



Urban Land
Institute

Orange County/Inland Empire

TOD MARKETPLACE



01/19/10 ■ ORANGE COUNTY • INLAND EMPIRE



"The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide."

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TOD Marketplace 2009

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About the Urban Land Institute

The Urban Land Institute is an international, non-profit research and educational organization that serves to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. The ULI is based out of Washington D.C., and is connected throughout the Americas, Europe and Asia by a network of district councils. ULI has grown from seven regional district councils in 1983 to more than 60 global district councils today. In North America, there are currently 55 district councils, and in Europe, there are currently 12 district councils. The ULI Orange County/Inland Empire is the sixth largest district council, with nearly 1,200 members. The ULI is funded by sponsors, programs, and its members. Over 30,000 members are active in the research and education of land use planning and development issues. ULI members have access to information such as publications, case studies, and community catalyst reports. The ULI also organizes special workshops and programs geared towards people who develop and redevelop neighborhoods, business districts and communities across the U.S. and around the world. Networking is one of the primary reasons to join the ULI as professionals seek to be connected and share best practices.

The members of the ULI Orange County/Inland Empire are community builders. They represent a range of professions from academicians to economic development officials and designers to property managers. The activities of the ULI Orange County/Inland Empire are geared specifically towards local land use issues, but also towards issues that affect the Southern California region and California statewide. In an effort to create a forum where professionals under 35 years old could network with their colleagues or meet seasoned professionals in the industry, in 2003, the Young Leaders Group was formed.

The mission and the principles of the ULI have withstood the test of time for more than 70 years. Founded in 1936, by J. C. Nichols, the ULI has been bringing together leaders from the private and public sectors in an open exchange of ideas and experiences to improve the quality of real estate and development decisions in regions throughout the world and in the Orange County/Inland Empire region.

ULI Advisory Services

The Urban Land Institute is a leader in conducting research and providing information on all aspects of real estate development and land use policy. In order to maintain its status as a valued and objective source in the private and public sectors, the ULI seeks to bring together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs; foster collaboration within and beyond ULI's membership through mentoring, dialogue and problem-solving; explore issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development; advance land use policies and design practices that respect the uniqueness of both built and natural environments; share knowledge through education, applied research, publishing, and electronic media; and, sustain a diverse global network of local practice and advisory efforts that address current and future challenge.

Since 1947, ULI's Advisory Services Program has been assisting communities by bringing together panels of seasoned real estate, planning, financing, marketing, and development experts to provide unbiased pragmatic advice on complex land use and development issues. At the local level, the ULI Orange County/Inland Empire District Council provides advisory services panels on specific issues, which are addressed in one or two days.

To ensure objectivity, members of a District Council Technical Advisory Panel (TAP) cannot be involved in matters pending before or be working for the sponsor and cannot solicit work from the sponsor during the panel's assignment period. The panel consists of professionals, who are ULI Orange County/Inland Empire members, with expertise relative to the scope of the project. All TAP panelists are volunteering their time and expertise to participate. Sponsors request TAPs and the District Council assist the sponsor in refining the scope of the assignment and in organizing the panel's efforts. At the conclusion of the TAP, the panel issues a report with findings and recommendations to the sponsor. A fee is paid to the ULI Orange County/Inland Empire for the TAP, which is used by the District Council to further the Institute's mission to share best practices and provide educational services in local land use planning and real estate development.



Riverside TOD Walking Tour, 2009. Photo provided by Carrie Mayhew.



Corona TOD Walking Tour, 2009. Photo provided by Carrie Mayhew.



TOD Tidbit

"A transit-oriented development (TOD) is a mixed-use residential or commercial area designed to maximize access to public transport, and often incorporates features to encourage transit ridership. A TOD neighborhood typically has a center with a train station, metro station, tram stop, or bus stop, surrounded by relatively

high-density development with progressively lower-density development spreading outwards from the center. TODs generally are located within a radius of one-quarter to one-half mile (400 to 800 m) from a transit stop, as this is considered to be an appropriate scale for pedestrians."

Source: http://en.wikipedia.org/wiki/Transit_oriented_development, 2009

Introduction to TOD

Long before TOD became a buzz word, city centers thrived around transportation hubs. During the mid 19th Century, the Industrial Revolution gained momentum with the development of steam-powered ships, railways, internal combustion engine, and electrical power generation (all which led to new transportation opportunities). Needless to say, this revolution led to technological and economic progress across the United States.

Transit provided access to the global economy. With this, many Americans immigrated to dense areas where both employment and housing opportunities were plentiful. Transit oriented urban centers developed as a place to live and work. Urban living had its own disadvantages, though. Tighter living quarters and unregulated zoning spurred health and safety concerns. The live-work lifestyle that worked well on the farm proved to be less desirable in an industrial setting.

When automobile ownership became affordable and the Interstate highway system offered a new route of opportunities, the American Dream shifted back to the outskirts. Suburbs literally became the "sub"stitute for the "urb"an core. An opportunity for a new home with a private yard enticed many Americans to choose a new lifestyle, a lifestyle which ultimately separated home from the workplace. These peripheral communities provided a place to escape the confines and pollutants of a once desirable city lifestyle.

As the urban workforce moved to the suburbs, city centers lost their life blood. As expected, the emigrating population triggered negative effects on the urban economy. Small businesses which were once supported by urban residential couldn't afford to survive. The negative impacts of city life amplified as many city centers across the nation became an impetus for poverty and crime. Meanwhile, new and improved suburban towns were built to serve the migrating population.

It wasn't until the rising cost of gasoline and an increase in media attention on global warming when Americans began to reconsider the costs associated with living and working in two separate locations. News headlines and magazine articles spouting buzz words such as Carbon Footprint, GHG (Green House Gas emissions), and VMT (Vehicle Miles Traveled) grabbed the attention of the American people and a new culture emerged: the TOD culture.

Similar to the early Industrial Revolutionaries who moved from farms to city centers, this new TOD culture embraces an urban lifestyle, a lifestyle which enables people to live and work in close proximity. Centered on transit, the philosophy of “live, work, and play” need not be separate choices. Instead, this new culture finds great value in the opportunities associated with transit-oriented development:

TODs are an equalizer.

Independent of social status or economic status, TODs provide opportunities for a multi-generational/cultural/ethnic constituency.

TODs provide choice.

Conventional development patterns are designed to accommodate the car. Rather, TODs develop around an infrastructure devoted to multi-modal opportunities including rail, bus, bicycle, pedestrian, etc.

TODs reduce emissions.

TODs are based on shared transportation options rather than single occupancy vehicles which help to reduce VMT and GHG. The person per square foot ratio typically associated with transit-oriented developments produces fewer carbon emissions and green house gasses on a per person basis.

TODs are kinder to the natural environment

Compact development typically associated with TODs enable cities to preserve natural resources (such as land) while intensifying economic vitality.



Corona TOD Walking Tour, 2009. Photo provided by Carrie Mayhew.



Corona TOD Walking Tour 2009. Photo provided by Carrie Mayhew.

Transit-oriented development is a keystone strategy for creating a sustainable local economy. TOD merges housing and employment opportunities, accommodates multi-social and -economic classes, enables the preservation of land and other natural resources through compact development, and is a critical development strategy for addressing state mandated carbon emission goals (such as AB 32 and SB 375).

While transit-oriented developments can have a positive impact on the places where we live, work, and play, the technical assistance panels found that TOD does not adhere to a “one size fits all” planning approach. As the following document describes, the success of TOD is dependent on a balance of environmental, social, and economic factors.

TOD Marketplace

TOD Marketplace is an effective tool for informing elected officials, city planning departments, and key business and community leaders about best practices for transit-oriented development (TOD). ULI created this program as a yearlong initiative with teams of professionals from the private and nonprofit sectors touring targeted TOD sites, evaluating the feasibility of existing city plans, and presenting their recommendations for actions to increase private sector investment in TOD projects.

Purpose.

This program provides an opportunity for developers and city planners to meet informally with each other and better understand what cities are looking for and what developers need, in practical terms, to make TOD projects feasible.

Partners.

ULI has partnered with Transportation Agencies, Quasi-Governmental Organizations/Regional Governmental Organizations, Non-Profit Housing Associations, and selected business and community leader organizations.

Involvement.

Over 230 planners, development professionals and public sector officials volunteered or were involved over a period of twelve months in this TOD Marketplace.



Corona TOD Walking Tour 2009. Photo provided by Carrie Mayhew.

Budget.

ULI has budgeted \$12,500 per Technical Assistance Panel (TAP), plus costs for the Walking Tours and the Forum. The District Council received a \$10,000 grant from the ULI Foundation.

Role of ULI Orange County/Inland Empire.

ULI Orange County/Inland Empire was the lead organization, chairing the steering committee, organizing the TAPs, scheduling the walking tours, and managing the programming and meeting logistics of the forum. ULI Orange County/Inland Empire secured partners to ensure there is countywide collaboration among businesses and cities and broaden the outreach in the community at large.

Goals of the TOD Marketplace

To inform city planners about best TOD practices.

To provide city planners with private sector feedback on plans for TOD sites.

To build relationships between public sector officials and the private sector professionals.

To convene transit, housing and governmental agencies with the private sector on the TOD development.

Acknowledgments

The ULI Orange County/Inland Empire thanks the members of the TOD Marketplace Committee, the TAP panelists, and representatives from Placentia, Corona, Riverside, and Ontario for their commitment in making this program a success. (Please see ULI Project Team, page 7; TOD Steering Committee, page 13 and Panel Biographies, page 69.) With their expertise and dedication, ULI has brought land use planning and real estate development around transit to a whole new level in Orange County and the Inland Empire.

The District Council would also like to pay special tribute to Yolanda Sepulveda and Carrie Mayhew, FUZE/Community Design, for their support, creating the TAP PowerPoints, designing the marketing materials and writing the TOD Marketplace Report.

Lastly, the District Council thanks the ULI Foundation for having the foresight to support this project with a Community Action Grant and the District Council's Leadership Circle 2009 Annual Sponsors and TOD Marketplace Program Sponsors. Without their financial resources, this project could not have been made possible.

ULI, through its varied and extensive program of work and activities, and its large, influential, multidisciplinary and multi-professional membership base, effects change at the global, national, regional and local levels. ULI has always effected change, by its documentation of best practices, by its choice of topics to address, by the discussions it fosters, through the education programs it offers, and through its many other activities. ULI members are a source of high quality, objective information. The members, who were involved in this TOD Marketplace, believe strongly in ULI's mission, and did an amazing job of maintaining and protecting the Institute's brand as a trusted neutral convener of all stakeholders with diverse perspectives.

Thank you, again! We hope everyone who reads this report learns as much about TOD in this region as those who were involved did.

TOD STEERING COMMITTEE

Rick Aiken, AIA, NCARB

William Hezmalhalch Architects, Inc.

Denise Ashton, CGBP

William Hezmalhalch Architects, Inc.

Susan B. Davison, AICP

Van Tilburg, Banvard & Soderbergh, AIA

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Karen Gulley

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FUZE | Community Design

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The Concord Group

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LAS Engineering, Inc.



CITY of CORONA

Technical Assistance Panel | September 10, 2009

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LAB Holding



Rick Aiken, AIA, NCARB
William Hezmalhalch
Architects, Inc.



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Historical Context

Corona was first inhabited by the Luiseno tribe. During the early 1800's, the inland progression of Spanish settlements gave rise to a new population for the area. The Spanish rancheros called their new found land, "South Riverside."

South Riverside attracted settlers from the mid-west, one of whom was Robert B. Taylor. Taylor envisioned a new town consisting of streets laid out on a direct east-west axis encircled by a large "grand boulevard". In 1886, his vision came to life by Anaheim engineer Clay Kellogg.

The three-mile long circular Grand Boulevard Loop is the only street of its kind in Southern California and ultimately changed the face of South Riverside. Spanish for the term "crown," South Riverside was renamed Corona in honor of the City's circular Grand Boulevard. During the early 1900's, the Grand Boulevard Loop became the location for a world-class, auto-racing venue. Attracting visitors from afar, a 3-day auto-racing event put Corona on the map.

Automobile transportation to and from Corona became more accessible with development of the 91-Freeway. While the freeway alignment essentially bisected the Grand Boulevard Loop, the increase in traffic flowing through the City center provided Corona with an opportunity to undertake a Downtown renewal.

The City decided to realign Main Street to accommodate the new Corona Mall. The mall's building locations and orientation were intended to break the monotony of a linear Main Street. In addition, a pedestrian mall was introduced to serve as a new visual terminus for the Main Street traffic.

Over time and a changing marketplace, the Corona Mall became less than successful. Most of the businesses located in the mall found homes elsewhere. While the freeway-adjacent location could be desirable, it became evident the Corona Mall's site layout, uses, and access were in need of some attention.

In 1996, completion of the North Main Metrolink station provided a potential opportunity to reinvigorate Main Street (and the Corona Mall) with transit oriented development. According to Metrolink, ridership at the North Main station is the highest of the 14 stations on the line. The increase in ridership even prompted the Riverside County Transportation Commission (RCTC) to build a multi-story parking structure to accommodate ridership traffic.

TOD MARKETPLACE

CORONA

At this time, the North Main Street station is considered an “origin” station. However, the City hopes to draw visitors from outlying areas to the City via rail thus making Corona a “destination”.

How can TOD create a draw and make Corona a destination? The TAP was tasked with recommending strategies on how best to use TOD to reinvigorate Main Street and the adjacent areas. Over a series of tours, interviews, and working sessions, the TAP developed the following observations and recommendations for Corona.



TOD Tidbit

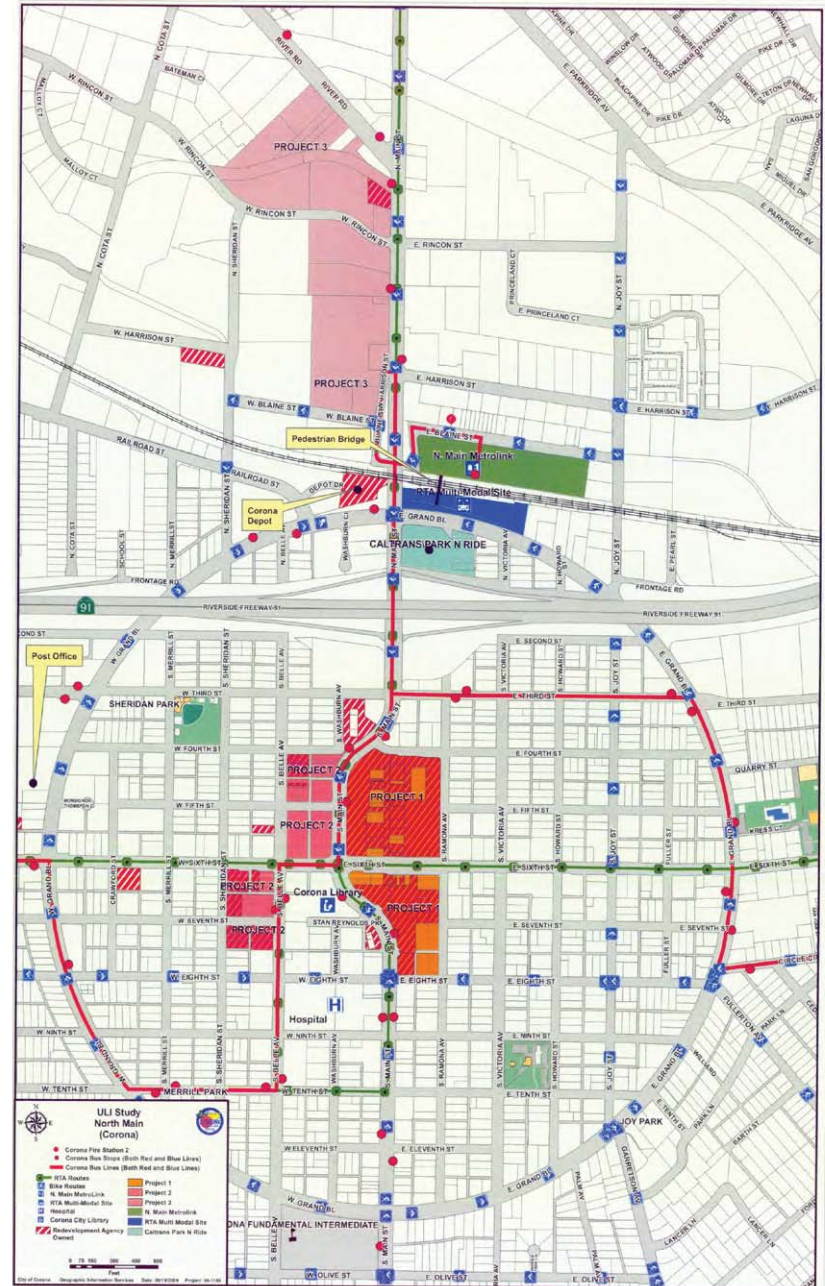
“Ultimately, the acceptance and prevalence of transit-oriented development is spreading, and its motives seem to have come full circle. In the early days, people sought housing near public transportation out of pure necessity. More recently, those priorities have shifted toward convenience, as upper-class professionals and urbanites seek to avoid the hassle of commuting and to live closer to the culture and community of the city. But with the rising costs of fuel and housing and the increased focus on sustainable practices, necessity may once again be drawing people back to public transportation and to the sense of community engendered by developments and neighborhoods that bring people together to shop, work, and live their lives.”

Source: *Urban Land* - January 2008
The Spread of TODs by Joseph Geller and Stephen Plunkard

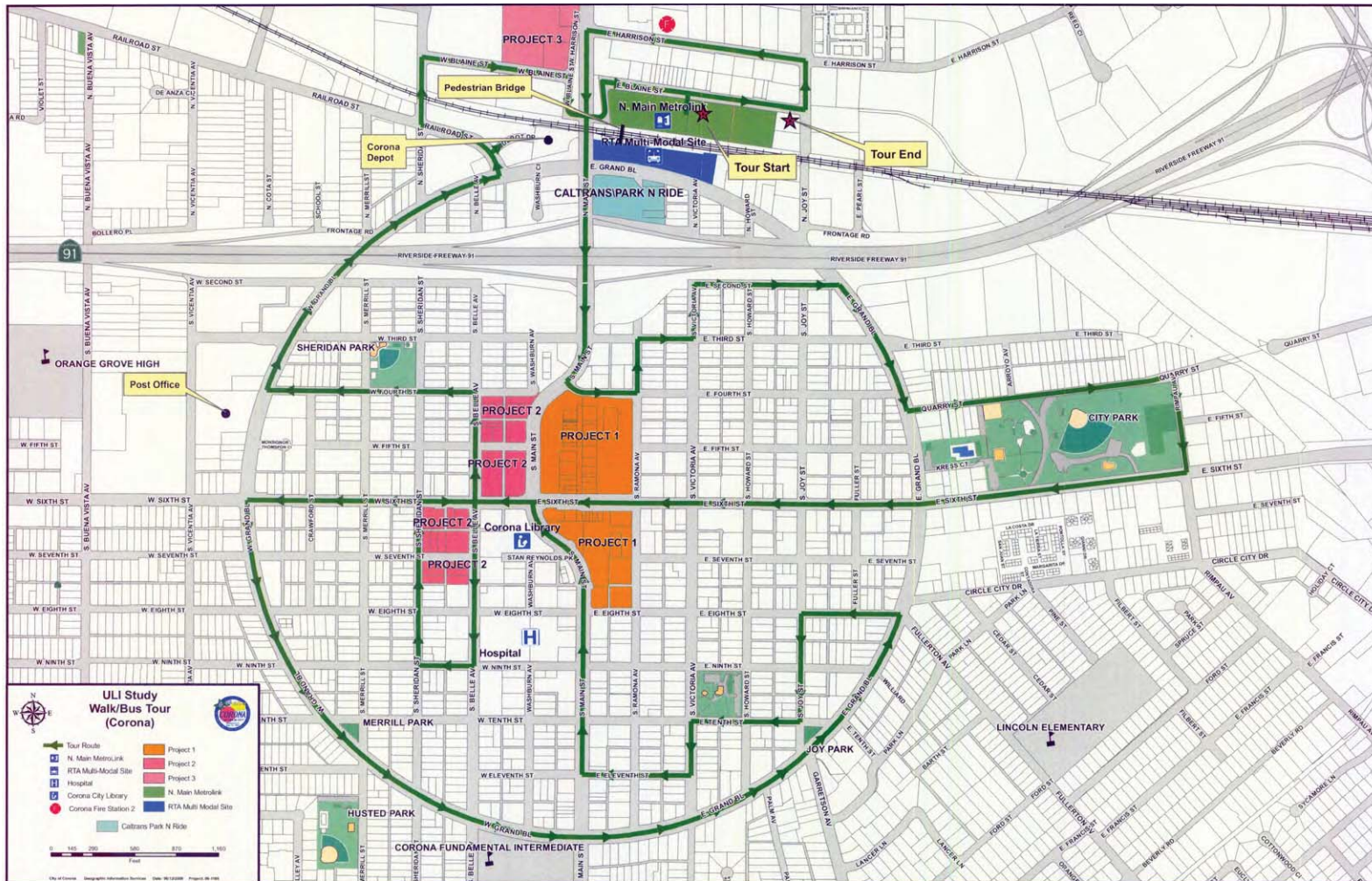
City's Goals

The technical assistance panelists met with City officials, staff, and community members to discuss the possibilities for TOD surrounding the North Main Street Metrolink station. The main goal of the TAP was to study the area and make recommendations on ways to improve the connectivity of Downtown and the Metrolink Station. In order to create meaningful alternatives, the TAP found it necessary to understand the significant land uses within downtown and the circle area itself (employment generators, housing stock and retail stimulators), the vehicular and pedestrian circulation, and the constraints to development. Specifically, the City sought input on three main topics:

- Connecting the station to downtown,
- Executing the ideas, and
- Developing opportunities to stimulate pedestrian activity along that corridor which includes promoting pedestrian connectivity to and from “activities” within the study area.



Project Area Plan provided by City of Corona, 2009.



Project Area Plan provided by City of Corona, 2009.

Opportunities

The newly built North Main Street Metrolink Station provides the City with a great amount of development potential. Given the high level of ridership at this station, North Main could be the next hot spot for TOD. There are a number of key opportunities the City could build upon to maximize development success:

- Downtown Corona's visibility from the 91-freeway,

- The appeal of existing infrastructure,
- Unused parks which can be used to create some type of neighborhood amenities,
- Creating a public living room,
- Expanding the traditional 500 radius to connect TOD area, and
- New types of transportation uses such as park and ride, bicycle, etc.

Considerations

Building TOD around the existing Metrolink station provides a great opportunity to re-energize the area. Key to the success of developing around the transit station is the need to create a vibrant mix of uses within the downtown and provide an attractive activated connection between the two. There is some concern about integrating new development into the existing fabric of a City that is over a century old. The panel recommends future development consider the following elements:

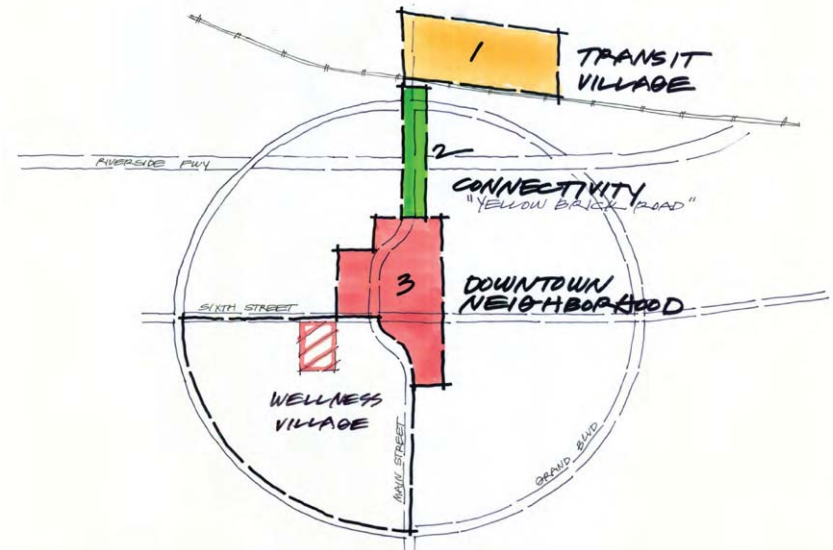
- Historic Guidelines were recently approved by the City Council. The guidelines describe a desire for new development to mimic a contemporary modern look with 3-D classical pediments and accents.
- While there might be some interest in reducing parking to make driving less appealing, there is concern that residents and visitors of Corona are not ready to give up their cars.
- Currently, there doesn't seem to be enough activity in the existing Downtown to sustain businesses.
- The new North Main Street Station is cumbersome and does not provide a positive trip experience. In addition, access to the parking structure is difficult and signage is unclear. It is not easy to find the entry.
- While some commuters would prefer rail transit, the frequency of trains does not support typical business hours. There is a desire to coordinate train schedule and commuter buses to better serve commuters from Corona and neighboring cities.

TAP Recommendations

After much consideration, the technical assistance panel concurred that the City of Corona is rich in history and recommends the City embrace a development strategy that is "evolutionary" versus "revolutionary". If this process is overlooked, the panelists fear the City will be in a constant struggle to reinvent itself.

Typically, TODs constitute the area within a quarter-mile radius of a transit stop. Given the unique opportunities in Corona, the panel identified three areas of the North Main Street TOD which extend beyond the typical transit stop radius:

- Transit Village – parcels adjacent or within ¼ mile radius of the North Main Street Station
- Main Street Corridor – connection between the Transit Village and the Downtown Neighborhood
- Downtown Neighborhood – parcels adjacent or within ¼ mile radius of the Corona Mall



Proposed TOD Districts Plan provided by Corona TAP, 2009.

In considering these three areas, the panel's goal was to provide the City with realistic recommendations on how to maximize the benefit of TOD. The panel's findings are described in four (4) recommendations:

Recommendation #1 : Window into the City

Recommendation #2: Transit Village

Recommendation #3: Connectivity to Downtown

Recommendation #4: Downtown Neighborhood

Recommendation #1: Window into the City

Utilize freeway as a “window” to the downtown and create an iconic element to draw people to Corona.

Similar to how a storefront window is used to draw-in shoppers, a City can support local commerce by reinforcing the City’s marketing window. The City of Corona’s has a built-in opportunity: the 91-Freeway overpass. The vertical height and location of the 91-Freeway overpass provides an ideal location for a window into the City. From this perspective, commuters have a direct visual to the historic downtown mall as well as the Transit Village.

- Use an vertical landscape elements and artistic lighting to establish a strong and recognizable identity for the North Main district.
- Vertical landscape can be lighting, art, trees, or other elements which signify there is something unique.
- Use repetition to reinforce the theme.



Disney Streetscape in Anaheim, California. Photo provided by Jim Maloney, 2009.



TOD Transit Village Concept Sketch provided by Corona TAP, 2009.

Recommendation #2: Transit Village

Use the North Main Street Metrolink Station as a catalyst for Transit Oriented Development.

The North Main Street Metrolink station is an existing asset to the City. The panel believes there is great potential to build upon this asset and capitalize on traffic and activities that coincide with commuter traffic. Planning tools such as flexible land-use policy and zoning can shape the design of these sites. In addition, it is critical the City consider a long-term comprehensive approach that is flexible to evolve over time.

- Write specific zoning standards that allow flexibility (i.e. mixed use developments, adaptive re-use, parking standards etc.).
- Allow builders to consider creative approaches to solving development issues (i.e. the parking structure could be joint-use and serve both the rail and Fender Museum).
- Design area as a village and not separate parcels throughout the TOD including the future residential in Project 3.
- Study the traffic flows in and around the rail station and require Metrolink station to have proper entry; improve the access to the station and add a new entry road between Blaine and Harrison.

01/19/10 TOD Marketplace

- Use the southeast corner of Harrison and Main to create a pedestrian retail village that serves residents, businesses, and commuters.
- Provide for diversity of uses including residential, retail, office, and civic uses.
- Enhance economic vitality by developing an “Employment Loft” district; utilize existing buildings where feasible (historic enhancement).
- Develop a Community Landscaping program specific to the area.
 - Develop an intuitive way-finding program plan that keeps a common theme.
 - Use textured paving to reinforce visual and acoustical experiences.
- Ensure balanced housing mix, segmentation, and affordability (including Project 3).
- Locate an urban living room and/or pocket park to serve as social gathering place.

Recommendation #3: Connectivity to Downtown

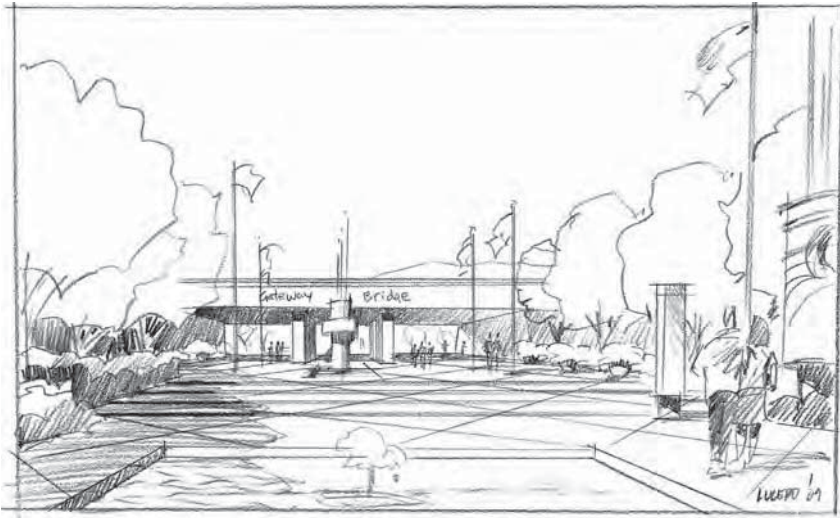
Transform Main Street into a “Yellow Brick Road.”

The North Main TOD has expanded beyond a typical TOD radius. The panel recommends the TOD area be expanded to include Downtown.

- Connect Transit Village and Downtown by way of a “Yellow Brick Road”.
 - Reclaim 100 ft on the east side of Main Street for Kinetic park (a kinetic park uses a repetitious elements such as water to reinforce the theme),
 - Provide services and activities that can work under the shade of the freeway,



Public living room on Santana Row in San Jose, California.
Photo provided by Jim Maloney, 2009.



TOD "Yellow Brick Road" Concept Sketch provided by Corona TAP, 2009.

- Use the vertical elements to highlight the Main Street connectivity,
- Consider modification to the east and west on/off ramps which will reduce auto traffic movements, and
- Consider development of a historic "time line" along the linear park to commemorate significant events in the City's history.
- View the 91 freeway as an opportunity, not a barrier.
 - Consider uses such as skate park, bike rentals, or community fair (similar to Portland).
- Activate the linear park with unique opportunities:
 - bicycle recreation,
 - jogging exercise park,
 - farmers market,
 - 3-mile races,
 - skateboard racing, or
 - collective automotive show.

Recommendation #4: Downtown Revitalization

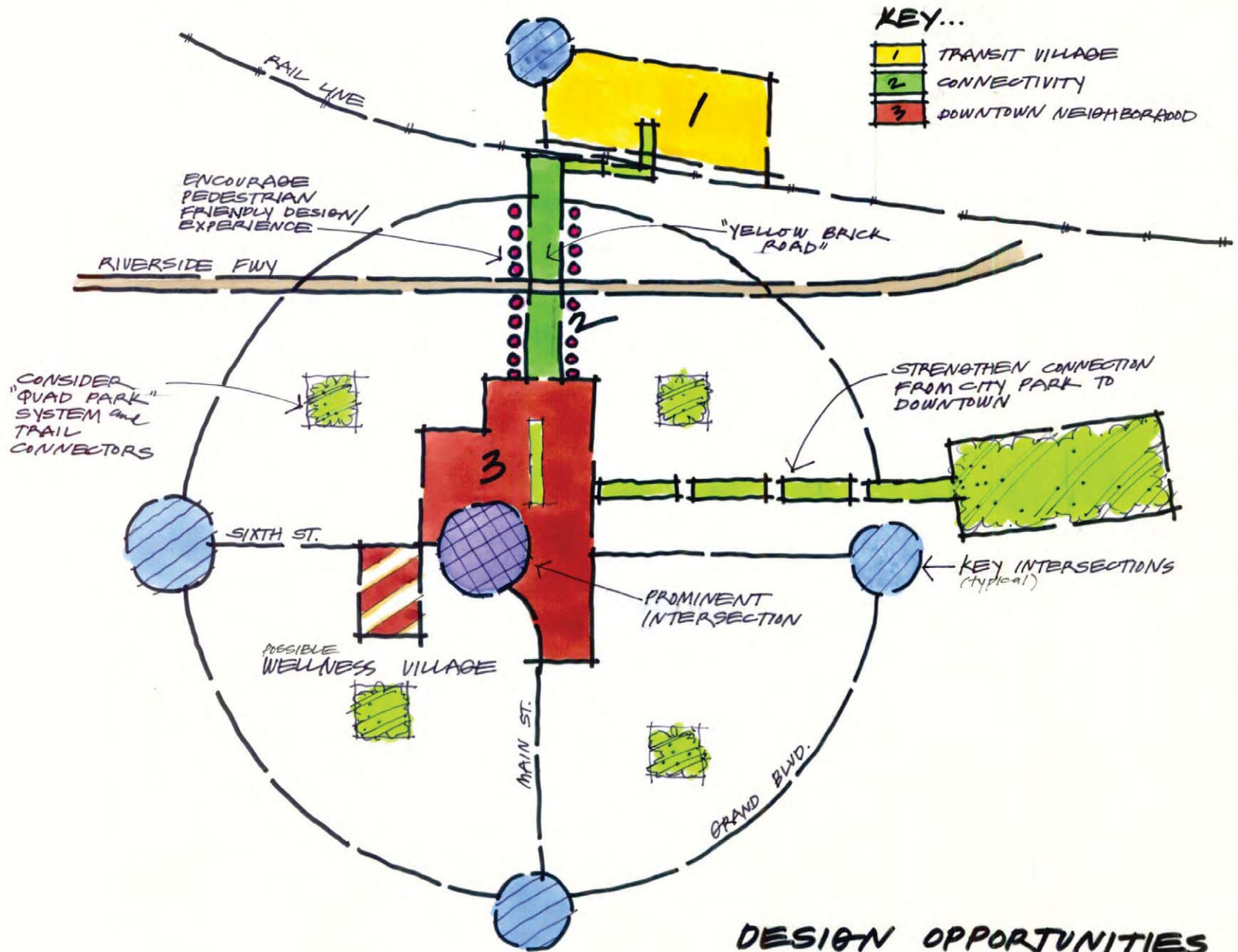
Redevelop the Corona Mall and surrounding Downtown Neighborhood.

If the City is able to cohesively connect Downtown to the North Main Street Metrolink station, there can be a mutual benefit to both areas. The Transit Village can offer an opportunity for rail-adjacent ridership needs while the Downtown can present a historical and/or cultural component.

- Rejuvenate Corona Mall to create a draw (Project Area 1).
 - Create the City's "Living Room" (an open space that promotes spontaneous activities and organized planned events; a place that gives community a sense of pride).
 - Reinvent old Main Street corridor as active pedestrian thoroughfare.
 - Encourage a mix of uses.
 - Create a phased development plan; while major change may not be immediate, consider the long-term.
- Update and modernize select buildings within existing mall.



Boulevard Alicante. Photo provided by Bill Delo, 2009.



DESIGN OPPORTUNITIES

- Create an iconic place at the terminus of 5th Street and connection to the City Park.
 - Design 5th street as a new pedestrian connector (linear park) between the park and mall.
- Create a health and wellness district with health-related uses (Project 2, south of 6th):
 - medical office, and
 - educational training (health and wellness).
- Incorporate a residential component (Project 2, north of 6th).
- Balance types of housing and affordability including high density residential.
- Integrate senior affordable housing on the northwest corner of 6th and Main to serve as catalyst for development.

Pedestrian Environments

"In order to develop alternatives to drive-alone auto use, comfortable pedestrian environments should be created at the origin and destination of each trip. No one likes to arrive at work without a car is they cannot walk comfortably from transit to their destination or run a mid-day errand on foot."

Source: Calthorpe, Peter. The Next American Metropolis. Princeton Architectural Press. 1993

Conclusion

The North Main Street Station provides a great opportunity for transit oriented development. Given the rich history, established infrastructure, and the City's will for redevelopment, the Technical Assistance Panel confirms that North Main could be the next hot spot for TOD.

The panel recommends the TOD not be restricted to the typical quarter-mile radius around the transit station. Instead, the panel recommends the City consider Main Street and Downtown as viable opportunities to extend a transit oriented theme to the redevelopment areas. Establishing a strong pedestrian environment along Main Street is a critical component in ensuring this synergy extends beyond the station.

The panel recommends using the 91-Freeway overpass to showcase Main Street, the station, and Downtown. The vertical height and location of the 91-Freeway provides an ideal location for a window into the City.

If the City is able to cohesively connect Downtown to the North Main Street Metrolink station, the panel believes there can be a mutual benefit to both areas.



Alley Lights. Photo provided by Rick Aiken.



TOD Downtown Renewal Concept Sketch provided by Corona TAP, 2009.



Jamison Square. Photo provided by Rick Aiken.



Corona TOD TAP, 2009. Photo provided by Carrie Mayhew.

Panel Biographies

Given the broad range of expertise necessary to fully envelop the task at hand, panelists were selected based on their experience in transit oriented land planning, engineering, transportation systems, architecture, landscape, economic development, financial analysis, project management, marketing, land development, and construction.

Biographies for the panelists are listed below, organized alphabetically by last name.

Ryan Aeh

Project Director
LAB Holding

ryan@thelab.com
(Corona TAP)

Ryan Aeh is a Project Director for LAB Holding, a boutique commercial real estate development and management firm based in Costa Mesa, CA. Ryan is responsible for land acquisitions, in-house leasing, and is the project manager for the SEED/Centennial Mills redevelopment project in Portland, OR. Ryan has a diversified real estate background with broad development experience from opportunity identification, financial analysis, transaction structuring and negotiation, due diligence efforts, land entitlements, and asset management. Prior to joining LAB Holding, Ryan was a Director of Acquisitions for The Olson Company, an infill residential developer. Ryan focused on TOD locations in Orange County and secured nearly 500 new home sites (over 200 adjacent to Metrolink stations). Ryan graduated from the University of Southern California with a Bachelor of Science in Planning and Development. He is a member of the Urban Land Institute and the International Council of Shopping Centers.

Richard Aiken, AIA, NCARB

Senior Principal — Urban / Mixed-Use Design
William Hezmalhalch Architects, Inc.

RickA@whainc.com
(Corona TAP – Co-Chair)

Rick Aiken, a Senior Principal, directs the WHA Urban Mixed-Use Design Studio. With over 25 years of experience and a large body of work in and around the West Coast, Rick has become a leader in urban design with a focus on higher density and mixed-use projects. His expertise has led to speaking engagements to share his skills and insight in the area of urban infill design. It is Rick's firm belief that the scale of these projects is bigger than one person and ultimately it is tenacity, discipline and good communication that result in success. WHA Urban Mixed-Use Studio intends to focus on projects that are Unique, Boutique and Refined. Rick believes that all projects have a process that is unique to the site location, project type and the needs of the client. With his diversity of experience in commercial, institutional and residential projects over the years he is able to integrate different architectural philosophies while still achieving programmatic and economic objectives of the client. Raised under the guidance of his father, a real estate investor and developer, Rick developed a passion for architecture at an early age. The business knowledge gleaned from his father, combined with his experience as a construction framer in high school and college, gives Rick a balanced understanding of how to creatively design buildable solutions. Rick encourages balanced responsibilities and skill sets for those on his team. He identifies staff best suited to each project and keeps them involved from conceptual design through production. This requires the staff to take personal interest in each project. Ultimately this provides a better flow of information and builds stronger client relationships.

Denise Ashton, CGBP

Principal – Planning and Community Design
William Hezmalhalch Architects, Inc.

denise@whainc.com
(Corona TAP – Co-Chair)

Denise has been involved in the planning and design field for the development industry over 30 years. Her schooling as a geographer, set the stage not only at the broad perspectives of large scale land planning but also at the diverse intricacies of designing and entitling quality neighborhoods and communities. Her well-rounded knowledge of the development process from project inception and design through entitlement and completion, with expertise in site specific design, written,



verbal and graphic presentations and client relations, has been an advantage for WHA and its clients. As one of two managing Principals of the Community Planning and Design department, Denise's enthusiasm and passion for the profession is inspiring. Her ability to manage and lead a team of professionals, or to be a team player herself, results in a dynamic, self-motivating and creative planning and design group.

Talented in domestic and international land use planning and design from small infill urban sites to large master planned communities, her interaction with the residential and Mixed Use studios of WHA, is a unifying element and creates a most creative, powerful and solution oriented approach to project challenges. Denise has strong core design values that guide her successes; compatible contextual neighborhood design, livable neighborhood and community design and the balance of project objectives with client goals. Denise is active in the Urban Land Institute Orange County District Council and serves on the Executive Committee as the co-chair of the Education Committee. This involvement is a fantastic opportunity to share and promote the importance of responsible land use and to participate with others from across the country in topics that influence all of us: sustainability, affordable housing, infrastructure, education, market forces etc.

Aram Chahbazian, AIA

Principal

Thomas P. Cox Architects

aramc@tca-arch.com

(Placentia TAP)

Aram Chahbazian is a Principal at TCA, an award-winning architectural firm specializing in high-density housing. Mr. Chahbazian has over 25 years experience in residential design with direct, personal involvement in the entire design process. He directs a design studio with an emphasis on mixed-use urban-infill projects. These complex projects range in density from 45 up to 100+ DU/acre located in urban environments in the Western United States. Typically, these projects incorporate retail at the street level with high-density housing above, often incorporating entire urban blocks. Mr. Chahbazian is a member of American Institute of Architects (AIA) and Urban Land Institute (ULI), serving as co-vice chair for the programs committee of the ULI Orange County District Council advocating smart growth issues for the Southern California region. He is

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also actively involved in supporting Habitat for Humanity by working to provide decent housing for low-income families in Orange County.

Nate B. Cherry, AIA, AICP, LEED-AP

Vice President
RTKL Associates, Inc.
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(Ontario TAP)

Nate is the director of the Planning and Urban Design Group of RTKL Associates Inc. With over 20 years of experience as an architect and urban designer, he specializes in large Urban Infill and Brownfield Redevelopments, Transit Oriented Development, Campus Planning, and Sports and Entertainment Districts. He has extensive experience working throughout the western United States, Canada, Asia, Russia, and Australia. He has been project lead on numerous award-winning projects, including (in California): Los Angeles Sports and Entertainment District, Downtown Brea Redevelopment, Pasadena Central District Specific Plan, and Tustin Legacy. He is on retainer as town architect for numerous municipalities in Southern California. He has written and lectured extensively, and his book; *Grid / Street / Place: Essential Elements of Sustainable Urban Districts* was published in 2009 (APA Press).

David Chow, P.E., AICP

Partner
IBI Group
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(Ontario TAP)

David Chow is a partner of IBI Group, an international multi-disciplinary firm focused on the development of cities. With over 2,200 employees in 60 offices throughout North America, Europe, Asia and the Middle East, IBI Group offers a broad range of professional services concentrated in four main areas: Urban Land, Facilities, Transportation and Systems. David is one of the Directors in the Irvine office responsible for IBI's practice in the Southwest United States. He is a graduate of the University of California, Irvine and a founding member of the UCI

Chapter of Chi Epsilon, the Civil Engineering Honor Society. David is a licensed professional engineer (P.E., civil) in the states of California, Arizona, Michigan, Nevada, New Mexico, New York and North Carolina. He is also a certified planner and member of the American Institute of Certified Planners (AICP). He has over 20 years of experience working in the transportation planning and engineering fields. Over that period, he has managed numerous transportation projects ranging from planning and land use studies to design and implementation of infrastructure and transit systems. His background includes extensive experience with transportation and transit planning, traffic engineering and engineering design. He has worked on projects with all modes of land travel from pedestrian and bicycle, to auto, bus, streetcar, light rail transit (LRT), automated guideway technology (AGT), personal rapid transit (PRT), commuter rail, high-speed rail and high-speed maglev. Significant projects in the region that Mr. Chow has worked on include his lead roles in the Southern California Association of Governments (SCAG) High-Speed Maglev Deployment Program, City of Irvine Guideway Project, Orange County Transportation Authority (OCTA) CenterLine Preliminary Engineering and Environmental Assessment, City of Los Angeles Expo Line Transit Oriented Development Study, and Metro Gold Line Extension Transit Oriented Development Study. David is currently working with the City of Anaheim as their project management consultant (PMC) for their fixed-guideway project in the Anaheim Resort Area.

Susan B. Davison, AICP

Director of Business Development
Van Tilburg, Banvard & Soderbergh, AIA
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(Riverside TAP – Co-Chair)

Susan Davison, as a Director at Van Tilburg, Banvard & Soderbergh, AIA ("VTBS"), currently oversees all marketing and business development for the locally-based architectural firm. In her role, she is responsible for providing strategic direction and identifying potential opportunities for the firm. VTBS specializes in mixed use, urban infill and multi-family development, designing a wide range of projects throughout Southern California. Susan started her career in economics and finance, providing consulting services to private sector investors. She then spent ten years as a senior project manager at EDAA/AECOM, an international planning firm. At EDAA, Susan was responsible for managing multi-disciplinary

TOD MARKETPLACE

APPENDIX A

teams to develop innovative and cost-effective sustainability programs for large-scale masterplanned developments. Susan has held leadership roles in high profile, complex design projects such as the Heritage Fields Community, a registered LEED-ND pilot project at the former El Toro Marine Air Base in Orange County. Professional affiliations include the American Planning Association, as an AICP, and membership in the Urban Land Institute. Susan is a member of the ULI 2009 TOD Marketplace Committee, as well as co-chair of a recent Technical Assistance Panel for the City of Riverside. She currently serves as Vice-Chair of Education for the ULI OC/IE Sustainable Communities Initiative Council. She also helped establish, and served as co-chair of the ULI-Young Leaders Group Orange County Chapter. Susan has a Master of Arts in Urban Planning from the University of California, Los Angeles, and a Bachelor of Arts in Urban Studies + Planning from the University of California, San Diego.

Edward A. de Avila

CEO

Village Partners, Inc.

ed@villagepartners.com

(Ontario TAP)

Ed de Avila has developed a reputation of understanding multiple disciplines and their integration and, how to distinguish properties with a particular focus on street front mixed-use developments. His client base has included pension funds, investment companies, land developers, government agencies, regional mall owners and mixed-use partners and developers. With over 25 years of experience in real estate planning, design, development, and leasing, Ed has been responsible for creating and managing multi-disciplinary project teams delivering mixed-use developments. His extensive experience creating value on both urban and suburban properties, through a customized, process approach, combined with strategic branding, merchandising and leasing, contributes greatly to defining developments. Ed also was Co-founder and Managing Director of Centertainment, Inc., the wholly owned development subsidiary of AMC Entertainment, Inc. and was responsible for theatre expansion and development in the U.S. and Canada on behalf of AMC Realty. Following his tenure at AMC; Ed was Senior Vice President of J.C. Nichols Company where he managed a portfolio of all property types valued above \$600M with revenues above \$100M and maximized value of the historic Country

Club Plaza achieving a \$56M Tax Increment Financing assistance for a \$240M development program.

Bill Delo

Associate

IBI Group

bdelo@ibigroup.com

(Corona TAP)

Mr. Delo is an Associate of IBI Group and a Transportation Planner with over nine years of experience in transportation planning and traffic engineering. Mr. Delo is an experienced project manager, responsible for the successful completion of numerous projects. His particular areas of expertise include multi-modal planning studies, traffic impact studies and the identification and evaluation of transportation demand management (TDM) measures and their ability to reduce automobile trips and parking demands for new developments. His career experience has included extensive participation in public and agency outreach activities.

Christopher J. Grey, AICP

Senior Associate

Fehr & Peers

c.gray@fehrandpeers.com

(Riverside TAP)

Christopher J. Gray, AICP, is a Senior Associate with 14 years experience in transportation planning, Sustainable Transportation, climate change studies, travel demand forecasting, parking studies, transit studies, and Smart Growth. He has managed over 100 projects while at Fehr & Peers including: the Irvine Climate Action Plan, advising the Orange County Transportation Authority regarding SB 375, and the development of a Sustainability Model for the SCAG. He has extensive experience working with transit projects including development of the Direct Ridership Model prepared by Fehr & Peers along with several studies for OCTA under the Go Local Program. He is a member of APA, CNU, and ULI. He earned a Bachelors of Arts in Political Science from the University of Florida and a Master's of Science in Planning from Florida State University.



Corona TOD TAP, 2009. Photo provided by Carrie Mayhew.

Andrew Gross

Vice President of Development
Tom Saffron Associates
andrew@tsahousing.com
(Corona TAP)

Andrew David Gross is Vice President of Development at Thomas Safran & Associates. Mr. Gross is experienced in all aspects of affordable and market rate development, including site acquisition, finance, government agency negotiations, planning, design and construction. Prior to joining Thomas Safran and Associates, Mr. Gross worked as an associate at a Los Angeles based investment bank. Mr. Gross is a member of the California Bar and graduated with honors with a JD/MBA from Emory University. Mr. Gross also graduated with highest distinction honors, Cum Laude, in economics from the University of California, San Diego.

Karen Gully

Director, Design
The Planning Center
kgulley@planningcenter.com
(Ontario TAP – Co-Chair)

Karen has a talent for strategy and innovative problem solving that has been honed by 20 years of experience. Her skill with all facets of community planning and design for private and public sector clients expands the opportunities for creative solutions. In recent years, she has specialized in assisting local communities with evaluating the potential for transit-oriented development associated with Metrolink and BRT. Her work ranges from vision plans to implementation strategies, each developed in a collaborative effort with city staff, transit agencies, and the public. To date she has lead over 18 conceptual transit visioning projects in the southland. Karen also has extensive experience in specific plans, conceptual design studies, infill development strategies, general plans, military base reuse plans, and project implementation and entitlement. She regularly facilitates public meetings and workshops and is adept at establishing a rapport with her audience and communicating complex and often controversial issues in a clear, accurate manner. She

provides expertise in project visioning and implementation, and enjoys the challenges of project processing, negotiating conditions of approval, responding to political considerations, and handling communication between stakeholders.

J. Donald Henry

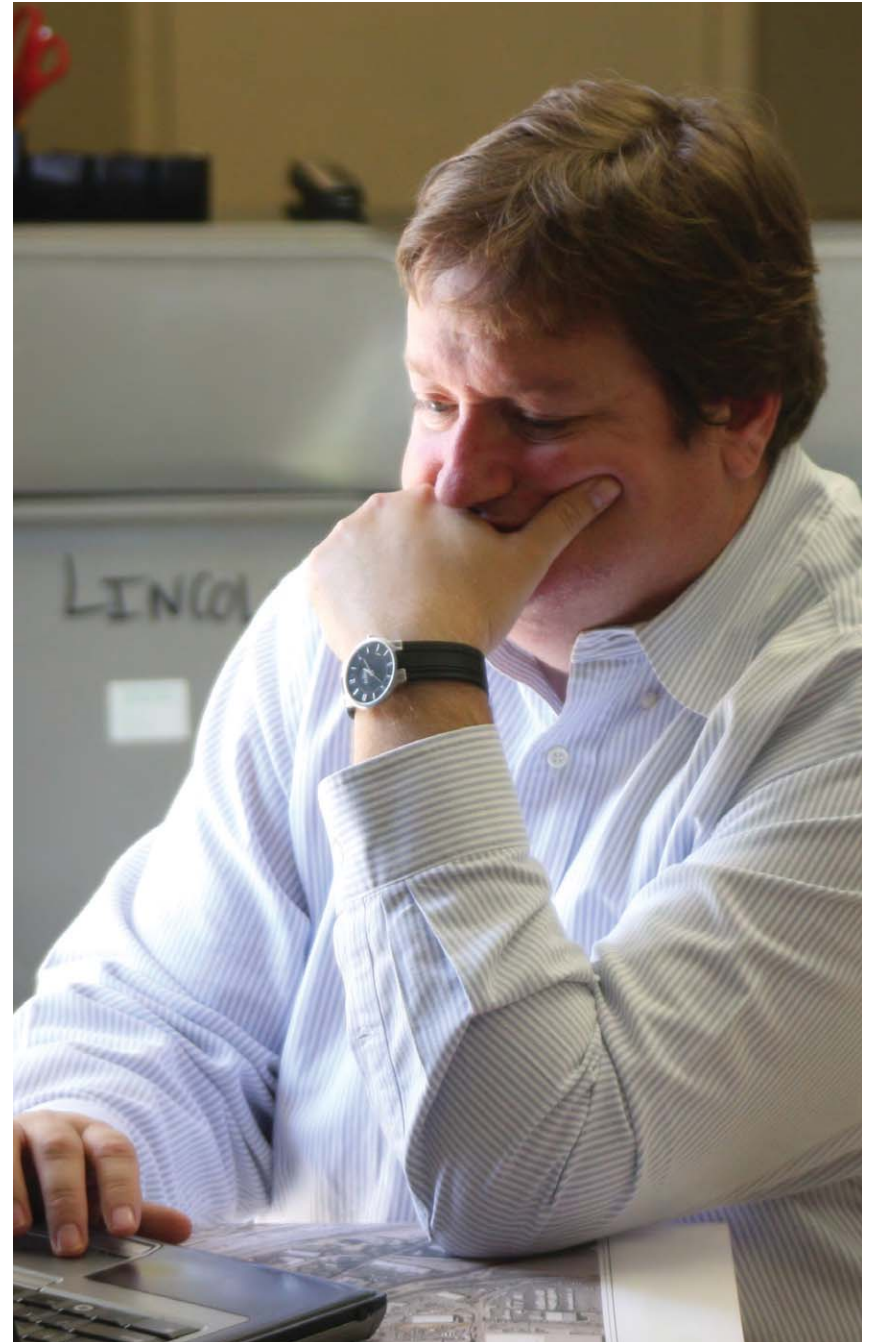
President
Village Partners, Inc.
don@villagepartners.com
(Ontario TAP)

Don Henry is a twenty-five year real estate industry veteran with a unique balance of skills in finance and investments combined with hands-on experience in the planning, design and management of urban residential and mixed-use real estate developments. His background includes academic credentials, with degrees from Cal Poly, Pomona, School of Environmental Design (BA and BS), Claremont Graduate University (Certificate in Executive Management), and Massachusetts Institute of Technology (MSRED) as well as the AICP designations. Prior to launching Phoenix Ventures he was Vice President of Development/Acquisitions for the Related Companies. Previous to joining Related, Don was a Vice President of Development with Legacy Partners / Lincoln Property Company (Western Region). Preceding his tenure at Legacy / Lincoln, Don was a Senior Associate with the international design firm of Sasaki Associates.

Robert Kahn

President and CEO
RK Engineering Group, Inc.
rk@rkengineer.com
(Placentia TAP)

Mr. Robert Kahn, P.E., T.E. has worked professionally in traffic engineering and transportation planning for over 40 years. Mr. Kahn is President and CEO of RK Engineering Group, Inc., a full service traffic/transportation and environmental engineering consulting firm located in Newport Beach, California. RK provides consulting services to a wide variety of private



Riverside TOD TAP, 2009. Photo provided by Carrie Mayhew.

and public sector clients throughout California. He is recognized as an industry expert and is actively involved in RK on a daily basis. Mr. Kahn is an active member of several Professional Organizations including the ITE, ASCE and ULI where he has presented several technical papers. He received his Bachelor and Master of Science degree in civil engineering from the University of California, Berkeley. Mr. Kahn is registered Professional Engineer and Traffic Engineer in the State of California along with the states of Nevada and Colorado.

Howard J. Katz, Esq.

VP Community Development
Casdan Properties
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(Riverside TAP)

Graduated from California State University Los Angeles in December 1973 with a B.A. in Mathematics, and minored in Industrial Arts (Woodworking) and went on to receive a J.D. from Whittier Law School in June 1979. From 1975 to 1980 was employed as a City Council Deputy to Councilman Zev Yaroslavsky. After leaving Yaroslavsky primarily practiced in the field of land use entitlements, construction and environmental law for over 21 years and served several nonprofits as a housing consultant. In June 2001 joined Casden Properties as a Vice President of Community Development responsible for coordinating and obtaining entitlements for the various company projects as well as coordination of the design development / construction drawings. Prior to joining Casden concentrated on the development of affordable senior and disabled housing projects for numerous non-profit agencies. Was the primary person responsible for the development of over 1,000 such units varying in project size from 151 to 6. Responsible for the processing of one of the first mixed use / air rights projects to be built utilizing a city off street parking lot and HUD financing. As the housing consultant for these projects, was responsible for all aspects of the development, from identifying potential sites to obtaining permits, financing, and construction management. In addition, was the lead land use attorney for numerous regional shopping centers in the Los Angeles area responsible for the entitlements and permits, but was also a part of the construction management team. Projects included the Westside Pavilion, Pavilion II, Beverly Connection, as well as numerous other smaller local retail facilities and assisted in

the renovations of the Century City Shopping Center, The Brown Center, Marina Pacifica and the Beverly Center.

Jeanet Kulcsar

Senior Associate
David Taussig and Associates (DTA)
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(Riverside TAP)

Jeanet Kulcsar has a background in economics, public administration and finance. Since joining DTA in 2005, Mrs. Kulcsar has prepared various reports including public facilities financing plans, economic impact, fiscal impact and jobs/ housing balance studies. She also conducts qualitative and quantitative analysis of various public financing mechanisms such as Community Facilities Districts, Redevelopment Project Areas, Assessment Districts, Revenue Bonds and Development Impact Fees.

In addition to feasibility studies, Mrs. Kulcsar has also been involved in the formation and annual administration of dozens of Mello-Roos Community Facilities Districts ("CFDs"), with successful bond sales of over \$100 million, including CFDs in Tustin Marine Corps Air Station, City of Irvine, City of Long Beach, and County of San Diego. Prior to joining the DTA, Mrs. Kulcsar was employed at California State University, Fullerton. At the CSU's Social Science Research Center, she wrote technical reports quantifying the impact of various programs throughout the region. At CSU's Office of Analytical Studies, Mrs. Kulcsar's work involved identifying retention rates and enrollment trends. Mrs. Kulcsar holds Master's in Public Administration from California State University, Fullerton and a B.S. degree in Economics from Eastern Michigan University.

Mitch Lucero

Principal
William Hezmalhalch Architects, Inc.
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(Corona TAP - Illustrator)

Mitch heads WHA's Rendering Studio and has 30 years of professional

experience within the field of Architectural Illustration. Throughout his lengthy career he has worked on a variety of domestic and international projects that include: Single and Multifamily Housing, Design Guidelines, Mixed-use, and Commercial/Retail products. Additionally, he is often sought out for his skills in conceptual design and community visioning. He and his staff of talented artists are proficient in traditional media such as watercolor and pencil, as well as, computer generated graphics. Mitch received his Bachelor of Art/Environmental Design from California State University Fullerton. In addition, he received his Master of Divinity/Theology from Fuller Theological Seminary in Pasadena, CA. He is a member of the New York Society of Renderers, NYSR.

Carol S. MacFarlane

Senior Vice President and Director of Landscape Design
FORMA

carol@formacompanies.com

(Riverside TAP)

Ms. MacFarlane has more than twenty-five years of professional experience in all aspects of landscape architecture including extensive experience in urban, mixed-use, community, park, streetscape, resort, and golf course landscape design and architecture. As Senior Vice President and Director of Landscape Design within FORMA's diverse cadre of design services, Carol has gained a particular reputation industry wide for her delivery of creative design solutions, her communication and engaging people skills related to business development, networking, community and public outreach as well as her efficient, well-tested, and clear construction documentation process. She has been an influential director on a diverse array of award-winning projects throughout the West.

James (Jim) Maloney

Principal
SWA Group

jmaloney@SWAGroup.com

(Corona TAP)

Jim has 23 years of experience as a planner and project manager, with

extensive experience in the management of complex projects with multiple consultants and clients. Thanks to his communication skills and strong professional relationships, he is talented at developing group consensus, and capable of getting projects swiftly approved. He works primarily in Florida, Texas, Southern California, and Massachusetts. Jim received his Master of Landscape Architecture from Harvard University Graduate School of Design, 1985 and Bachelor of Science in Natural Resources/Environmental Design from University of Massachusetts, 1982. Jim's interests include community planning; campus planning; park and recreational planning; sustainable design; projects that advance the responsible use of land. He is inspired by the natural landscape: the coast, the Sierra mountains, the deserts of the Southwest; nature writers with an environmental perspective (Marjory Douglas, Edward Abbey, Bill Bryson); the photography of Ansel Adams; landscape impressionist painting and Southern California plein air painting. Jim is a member of the American Society of Landscape Architects, American Planning Association, and the Society of College and University Planners.

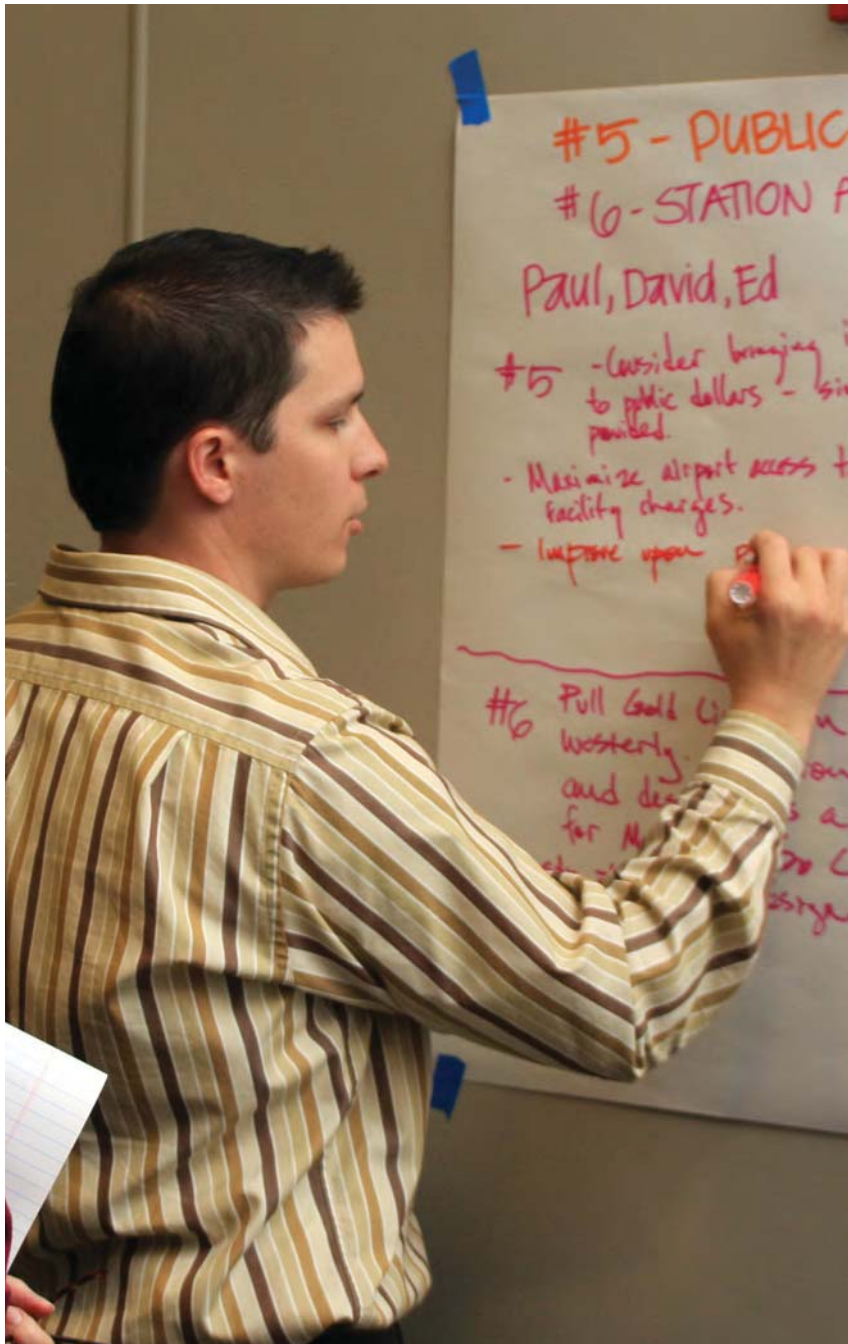
Paul Martin, P.E., T.E.

Senior Associate
RBF Consulting, Inc.

PMARTIN@rbf.com

(Ontario TAP – Chair)

Paul Martin has extensive experience in transportation planning, traffic engineering, and parking analysis. He is practiced at working with land use planning professionals to refine proposed site plans to better facilitate mobility for motorists, pedestrians, and bicyclists. Paul is focused on customizing solutions for public and private sector clients to minimize transportation impacts on global impact change in response to public sentiment and government legislation. He is proficient at identification of feasible traffic and parking mitigation measures for CEQA defensibility. In addition to physical solutions to address forecast deficiencies, Paul utilizes non-physical solutions to minimize impacts including traffic demand management, parking reduction strategies and parking management programs. Based on his traffic engineering experience, Paul is proficient at site access refinements to improve internal circulation and minimize pedestrian/vehicle conflicts. Paul has prepared multiple traffic flow visual simulations combining measured vehicular and pedestrian volumes with



Ontario TOD TAP, 2009. Photo provided by Carrie Mayhew.

aerial imagery to show existing and future traffic circulation. Simulations have shown proposed roadway connections, placement of traffic signals at varying access points, as well as intersection control by traffic signal or roundabout for public understanding and discussion. Through his work experience, Paul has worked closely with Caltrans, City, County, and regional transportation staff to find solutions to transportation planning challenges. In collaboration with agency staff, he has prepared and presented multiple summaries of technical findings at community meetings, staff meetings, and public hearings. Paul's experience interfacing with public agencies and private groups allows him to serve competently as a liaison on complex projects.

Jerry Ogburn

Community Planner and Designer
The Planning Center
jogburn@planningcenter.com
(Placentia TAP)

Jerry Ogburn brings over 40 years of professional urban design and planning experience to public and private sector development projects, with extensive successful experience in leading interdisciplinary teams of specialized consultants. His areas of specialization include: master planning and design of large scale new communities and mixed use developments; downtown/ commercial area redevelopment and revitalization; residential neighborhood revitalization; business campus master plans; and design guidelines for commercial employment center and residential developments. Jerry's experience encompasses many large-scale development projects in California, Arizona, Texas, Oklahoma, Nebraska, Ohio, Iowa, New York, Florida, Massachusetts, Virginia, Maryland, Pennsylvania, Hawaii, and the District of Columbia. His international experience has included significant work in West Germany, and he has traveled extensively and studied community development in England, Scotland, France, Italy, Germany, Switzerland, and Austria. Jerry is the recipient of a number of planning awards, including design awards from the American Institute of Architects, the American Planning Association, the American Society of Landscape Architects and the Association of Environmental Planners, recognizing his work on the Palm Canyon Drive Streetscape Improvements project in downtown Palm Springs.

John Olivier, P.E.

Principal
Fusco Engineering
jolivier@fuscoe.com
(Placentia TAP)

With over 20 years of experience, John's background includes primarily urban, mixed-use, infill and complex entitlement projects, but he also excels at multi-family residential and master-planned communities. John has worked throughout Southern California but focuses his efforts on Los Angeles and Orange County. John has been principal-in-charge of landmark developments such as the Hollywood & Vine Redevelopment project; Miracle Mile Redevelopment, Warner Center and Little Tokyo Block 8

Master Plan projects in Los Angeles; as well as Heritage Fields and Woodbury East in Irvine. Notable clients include Legacy Partners, The Related Companies and Camden. John is a strong civil team leader and easily fits into complex project team structures. Through his strong communication skills he develops excellent working relationships with clients and other team members to keep the project moving on schedule and on budget. As a firm Principal and Project Manager, John has the responsibility of keeping the company growing and to drive client satisfaction by providing leadership and support to the various studios.

Neil Payton, AIA, LEED-AP

Senior Principal
Torti Gallas and Partners, LLC
npayton@tortigallas.com
(Riverside TAP)

Neal I. Payton, AIA, LEED-AP, is a Senior Principal at Torti Gallas and Partners, Inc. where he created, opened and directs the West Coast office in Downtown Los Angeles. Projects extend from the coast of Mississippi and central Texas, to the Pacific Northwest as well as throughout southern California, including support for the station design and station area planning along the Los Angeles Metro's Westside



Riverside TOD TAP, 2009. Photo provided by Carrie Mayhew.

extension of the purple line, a.k.a., “the subway to the sea.” He is also working with Capital Metro, in Austin Texas, and private developers on a “joint development: station area plan and code for the end of the line rail station in Leander, TX. Before coming to California, he directed Torti Gallas’ Urban Design efforts in their Silver Spring, Maryland office. His work centered on Urban Design and Town Planning at a variety of scales including inner city revitalization, inner suburban infill and refill, transit oriented development in emerging development areas as well as regional plans for counties and metropolitan areas. Many of these efforts included TOD’s along Washington, DC’s metro system. Mr. Payton is a frequent speaker at the Congress for the New Urbanism, the American Institute of Architects, ULI, NAHB and the American Planning Association, among others and has authored several articles on urbanism in Urban Land. He has a Bachelor of Architecture degree from Carnegie Mellon University and a Master of Architecture from Syracuse University. In 2002, he was named a Knight Fellow in Community Building at the University of Miami.

John Reekstin

Senior Vice President of Community Development
The Olson Company
jreekstin@theolsonco.com
(Placentia TAP)

Mr. Reekstin joined the Olson Company in July 2004 after a 17 year career in local government. He served as the Executive Director of Santa Ana’s Community Development Agency and Redevelopment Agency from 2000-2004 and prior to that was the City of Huntington Beach’s Director of Administrative Services from 1998-2000, where he served as CFO and also directed the activities of the Real Estate and Human Resources Departments. Mr. Reekstin has served as President of the California Redevelopment Association and has a wealth of experience in redevelopment, housing, finance, and economic development. Mr. Reekstin oversees all land acquisition and project management activities for the Olson Company. He received his B.A. in Political Science/ International Relations from the University of Southern California and a Masters Degree in Public Administration from California State University, Long Beach.

Richard “Rick” Sandzimier, AICP

Senior Planning Manager
Parsons Brinckerhoff
sandzimier@pbworld.com
(Ontario TAP)

Rick Sandzimier, a graduate of the University of California (Irvine), is the Senior Planning Manager for the engineering firm of Parsons Brinckerhoff, in their Orange County office. Parsons Brinckerhoff is an industry leader in transportation and infrastructure development, and has maintained an Orange County office for over 30 years. Mr. Sandzimier’s principal responsibility in the firm is to provide leadership in transportation and transit planning to clients within the Southern California market. Mr. Sandzimier has nearly 25 years of experience in transportation, community, and strategic planning. His professional experience straddles both the public and private sector. Mr. Sandzimier has served as a guest lecturer and speaker at the University of California (Irvine) School of Social Ecology, and as a panelist for NAIOP, WTS, and ULI events. He has served on a variety of boards and committees, and currently sits as the Vice Chairman of the Planning and Transportation Commission for the City of Mission Viejo, California. Mr. Sandzimier is a long standing member of American Planning Association, American Institute of Certified Planners, and the Urban Land Institute.

John Shumway

Principal
The Concord Group, LLC
jshum@theconcordgroup.com
(Ontario TAP – TOD Marketplace Co-Chair)

John R. Shumway is a principal with The Concord Group. He has 26 years of experience in market feasibility analysis for both residential and commercial properties. John has managed numerous engagements focused on strategic planning and highest and best use analysis. These engagements have ranged from large master-planned communities to higher density mixed-use developments in urban areas. John’s professional affiliations include the National Association of Home

Builders (NAHB); the Building Industry Association (BIA); the National Association of Industrial and Office Parks (NAIOP); and ULI-the Urban Land Institute. John was selected by ULI to participate on the panel that initially developed and published the Ten Principles for Successful Development Around Transit. He is also an advisory member of several ULI short and long term technical advisory panels and currently serves as Vice-Chair of Programs for ULI Inland Empire. John is a member of the executive committee for ULI Orange County. John is a frequent guest lecturer before professional and academic organizations including the University of California, Irvine and the University of California, Los Angeles. He has also lectured internationally. John recently spoke to key Japanese homebuilders about expanding market penetration in a downsizing economy. John holds a Bachelor of Arts degree in Business Economics from the University of Oregon.

Linda Siegel, PE.

President

LAS Engineering, Inc.

Linda@lasengineering.com

(Riverside TAP – Co-Chair)

Linda A. Siegel, PE is the President of LAS Engineering, Inc. and has over 20 years of experience in the civil engineering industry. Linda is well known for her experience with mixed-use, urban infill projects and multi-family developments throughout Southern California. Linda earned her Bachelors of Science in Civil Engineering from California State Polytechnic University in Pomona and is a Registered Civil Engineer in California. Linda has provided entitlement, project management, and civil engineering services on many cutting edge TOD projects, including the much anticipated and talked about, Hollywood & Vine project and the 1540 N. Vine Mixed Use Project located in Hollywood, California. Linda has provided civil engineering services for many projects within the Playa Vista development, the largest infill development in the City of Los Angeles. As president of LAS Engineering, Inc., Linda oversees the preparation of feasibility studies, due diligence and assessment reports. Other services include entitlements, preliminary and final engineering plans, including grading, drainage, storm drain, sewer, water, street improvement plans and construction (SWPPP) and post construction (SUSMP,WQMP) water quality plans. Linda enjoys dedicating a good

portion of her time to many industry events and organizations. Linda serves on the ULI TOD Marketplace sub-committee, where she shares ideas with other consultants in the industry about TOD Developments. Linda has also served on the Urban Infill sub-committee for the BIA and is involved in the Hollywood Walk of Fame Task Force to provide much needed maintenance for the 50th Anniversary of the Walk of Fame.

Roger Olin Wolf, AIA

Partner

Van Tilburg, Banvard & Soderbergh, AIA

rwolf@vtbs.com

(Placentia TAP)

After graduating from Dartmouth College with a Bachelor of Arts, Mr. Wolf received his Master of Architecture from The Harvard Graduate School of Design. He joined Van Tilburg, Banvard & Soderbergh, AIA (VTBS) in 1983, became an Associate in 1984, and left the firm in 1988. From 1988 to 1991 Mr. Wolf was a development manager for The Chandler Group, an LA Times "Top-25" builder specializing in Class A office and luxury apartment construction. From 1992 through 1997 Mr. Wolf was in private practice which specialized in commercial and income property design. In 1997 Mr. Wolf rejoined VTBS and was named Partner in 2004. Mr. Wolf is responsible for the overall execution of the project through completion. His charge includes client liaison, zoning and building code research and entitlements, engineering coordination and analysis of alternative building systems, supervision of design and production personnel with an emphasis on communicating the intent of the design team in the finished product. Mr. Wolf's experience includes residential planned communities, Class A office, institutional work, major urban mixed-use developments and adaptive reuse of industrial and high rise buildings.



Ontario TOD TAP, 2009. Photo provided by Carrie Mayhew.

TOD MARKETPLACE

APPENDIX B

ULI Urban Land
Institute
Orange County/Inland Empire

TOD Resources

Views and opinions expressed in following resources are those of the speakers or authors and do not necessarily reflect the views and opinions held by Urban Land Institute. We are making such material available in our efforts to advance the understanding of transit oriented development.

TOD Web-Resources

California High Speed Rail: www.cahighspeedrail.ca.gov

California Transit-Oriented Development (TOD) Searchable Database: www.transitorienteddevelopment.dot.ca.gov

Community-Wealth.Org: www.community-wealth.org/strategies/panel/tod/models.html

Congress for New Urbanism: www.cnu.org and www.cnu.org/presentations

Metrolink - Southern California's commuter train service: www.metrolinktrains.com

Orange County Transportation Authority: www.octa.net

Reconnecting America - Center for Transit Oriented Development (CTOD): www.reconnectingamerica.org

Riverside Transit Agency: www.riversidetransit.com/home/index.htm

Smart Growth America: www.smartgrowthamerica.org

Smart Communities Network – Creating Energy Smart Communities: www.smartcommunities.ncat.org/welcome.shtml

Transit Oriented Development Advocate: www.todadvocate.com

TOD Articles and Editorials

Assessing the Social and Environmental Achievements of New Urbanism: Evidence from Portland, Oregon (B. Podobnik, July 2009): www.media.oregonlive.com/news_impact/other/podobnik_asa09.pdf

Capturing the Value of Transit (CTOD, November 2008): www.reconnectingamerica.org/public/display_asset/ctodvalcapture110508v2

Changing Demographics make TODs a Success (J. Mayers, August 17, 2009): www.builderadvisors.com/downloads/8-17-09.pdf

Grid/ Street/ Place: Essential Elements of Sustainable Urban Districts (N. Cherry): www.planning.org/apastore/search/Default.aspx?p=3974

Home Prices Drop Most in Areas with Long Commute (K. Schalch, April 2009): www.npr.org/templates/story/story.php?storyId=89803663

Torti Gallas and Partners – Transit Oriented Development: www.tortigallas.com/expertise.asp?p=188862

Transit Oriented Development: A Vehicle for Great Streets and Great Sidewalks (N. Payton, August 2009): www.uli-la.org/node/326

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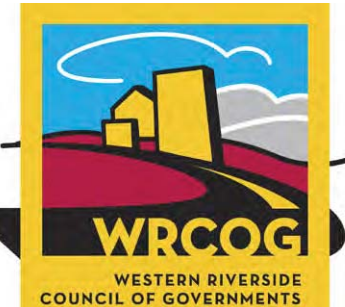
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