL 2008 CITY OF SACRAMENTO PLANNING ACADEMY
 SEPTEMBER 3 THROUGH NOVEMBER 5

COURSE SYLLABUS

Class 1: Planning 101 (Part 1) - Planning Overview and Review of Development Projects

DATE: Wednesday, September 3, 5:30-8:30pm

LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110

5:30pm: Dinner (buffet style)

- Icebreaker: Why did you enroll in Planning Academy?

5:45pm: Meeting Facilitators – Helen Selph, Associate Planner (916-808-7852)
 Greg Sandlund, Assistant Planner (916 808-8931)

- Welcome and Introductions
- Overview of City Planning Academy objectives and policies

6:15pm: Speaker – Jim McDonald AICP, Senior Planner, Long Range Planning, Planning Department

- Brief History of Planning
- Planning Overview
- How City departments are organized

6:55pm: Q&A

7:15pm: Break

7:25pm: Speaker – Bridgette Williams, Development Project Manager

- MATRIX – Overview of how development proposals are reviewed
- How to obtain information about development projects (Accela)

7:55pm: Q & A

8:15-8:30pm: Closing Announcements & Speaker Evaluation

<p>Preparation for Class 1: A Citizen's Guide to Planning: www.ceres.ca.gov/planning/planning_guide/plan_index.html</p>	<p>Preparation for Class 2: Special Report: SACOG Preferred Blueprint Alternative www.sacog.org/regrpt/pdf/2005/01-Jan/BP_Insert_JAN_2005.pdf</p>
<p>DSD/Planning information</p>	<p>The Ahwahnee Principles www.lgc.org/ahwahnee/principles.html</p>
<p>Building Permit Application Archive and Search System Other resources: www.cityofsacramento.org/planning/documents/annualreport2007.pdf www.cityofsacramento.org/dsd/meetings/commissions/development-oversight/documents/2007-2008DOCAnnualReport-BothDigitalSignature.pdf</p>	<p>Better Ways to Grow - Seven Principles of Growth www.sacog.org/regionalfunding/betterways.pdf Sacramento's Smart Growth Implementation Strategy www.cityofsacramento.org/planning/policies-and-programs/smart-growth.cfm Shining Places: Sacramento and National Examples of Smart Growth www.energy.ca.gov/places/SHINING_PLACES_WEB.PDF</p>

Class 2: Regional Planning for Smart Growth and Livability

DATE: Wednesday, September 10, 5:30-8:30pm

LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110,

5:30pm: Dinner (buffet style)

- Icebreaker: What does "Smart Growth" mean to you?

5:45pm: Meeting Facilitators – Helen Selph, Associate Planner (916-808-7852)

- Introductions, overview & context
- Announcements

6:00pm: Speaker – Paul Zykofsky, Local Government Commission

- Smart Growth, Livability, and the Public Realm

6:45pm: Q&A

7:05pm: Break

7:15pm: Speaker – Greg Chew, Senior Urban Planner at the Sacramento Area Council of Governments (SACOG)

- Sacramento Region: Blueprint Transportation and Land Use Study

7:55pm: Q&A

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Preparation for Next Class:

Handouts: Tour locations Map

Readings: CEQA: The California Environmental Quality Act

http://ceres.ca.gov/topic/env_law/ceqa/more/faq.html

http://ceres.ca.gov/topic/env_law/ceqa/flowchart/index.html

Excerpts on Zoning

www.cacities.org/resource_files/22557.PCH_sec4.pdf (read pgs 41-47)

www.cacities.org/resource_files/22555.PCH_sec2.pdf (read "Quasi-Judicial and Legislative Decisions" section, pgs 20-21)

www.cacities.org/resource_files/22561.PCH_sec8.pdf (read pgs 99-102)

Other

Resources:

www.cityofsacramento.org/dsd/

www.cityofsacramento.org/planning/

Class 3: Planning 101 Continued (Part 2) - Zoning and CEQA

DATE: Wednesday, September 17, 5:30-8:30pm

LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110

5:30pm: Dinner (buffet style)

- Icebreaker: Have you ever needed a building permit? What was your experience?

5:45pm: Meeting Facilitators – Greg Sandlund, Assistant Planner (916 808-8931)
Rob Cunningham, Assistant Planner (916 808-5894)

- Planning 101 part 2 – Context

6:00pm: Speaker – Ellie Buford, Environmental Services Manager, Development Services Department

- CEQA 101 – The California Environmental Quality Act

6:40pm: Q&A

7:00pm: Break

7:15pm: Speaker - Joy Patterson, Zoning Administrator, Development Services Department

- Zoning 101

7:55pm: Q & A

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Preparation for Next Class:

Exercise: Evaluate your neighborhood and determine its development type: urban, traditional, suburban, or other? What do you like about it, or dislike? Are there “McMansions” or other design issues?

Readings: Draft Historic and Cultural Resources Element of the City’s 2030 General Plan at:
www.sacgp.org/documents/2-2HRC.pdf

Draft Land Use and Urban Design Element at:
www.sacgp.org/documents/2-1LandUse.pdf

Saturday General Plan Tour

Date: September 20, 8:30 am-12:00 noon (Meeting at 8:30am and leaving promptly at 9:00pm)

Meeting Location: New City Hall, 915 I Street (We will be meeting at the passenger loading area on the backside of the New City Hall facing H Street between 9th and 10th Streets)

Tour Leaders: Jim McDonald, Senior Planner, Long Range Planning
Celia Yniguez, SHRA Redevelopment Planner

Tour Coordinators: Helen Selph, Associate Planner, 808-7852
Andrea Koch, Assistant Planner, 808-1943

Class 4: Planning 101 Continued (Part 3) - Design Review & Historic Preservation.

DATE: Wednesday, September 24, 5:30-8:30pm

LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110,

5:30pm: Dinner (buffet style)

- Icebreaker: Do you have design or historic preservation issues in your neighborhood? Should you and your neighbors, be held to a higher level design standard?

5:45pm: Meeting Facilitators – Raymond Costantino, Assistant Planner (916)-808-8826
Andrea Koch, Assistant Planner (916 808-1943)

- Overview & Context

6:00pm: Speaker - Luis R. Sanchez, AIA, Senior Architect, Development Services Department

- Design Review

6:45pm: Q & A Design Review

7:05pm: Break

7:15pm: Speaker - Roberta Deering, Senior Planner for Historic Preservation, Development Services Department

- Historic Preservation 101

7:55pm: Q & A – Historic Preservation

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Preparation for Next Class:

Exercise: Do this prior to our next class, as it is the basis for class icebreaker. Go to www.walkscore.com and let Walk Score calculate a Walk Score for your neighborhood. Bring your map and walkscore to class for discussion.

Readings: Measuring the Health Effects of Sprawl
www.smartgrowthamerica.org/healthreportes.html
Health [and Sprawl]
<http://www.smartgrowthamerica.org/health.html>
Study Links Food Environment to Diabetes and Obesity
http://staugustine.com/stories/050108/health_txt01_084.shtml

Other

Resources: Land Use and Health –
<http://www.healthyplanning.org/>

Class 5: Urban Design, Health, and Livability

DATE: Wednesday, October 1, 5:30pm-8:30pm
LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110

5:30pm: Dinner (buffet style)

- Icebreaker: How walkable is your neighborhood? (See exercise on walkscore.com)

5:45pm: Meeting Facilitators –Greg Sandlund, Assistant Planner (916 808-8931)
Teresa Haenggi, Associate Planner (916 808-7554)

- Overview and context

6:00pm: Speaker – Teri Duarte Department of Health and Human Service, Sacramento County

- Land Use Planning & Public Health

6:40pm: Q&A

7:00pm: Break

7:15pm: Speaker – Greg Taylor, Senior Architect, Development Services Department

- Urban Design and Livability

7:55pm: Q&A

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Preparation for Saturday Walking Tour:

Reading: R Street Corridor Revitalization Plan

Preparation for Next Class:

Exercise: If you don't already know it, measure how many miles you travel to work each day (Google Maps or MapQuest is a helpful tool). Are there alternatives to getting to work by car? (i.e. bike trails, public transit, sidewalks?) Please do this prior to the next class, as it is the basis for class icebreaker.

Readings: Eyes on the Road – Next Car Debate: Total Miles Driven
<http://finance.yahoo.com/family-home/article/104382/Next-Car-Debate-Total-Miles-Driven>
Calming the Community – Traffic Calming in Downtown Sacramento
www.ite.org/traffic/documents/AHA97G52.pdf
A Heavy Load
http://www.nhc.org/pdf/pub_heavy_load_10_06.pdf
Pedestrian Master Plan
www.cityofsacramento.org/transportation/dot_media/street_media/sac-ped-plan_9-06.pdf

Myths & Facts about Affordable and High Density Housing (priority)

<http://www.hcd.ca.gov/hpd/mythsnfacts.pdf>

Saturday Central City and R Street Corridor Walking Tour

Date: Saturday, October 4, 8:30 am-12:00 noon (Meeting at 8:30am and leaving promptly at 9:00pm)

Meeting Location: Meeting at Crêpe Ville at 18th and L Streets and ending at Safeway at 19th and S Streets

Tour Coordinators: Greg Sandlund (808-8931), gsandlund@cityofsacramento.org
Raymond Costantino (808-8826)

Tour Leaders: Greg Taylor, Senior Architect; Development Services Department
Tom Kigar, CADA
Todd Leon, CADA

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Class 6: Getting around in Sacramento: The Land Use and Transportation Connection

DATE: Wednesday, October 8, 5:30-8:30pm

LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110,

5:30pm: Dinner (buffet style)

- Icebreaker: How do you get to work (mode)? What is your ideal (mode) for getting to work? What is your VMT (Vehicle Miles Traveled)?

5:45pm: Meeting Facilitators – Helen Selph, Associate Planner (916-808-7852)
Rob Cunningham, Assistant Planner (916 808-5894)

- Overview & Context
- Group Photo

6:00pm: Speaker – Paul Marx, Director of Planning, Regional Transit
Public Transit Planning

6:40pm: Q & A

7:00pm: Break

7:15pm: Speaker – Fedolia ‘Sparky’ Harris, Senior Planner, DOT

- Level of Service Standards
- Alternate Modes
- Pedestrian Master Plan
- Bikeway Master Plan

7:55pm: Q & A

8:15-8:30 pm: Closing Announcements & Speaker Evaluation

Preparation for the Next Class:

Exercise: Think about what types of businesses should the City try to attract?

Readings: City in a Bottle - San Francisco's Half Recovery
www.financialexpress.com/old/print.php?content_id=170529
Growing Up Versus Growing Out: Sacramento's Infill Challenges
<http://www.cacities.org/index.jsp?zone=wcm&previewStory=26858>

Class 7: Infill & Economic Development: How can the City Promote Growth from Within?

DATE: Wednesday, October 15, 5:30-8:30pm

LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110

5:30pm: Dinner (buffet style)

- Icebreaker: Are there opportunities (vacant/underutilized parcels etc.) in/near your neighborhood? Do you support infill in/near your neighborhood?

5:45pm: Meeting Facilitators – Helen Selph, Associate Planner (916) 808-7852
Teresa Haengi, Associate Planner (916) 808-7554

- Overview & Context

6:00pm: Speaker - David Harzoff, Economic Development Manager - Economic Development Department

- The City's Economic Development Strategy and the 2030 General Plan
- Creating economic sustainability (economic diversity; jobs; skilled work force; maintaining an adequate supply of industrial land; etc.)
- Development and revenue (i.e. "fiscalization of land use")

6:40pm: Q&A

7:00pm: Break

7:15pm: Speaker – Richard Rich, Development Director, Thomas Enterprises

- The challenges facing infill development

7:55pm: Q & A

8:15 -8:30pm: Closing Announcements & Speaker Evaluation

Preparation for the Next Class:

Exercise: Determine your ecological footprint (how much land, water, and other natural resources are needed to support your lifestyle) by navigating your browser to www.myfootprint.org:

- Hover cursor over the map. "Select United States" and "English"
- Under "How big is the city, town, or place where you live?" Select 100,001-1,000,000.
- Under "What city has weather the most similar to yours?" Select "Los Angeles".
- Follow the remaining directions. Print the results and bring to the next class.

Readings: Our Changing Climate: Assessing the Risks to California

http://meteora.ucsd.edu/cap/pdf/CA_climate_Scenarios.pdf

Creating a Sustainable City (Sustainability Master Plan)

2008 Sustainability Implementation Plan:

<http://www.cityofsacramento.org/planning/academy/documents/citysustmasterplan.pdf>

<http://www.cityofsacramento.org/generalservices/sustain/documents/Sustainability-Implementation-Plan-2008.pdf>

Peak Oil Primer:

<http://www.energybulletin.net/primer.php>

Class 8: Creating a Sustainable City - Moving the City of Sacramento toward Sustainability

DATE: Wednesday, October 22, 5:30-8:30pm

LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110

5:30pm Dinner (buffet style)

- Icebreaker: Icebreaker: What is your ecological footprint?

5:45pm Meeting Facilitators: Helen Selph, Associate Planner (916-808-7852)
Rob Cunningham, Assistant Planner (916 808-5894)

- Overview & Context
- Elect Class Speaker

6:00pm: Speaker – David Mogavero, AIA, LEED, President, Mogavero Notestine and Associates

- Ecological Building
- Environmental Planning & Design

6:45pm: Q& A

7:05pm: Break

7:15pm: Speaker – Reina Schwartz, Director, General Services Department

- The City of Sacramento Sustainability Master Plan
- The 2008 Sustainability Implementation Plan

7:55pm: Q&A

8:15-8:30pm: Closing Announcements, Speaker Evaluation, Elect Class Speaker

Preparation for the Next Class:

Exercise: How and where should the City grow next?

Readings: Sacramento General Plan Frequently Asked Questions (FAQ)

<http://www.sacgp.org/overview.html#FAQ>

Sacramento General Plan Update Vision and Guiding Principles (priority)

<http://www.sacgp.org/documents/AppA.pdf>

Sacramento General Plan Update Snapshot

http://www.sacgp.org/documents/GP_Issues_Report_Accepted_complete_11-22-05.pdf (read pages 1-5)

Class 9: Sacramento's Future - The 2030 General Plan

DATE: Wednesday, October 29, 5:30pm-8:30pm
LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110

5:30pm: Dinner (buffet style)

- Icebreaker: Is your neighborhood "complete"? What neighborhoods are "complete" in Sacramento?

5:45pm: Meeting Facilitators – Greg Sandlund, Assistant Planner (916 808-8931)
Teresa Haenggi, Associate Planner (916 808-7554)

6:00 pm: Speaker – Alan Porter, ASLA, Senior Planner,

- How General Plans regulate development
- Key Issues & Community's Vision
- General Plan Opportunity Areas

6:40pm: Q&A

7:00pm: Break

7:15pm: Speakers - Jim McDonald, AICP, Senior Planner
& Desmond Parrington, AICP, Infill Coordinator

How will the City transform, and what will it take?

- Implementing the 2030 General Plan
- Key Implementation measures
- Programs & Indicators
- Infill Development
- Class Exercise: consistency of a development proposal with the 2030 General Plan

7:55pm: Q&A

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Preparation for the Next Class:

Readings: For Urban Developers, a Hard Row to Hoe
http://groups.yahoo.com/group/columbia_heights/message/10171
Sacramento's Older, Successful Neighborhoods: Can We Recreate Them?
<http://www.cityofsacramento.org/planning/documents/RecreatingOlderSuccessfulNeighborhoods.pdf>
General Plans and Zoning: A Toolkit on Land Use and Health
http://www.healthyplanning.org/toolkit_gpz.html#profiles

Class 10: Panel Discussion - Obstacles to Smart Growth and Effective Citizen Involvement

DATE: Wednesday, November 5, 5:30-8:30pm
LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110

5:30pm: Dinner (buffet style)

- Icebreaker: How will you use what you've learned in Planning Academy?

5:40pm: Meeting Facilitators – Greg Sandlund, Assistant Planner (916 808-8931) and Helen Selph, Associate Planner (916-808-7852)

- Overview & Context
- Introductions

5:45pm: Opening Remarks from Carol Shearly, Director of Planning

6:00pm: Panel Discussion: Perspectives on Political setting, obstacles to Smart Growth and the Importance of Citizen Involvement in community planning.

Moderator: Liz Brenner, Neighborhood Services Area Director

Panelists

- Kevin McCarty, Councilmember
- Barry Wasserman, Planning Commissioner
- Greg Bitter, Principal Planner, Development Services Department
- Mel Billingsley, General Plan Advisory Committee
- Bill Heartman, Regis Homes
- Bruce Starkweather, Architect, General Plan Advisory Committee
- Scot Mende, New Growth Manager

7:00pm: Break

7:20pm: Q&A for Panel

8:10pm: Liz Brenner – Closing Remarks on continued involvement

8:12-8:30pm: Closing announcements/Class evaluation & Course Evaluation

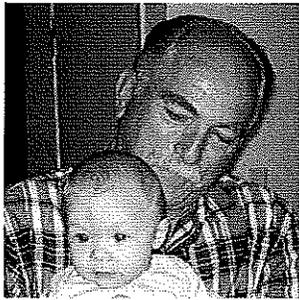
Suggested Future Reading (Books):

A Guide to California Planning, by William Fulton

The Option of Urbanism: Investing in a New American Dream, by Christopher B. Leinberger

Real Towns: Making your Neighborhood Work, by Harrison Bright Rue

Fall 2008 Speaker List



Billingsley, Mel
General Plan Advisory
Committee

P: 916.457.6564

Mel Billingsley graduated from the Planning Academy in the fall of 2003, the City Management Academy in 2005 and the Sacramento District Attorney's office Citizens Academy in 2007. Mr. Billingsley currently serves on the City's General Plan Advisory Committee (since 2004) and the 65th Street Redevelopment Advisory Committee (since 2005). Having previously served on the board of the Tahoe Park Neighborhood Association Mr. Billingsley likes to focus his neighborhood advocacy efforts on redevelopment planning projects, but is quick to sign-up and participate in tree planting, playground building and other efforts that contribute to the quality of life in his Tahoe Park Neighborhood and Sacramento at large.



Bitter, Greg
Principal Planner
Development Services
Department

GBitter@cityofsacramento.org

Greg Bitter has been employed by the City of Sacramento for 7 years as a planner, leading to his current position as the Principal Planner in the Development Services Department. He is responsible for overseeing the south, central and north geographic team of the Current Planning Division. He has been a frequent speaker for the Planning Academy due to his thorough knowledge the City's development process and requirements, institutional knowledge, and perspective.



Brenner, Liz
Manager
Neighborhood Services Dept.

lbrenner@cityofsacramento.org

Liz Brenner is the Neighborhood Services department manager for council districts 1-4. Ms. Brenner has lived and worked in the City of Sacramento for over 25 years. Ms. Brenner couples her depth of experience in local government and a true passion for the community as her foundation to serve. Public involvement, Community Relations and Consensus Building are the building blocks to "getting the customer to success."



Buford, Lezley (Ellie)
Environmental Services
Manager
Development Services
Department

Lbuford@cityofsacramento.org

Ms. Buford has been delicately balancing the need for environmental protection regulations and development for over six years as the Environmental Services Manager for the Development Services Department overseeing the environmental review / CEQA compliance for development projects. Prior to coming to work for the City, she worked for the City of Santa Barbara, the City and County of San Francisco and in private consulting. She served as the Senior Environmental Project Manager for several major projects including the Railyards Specific Plan and Sutter Medical Center Expansion.



Chew, Greg
Sacramento Area
Council of Governments
(SACOG)

GChew@sacog.org

Greg Chew is a Senior Urban Planner at the Sacramento Area Council of Governments or SACOG. Greg's areas of specialty are in housing policy, regional growth management and Smart Growth implementation. He works extensively with local governments, neighborhood groups and development professionals to create more walkable, environmentally sustainable communities. Prior to joining SACOG, he spent 14 years as a private planning consultant in Portland, Oregon.



Deering, Roberta
Senior Planner
Historic Preservation,
Development Services Dept.

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Roberta Deering returned to the City of Sacramento in 2003 after serving as Executive Director for the California Preservation Foundation since 1999. Within two years of her return a writer from East Sacramento called her one of Sacramento's "preservation pioneers... whose short tenure has done so much to further work in creating historic districts, historic surveys, a stronger preservation plan and ordinance, and public awareness." She has been a speaker for the National Trust for Historic Preservation, National Alliance for Preservation Commissions, California League of Cities' Planners Institute, the California Preservation Foundation and the Society for California Archaeology, among many others, on historic preservation topics including incentives and outreach, building support for surveys and historic preservation programs and exploring ways to share the past through heritage tourism.



Duarte, Teri
Department of Health and
Human Service
Sacramento County

DuarteT@SacCounty.net

Since 1988, Teri Duarte has served as the Sacramento County Director of the Women, Infants and Children (WIC) Program that promotes the nutritional health of low-income families. In 2004, Teri became interested in improving the "health landscape," to enable people to control obesity by being more physically active. She began to work with City and County planning departments creating policies that result in development that facilitates walking and bicycling. Teri has delivered numerous presentations on the health impacts of the built environment. She contributed language and policy to the draft general plan updates of both Sacramento City and County; and has commented on draft environmental impact reports. Teri is working to develop a new role for public health professionals to participate in designing communities with human health in mind.



Harris, Fedolia 'Sparky'
Senior Planner
Department of
Transportation, City of
Sacramento

FHarris@cityofsacramento.org

Fedolia 'Sparky' Harris has been with the City for 7 years. After serving 4 years in the Planning Department, he was promoted to Senior Planner and his team was transferred to the City's Department of Transportation. Mr. Harris' planning interests include transit station area planning, transit oriented development, policy analysis, GIS analysis, statistics, public presentation, and consensus building. Before joining the City of Sacramento, Mr. Harris was an associate planner with the Sacramento Area Council of Governments for 7 years.



Heartman, Bill
Regis Homes

bheartman@srgnc.com

Mr. Heartman is the President of Regis Homes of Sacramento, LLC, an affiliate of the SARES-REGIS GROUP, one of the West Coast largest privately held commercial & residential real estate development, construction, investment, and property management firms. Since 1983, he has developed and built over 4,000 lots and homes within the SMA including Metro Square, Islands of Riverlake, and SoCap Lofts in the City of Sacramento. He and his company are getting quite a reputation with the Sacramento Business Journal as "The most spectacular infill player so far."



Marx, Paul
Director of Planning
Regional Transit

pmarx@sacrt.com

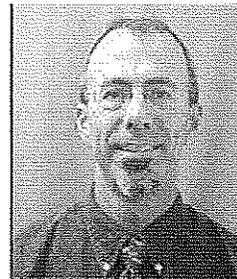
After 31 years in Federal service, including the U.S. Maritime Administration and the Federal Transit Administration in Washington, DC, I joined Sacramento Regional Transit and became the Director of Planning. My major current projects are the Transit Master Plan update, including our Short Range Transit Plan and Paratransit Plan; and the Downtown-Natomas-Airport (DNA) light rail extension. The first segment of this project (one mile from 7th and H to Richards Boulevard) is to be completed by November of 2010. This represents an acceleration of 4 years over previous plans.



McCarty, Kevin
Council Member
City of Sacramento

kmccarty@cityofsacramento.org

Elected to the Sacramento City Council in 2004, and re-elected in 2008, Kevin serves residents in Southeast Sacramento's District 6. Mr. McCarty served as Vice Mayor of the City of Sacramento in 2007. Kevin's background combines extensive work as a community volunteer with leadership experience in California state government. He currently serves as the Legislative Advocate for Preschool California. His vision for building a better Sacramento includes preserving our older, classic neighborhoods; expanding after-school and recreational opportunities for our youth; and promoting safe, clean, and healthy communities. Raised in Sacramento, Kevin attended American River College and studied political science at California State University, Long Beach and public policy and administration at California State University, Sacramento. Kevin lives in the Elmhurst neighborhood with his wife Leticia, and their chocolate Labrador Biko.



McDonald, Jim
Senior Planner, Long Range
Planning
Planning Department

JMCDONALD@cityofsacramento.org

Jim McDonald is currently a member of the American Institute of Certified Planners (AICP). He is a Senior Planner in the Long Range Planning division of the City of Sacramento's Planning department and has over 20 years of planning experience. In addition to his responsibilities in the Planning Department, he has guest lectured for the Sacramento Area Council of Governments (SACOG) and for the Planning Academy. Some of the projects he has worked on include the "65th Street/University Transit Village Plan", "South 65th Street Area Plan", "2030 General Plan", "Shining Places: Sacramento and National Examples of Smart Growth" publication, and the "Transit for Livable Communities" land use recommendations for development near light rail.



Mende, Scot
New Growth Manager
Planning Department

SMENDE@cityofsacramento.org

Scot Mende manages the New Growth Division of the City's Planning Department. He is responsible for directing and monitoring new growth consistent with the vision of the City. His responsibilities include overseeing the City's infill program, Sutter's Landing area master planning, annexations to the City, and work related to the Natomas Joint Vision special study area. Prior to his employment with the City, Scot directed the Sacramento Transportation and Air Quality Collaborative, a multi-stakeholder collaborative effort undertaken in 2001 to facilitate a comprehensive strategy to improve transportation and air quality within a regional context.



Mogavero, David
Senior Principal Architect
Mogavero Notestine Associates

dmogavero@mognot.com

David Mogavero is the Senior Principal of Mogavero Notestine Associates, a 30-person architecture, urban planning and development firm in Sacramento, California. His practice embraces the full range of progressive community design, such as high density mixed use urban infill and holistic building systems.

Through his professional practice, writings, and lectures, and as board member of environmental advocacy organizations, he has promoted the widespread adoption of sustainable building and smart growth practices and policies.



Parrington, Desmond
Infill Coordinator
Planning Department

DParrington@cityofsacramento.org

Desmond Parrington has over nine years of planning experience in both the public and private sectors. He has worked primarily on housing, land use, and infill development issues – three years with the City of Sacramento and five years as a planning consultant for Pacific Municipal Consultants and Cotton/Bridges/Associates working with jurisdictions throughout California. In addition, Mr. Parrington worked for the Institute for Urban Research and Development focusing on homelessness, community services, fair housing, and economic development and was the Assistant to the Mayor of Pasadena in 1993/94.



Patterson, Joy
Zoning Administrator
Development Services Department

JPATTERSON@cityofsacramento.org

Joy Patterson is a Principal Planner with the Development Services Department. Joy has worked as a planner for the City of Sacramento for 25 years. Some of her early projects include Arco Arena, Arden Fair Mall expansion and the Riverlake development in the Pocket area. Since 1993 she has served as the City's Zoning Administrator, a public hearing officer for a variety of land use entitlements. She has also acted as the City's Preservation officer and supervised public counter operations for Planning. Besides her duties as Zoning Administrator, Joy currently is the head of the south area for current planning activities and the DSD Regulatory Improvement team which processes code changes with the goal of improving the City's regulatory environment.



Porter, Alan
Senior Planner
Planning Department

AKPorter@cityofsacramento.org

Alan is a Professional Planner and Urban Designer and has worked for the last year in the City's Long Range Planning Department. His previous experience included 27 years in the private sector as Principal, Partner, Planning Studio Leader, and CFO of various organizations in California and Colorado. Many of his projects have received awards from the American Institute of Architects (AIA) or American Institute of Landscape Architects (ASLA). Also, he has been a visiting lecturer and critic at California State University, Polytechnic State University, University of California and the University of Colorado. He currently sits on a California Polytechnic State University advisory committee and previously was the District 5 representative for the City of Sacramento's General Plan Advisory Committee and committee member of the Sacramento State Master Plan Working Group.



Rich, Richard
Development Director
Thomas Enterprises

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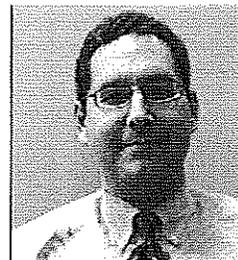
Richard Rich serves as Development Director for Thomas Enterprises, Inc. In this role, Richard directs the development effort of the 240-acre downtown Sacramento Railyards. Prior to that, he was Vice President of Development for Jerde Development Company, LLC. Richard brings 20 years of real estate development experience to Thomas Enterprises, Inc. and has been involved in some of the most innovative and profitable commercial projects in the United States, including the Forum Shops at Caesars Palace, Bridgemarket, a retail complex under the 59th Street Bridge in New York City, Walt Disney World's Splash Mountain and the Safari component at Disney's Animal Kingdom. Richard oversees all aspects of the development of Thomas Enterprises, Inc.'s Northern California projects, which includes land assembly, concept and feasibility studies, entitlements, public outreach, finance and brokerage, and design and construction.



Rinehart, Jim
Citywide Division Manager
Economic Development
Department

jrinehart@cityofsacramento.org

Mr. Rinehart was appointed Manager of Sacramento's Economic Development in 2006 with responsibilities for economic development activities in the areas of infrastructure, financing, and small business development as well as the River District Redevelopment Area. Prior to that Jim served as Project Director for the Stockton Arena, Ball Park and Event Center; Director of the State Office of Business Development; and Director of the City of Oakland's Redevelopment and Economic Development Office. He has been a member of the State Industrial Development Financing Board, Chair of the Governor's Biotechnology Commission, and appointed by the Secretary of Commerce to the Federal International Export Trade Board. He is a board member on the Power Inn Alliance and on the Small Business Development and Employment Advisory Board for the City of Sacramento.



Sanchez, Luis R.
Senior Architect
Development Services
Department

LSANCHEZ@cityofsacramento.org

Luis Sanchez has worked for the City of Sacramento for 18 years. In his capacity as Senior Architect with the Development Services Department, he oversees the design review of applications for development in the City's Design Review Districts. Mr. Sanchez was instrumental in the development of a Design Commission and a Preservation Commission for the City, along with four ordinances that would update processes corresponding to them. Mr. Sanchez is a member of the American Institute of Architects, a Commissioner with the Historic State Capitol Commission, as well as a Commissioner with the California Architects Board. He has also been published in Urban Concepts, a monthly newsletter covering Design Review, Historic Preservation & Urban Design, as well as interviews in the Sacramento Bee, and Metropolis, an architecture, culture, and design magazine.



Schwartz, Reina
Director of General Services
Department

rSchwartz@cityofsacramento.org

Reina Schwartz is currently the Director for the City of Sacramento's Department of General Services, overseeing the City's procurement and contracting functions as well as managing all City facilities, vehicles and equipment; animal care services and the City Operator program providing services and information to the Sacramento community 24/7. Ms. Schwartz has been with the City of Sacramento for 17 years. She spent several years, prior to her tenure at the City, with the state Legislative Analyst's Office.



Starkweather, Bruce
President
Lionakis Beaumont Design Group
Inc.

bruce.starkweather@lionakis.com

Bruce R. Starkweather is Chairman of LIONAKIS, Sacramento's oldest and largest architectural firm. The 280-person A/E firm also offers services in interior design and planning with five regional offices in California and Nevada.

As a charter commissioner (2001-2008) for the Development Oversight Commission (DOC), Bruce was instrumental in creating the new entitlement processes for development in Sacramento. He has also served as the Vice-Chair for the General Plan Advisory Group (GPAC) which over the last four years helped shape Sacramento's 2030 General Plan.

Bruce is very active in shaping regional development issues serving on the Board of Directors for Valley Vision and the Sacramento Metro Chamber, as well as, a member of AIA Central Valley and ULI.



Taylor, Greg
Senior Architect
Development Services
Department

GTaylor@cityofsacramento.org

Mr. Taylor graduated from Harvard University in 1997 after eight years of professional practice in Sacramento and San Francisco with a Master of Architecture in Urban Design. Prior to forming his own practice, Mr. Taylor was employed with several firms recognized for design excellence. Mr. Taylor has a solid reputation for design excellence in a wide range of projects and has been a public advocate for urban design in Sacramento's downtown community, and founded the Urban Design Alliance – Sacramento to promote excellence in design of public spaces in the Capitol city. He is now Senior Urban Designer for the City of Sacramento currently overseeing the update to the Central City Urban Design Guidelines and managing the urban design component of the River District Specific Plan.



Wasserman, Barry
Planning Commissioner

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Barry Wasserman is well recognized in his field, with than 40 years of experience in the architectural profession in both the public and private sector. Barry currently serves on the City's Planning Commission and as Sacramento County's Design Review Administrator. He is currently on the Executive Committee of the Environmental Council of Sacramento (ECOS) and has served as co-Vice President. Barry is a charter member of the Sacramento Tree Foundation and co-author of the Smart Growth Leadership Recognition Program which is co-sponsored by the AIA Central Valley Chapter and ECOS. He also served as State Architect during the Jerry Brown administration and is co-author of the book Ethics and the Practice of Architecture.



Williams, Bridgette
Development Project
Manager
Development Services
Department

BWilliams@cityofsacramento.org

Bridgette Williams officially began her career with the City in 1985. After 15 years of service with the City, however, she left for the private sector where she obtained a great deal of leadership skills working on multimillion dollar projects in the San Joaquin and Sacramento regions. Later she returned to the City as a Process Manager, bringing with her a wealth of knowledge. With a Bachelor of Science in City and Regional Planning, Bridgette plays a vital role in MATRIX, a city run program that takes a new approach to the development process based on the type of development. She manages highly visible and controversial projects, acts as an interdepartmental liaison, as well as mentoring and coaching MATRIX team members.



Yniguez, Celia
Redevelopment Planner
Sacramento Housing and
Redevelopment Agency (SHRA)

Cyniguez@Shra.Org

Celia Yniguez has been with the Sacramento Housing and Redevelopment Agency (SHRA) for 11 years and with the City Planning Department for 6 years. In reference to the General Plan and this Saturday's tour, she was the Community Participation manager. In that role she identified key aspects of creating a successful community participation program and all the components of such a process. At the City and SHRA, she has worked on a variety of planning efforts, including the Broadway/Stockton Urban Design Plan, Alkali Flat Strategic Neighborhood Action Plan, and countywide Blueprint Project workshops. Currently, she is a Program Manager at SHRA overseeing the 65th Street, Army Depot, Oak Park and Stockton Boulevard Redevelopment Project Areas.



Zykofsky, Paul
Director
Land Use and Transportation
Programs
Local Government Commission

pzykofsky@lgc.org

Paul Zykofsky manages the Local Government Commission's land use and transportation programs and has been Director of its Center for Livable Communities since 1995. He is co-author of documents on transit-oriented development and street design and has edited documents on infill development, traffic calming, smart growth zoning codes and compact development. Mr. Zykofsky conducts workshops on smart growth, the health/community design connection, walkable communities, complete streets and traffic calming, and teaches courses on sustainable planning, infill development, and pedestrian safety. He is a frequent presenter at local, regional and national conferences. He was born and raised in Mexico and is fluent in Spanish.

