

Why Plan?

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The earth reaches a momentous milestone: by next year, for the first time in history, more than half its population will be living in cities. Those 3.1 billion people are expected to grow to 5 billion by 2020 – this unique map of the world shows where those people live now.



2065?

10.4 billion global population
@ 67% urban =

7.0 billion global urban
population

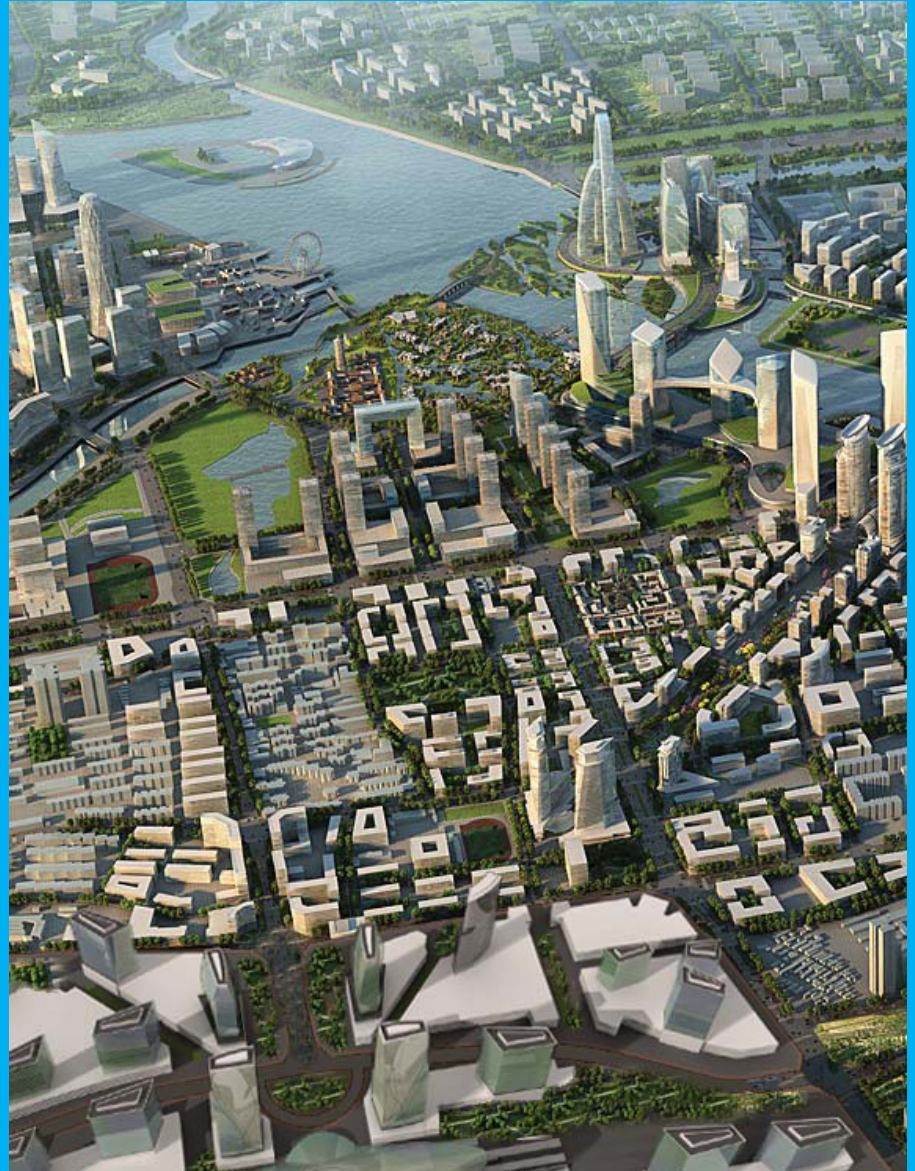
or

3.7 billion more people in
cities =

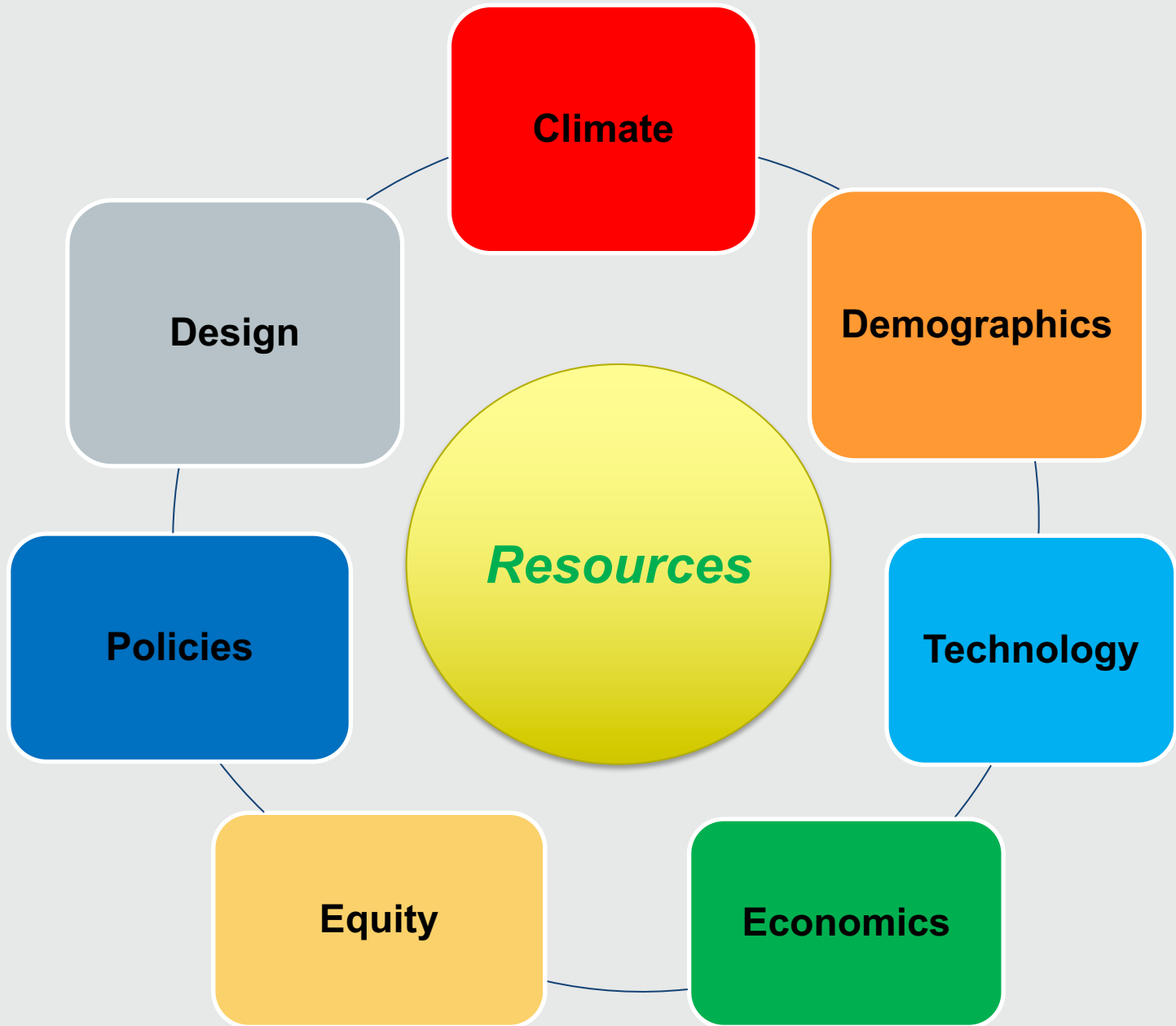
**378 Los Angeles Counties
(8/yr.)**

or

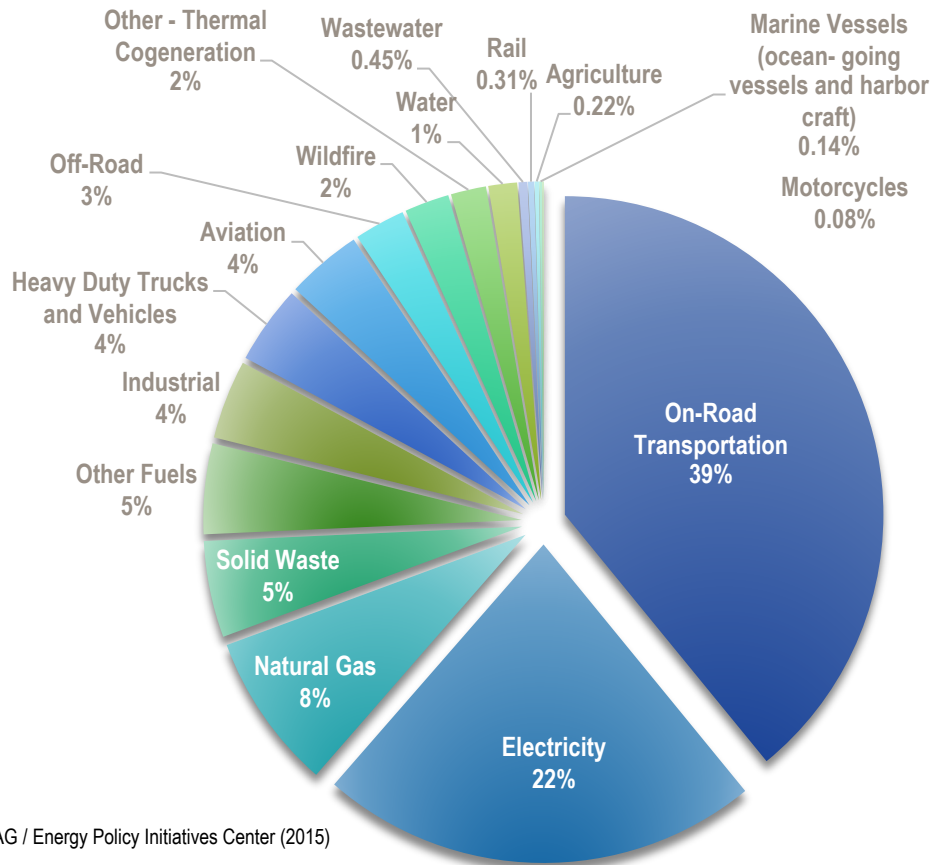
3,624 San Jose Cities (72/yr.)



Source: AECOM



Climate Change Response – Defining Challenge of the 21st Century



Sustaining Places

Livable built environment

Harmony with nature

Resilient economy

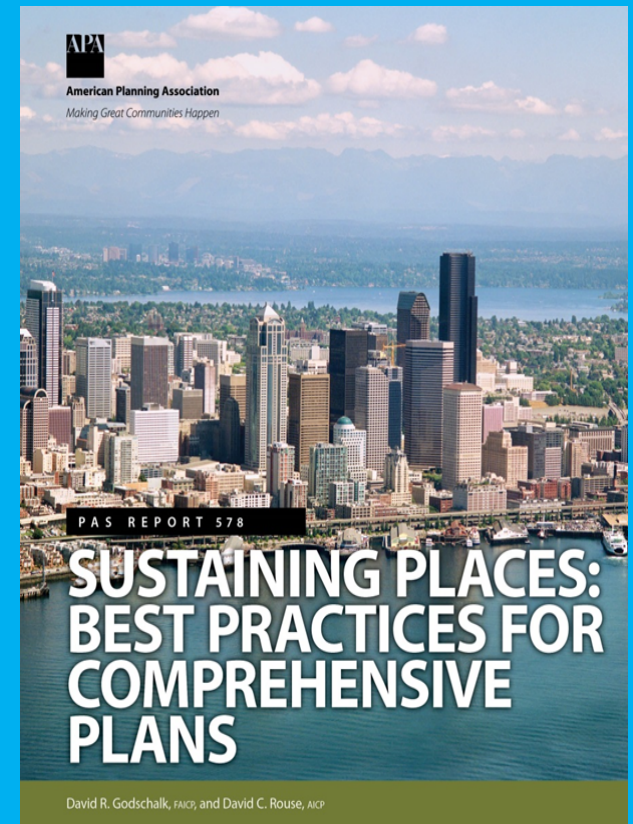
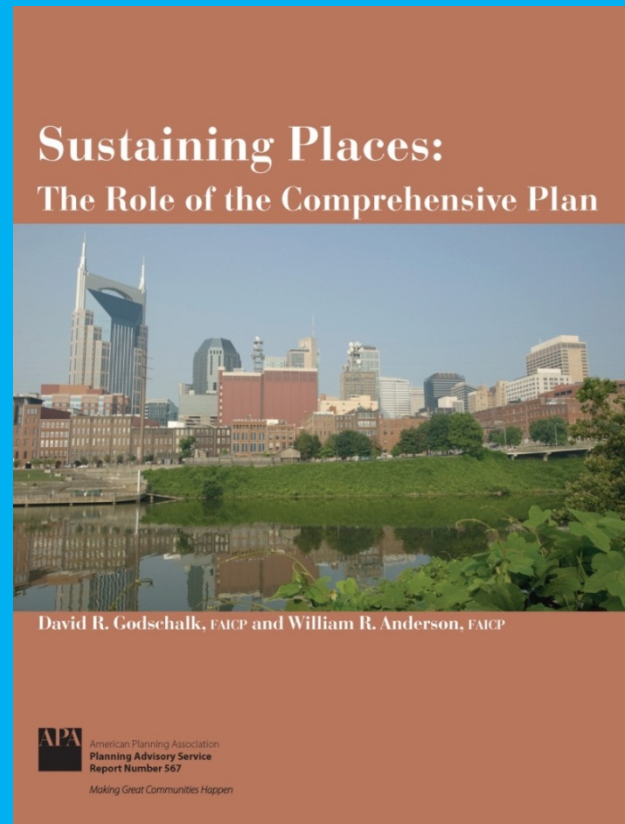
Interwoven equity

Healthy communities

Responsible regionalism

Authentic participation

Accountable implementation



Traditional Community Planning Assumptions

Past foretells future

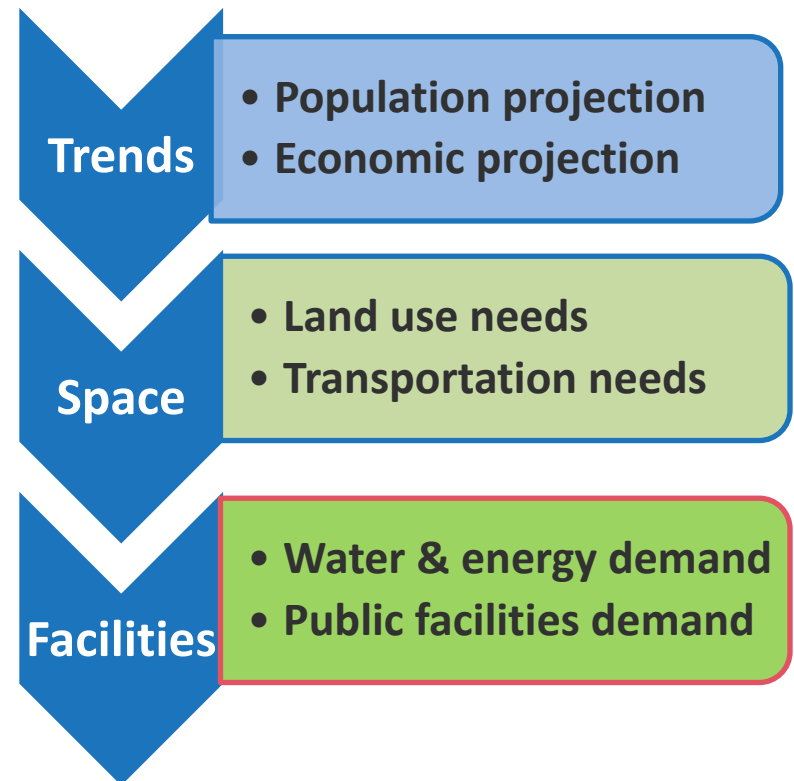
economic & population growth projections

Adjust plans every 20 years

land use, transportation, & public facilities

All else remains relatively stable

- Climate conditions
- Water resources
- Energy supply
- Agriculture
- Ecosystems
- Human health
- Natural hazards



New Realities

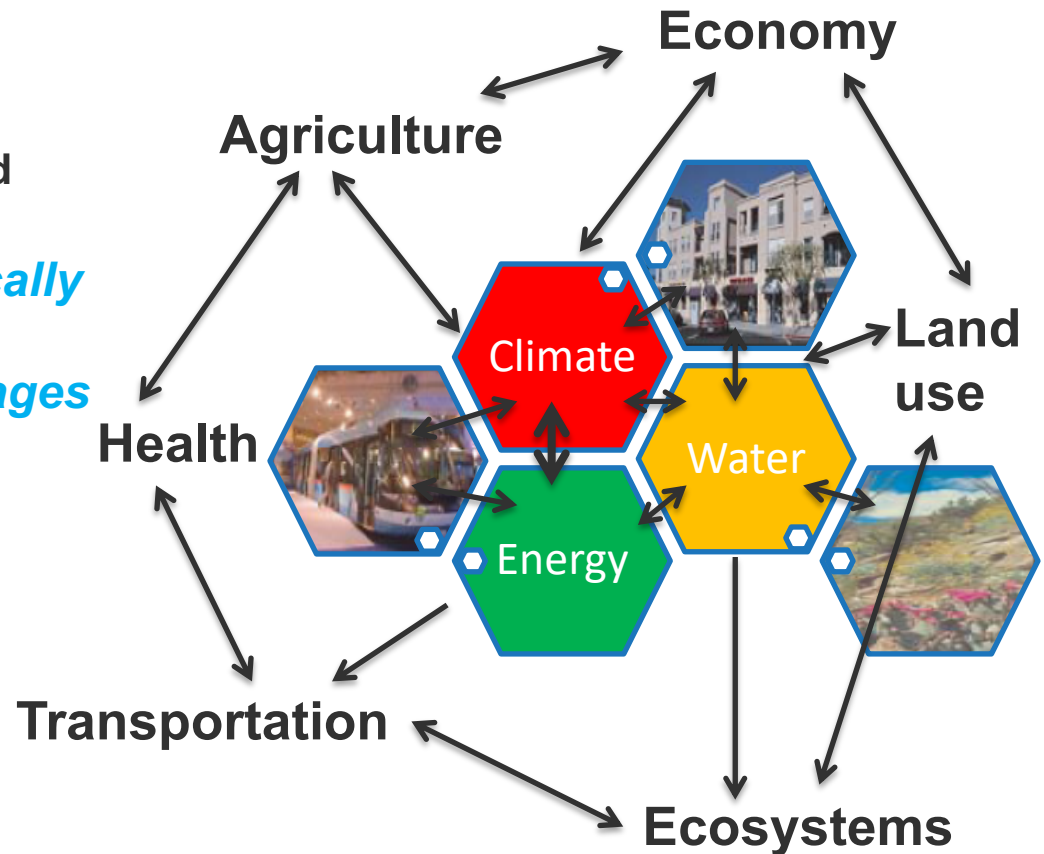
Future is evolving & uncertain

growth/decline must be monitored

Plans respond to change strategically

Sources of instability include linkages among:

- Climate condition
- Water resources
- Energy supply
- Agriculture
- Ecosystems
- Economy
- Human health
- Natural hazards



**“The practice of
planning is going to
have to change.
How?”**



Integrate the Scales of Planning

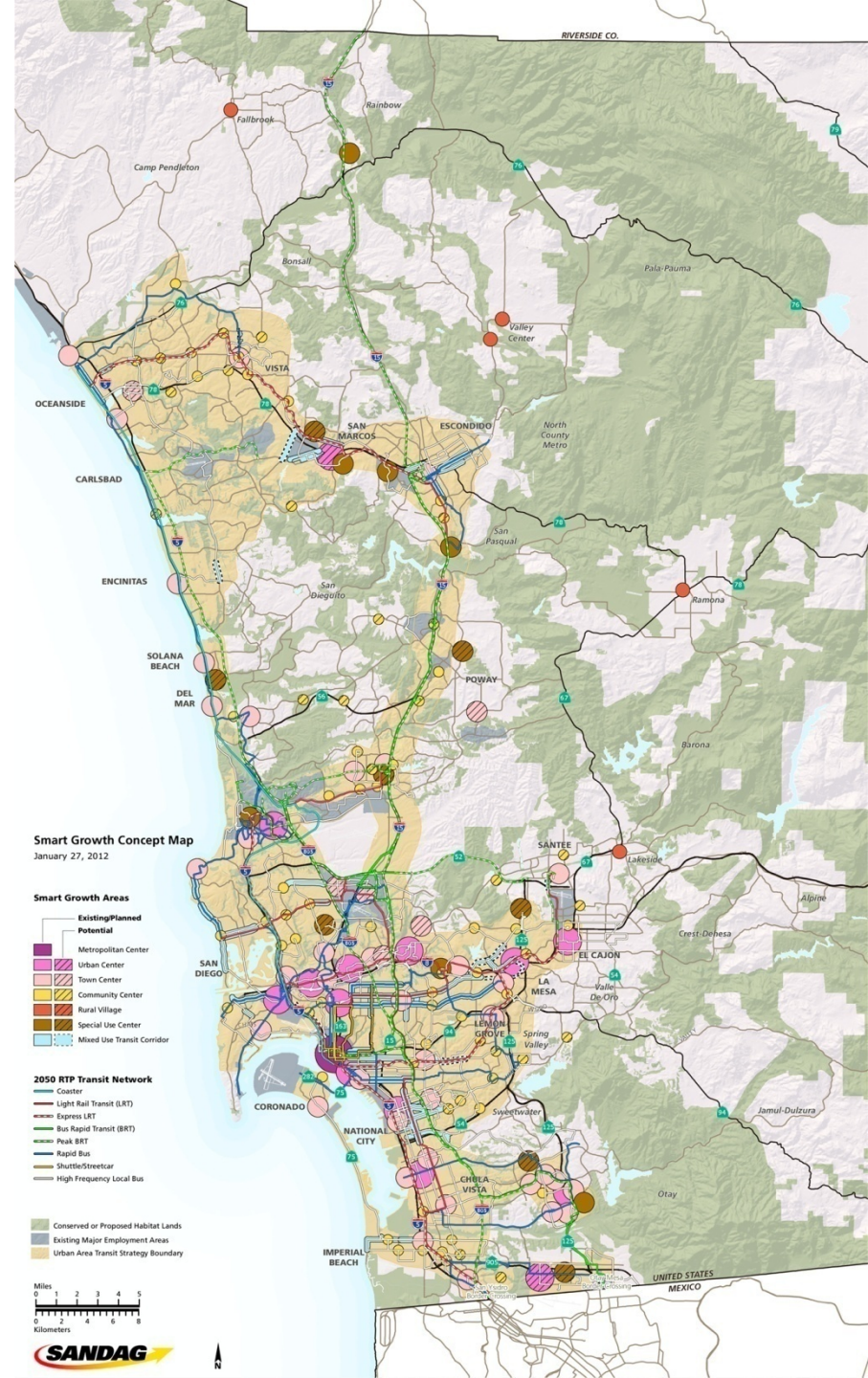
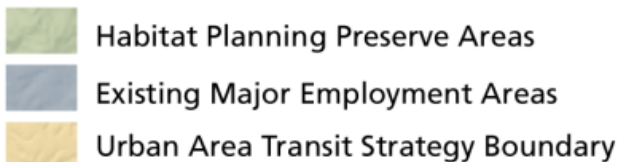
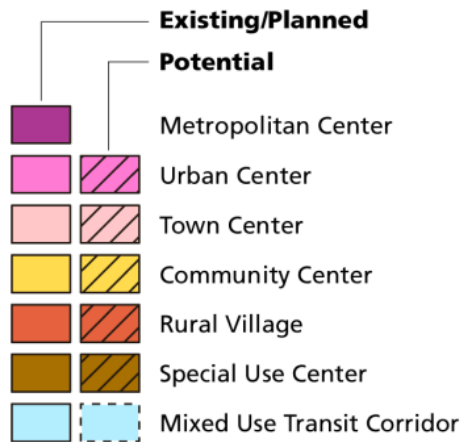
Vertical Integration of Plans

The Scales of Planning Sustaining Places



2050 Regional Transportation Plan / Sustainable Communities Strategy

Smart Growth Areas



Habitat Conservation Lands in San Diego

Orange County

Riverside County

San Diego County





Imperial County

PACIFIC OCEAN

UNITED STATES

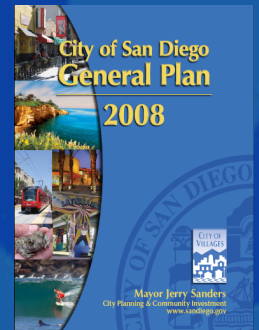
MEXICO



-  County Water Authority Boundary
-  Conserved and Proposed Habitat Lands
-  Military Lands
-  Indian Reservation



A City of Villages

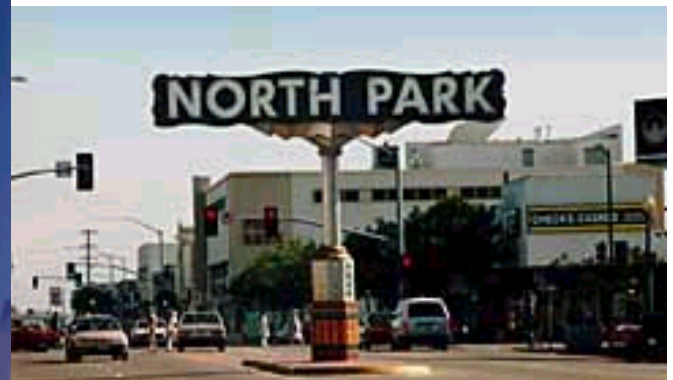
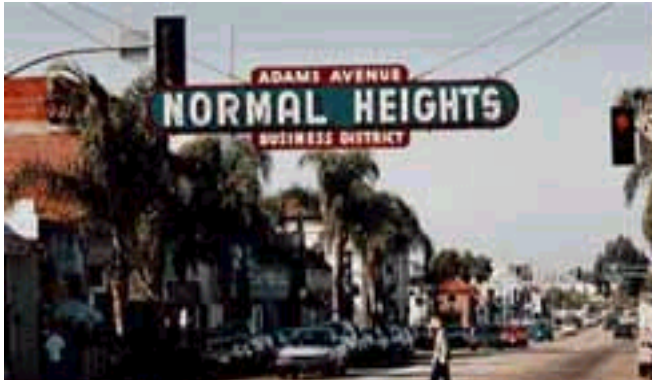


General Plan Guiding Principles

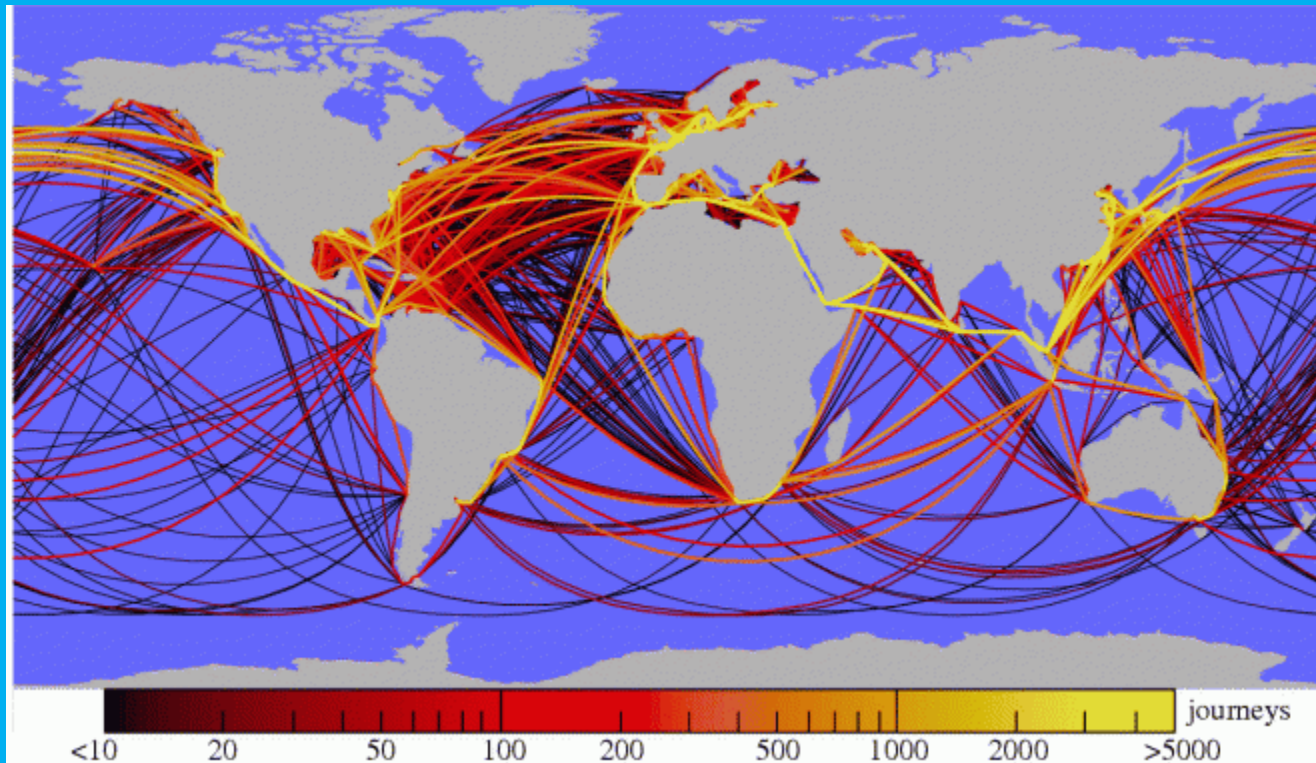
1. An **open space network** formed by parks, canyons, river valleys, habitats, beaches, and oceans;
2. **Diverse** residential communities formed by the open space network;
3. **Compact and walkable** mixed-use villages of different scales within communities;
4. **Employment centers** for a strong economy;
5. An **integrated regional transportation network** of transit, roadways, and freeways that efficiently link communities and villages to each other and to employment centers;
6. High quality, affordable, and well-maintained **public facilities** to serve the City's population, workers, and visitors;
7. Historic districts and sites that respect our **heritage**;
8. **Balanced communities** that offer opportunities for all San Diegans and share citywide responsibilities;
9. A clean and **sustainable environment**; and
10. High **aesthetic standards**.



San Diego's Community Plans



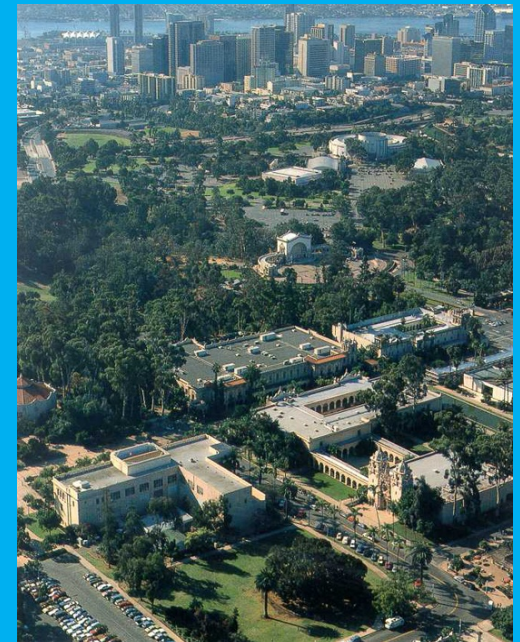
Plan for Integrated Prosperity



Source: wired.com

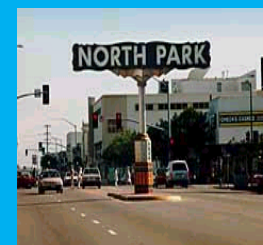
What do towns, cities & regions influence?

- Capacity for targeted industries
- Infrastructure quality and effectiveness
- Education
- Institutions
- Cost of living and therefore business
- Place & history
- Quality-of-life and environment
- Market image



What is your economic vision & roles?

- Region within the world
- City within the region
- Community or place within the city



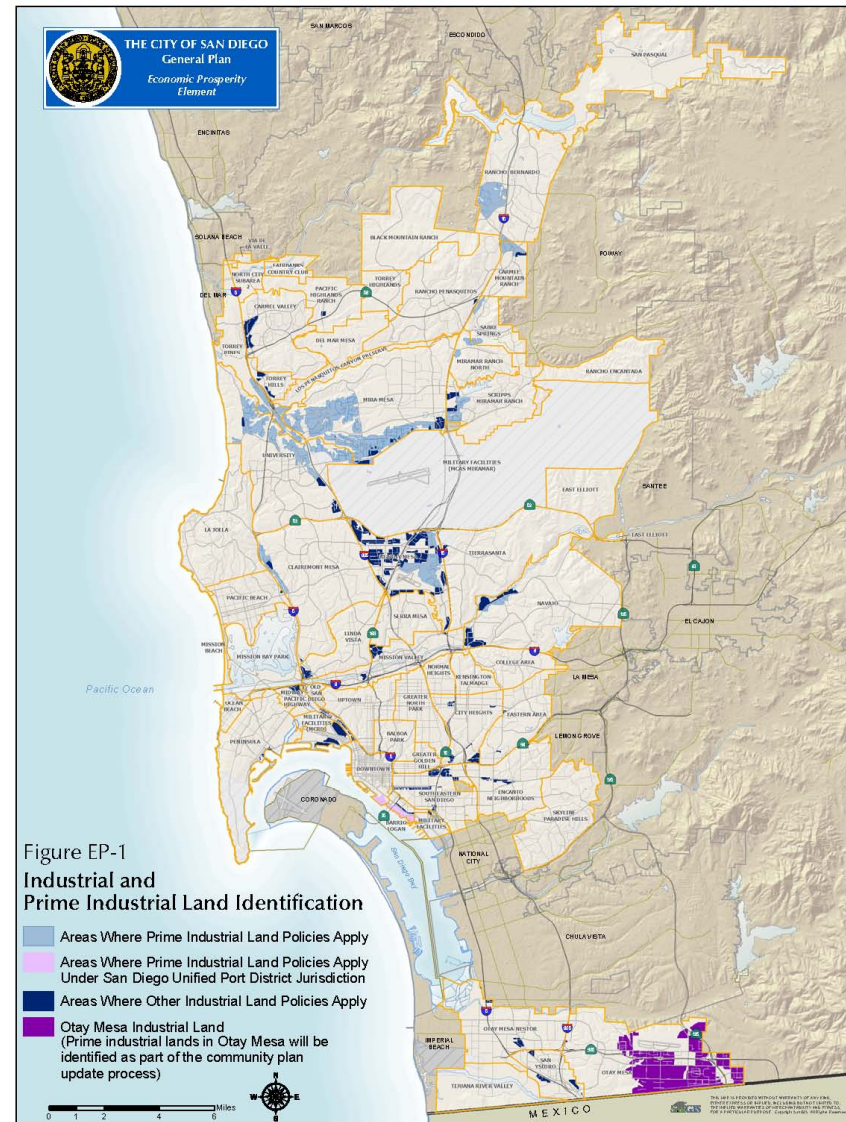
Know your base sectors, their linkages, and potential for convergence, then



source: freepixal.com

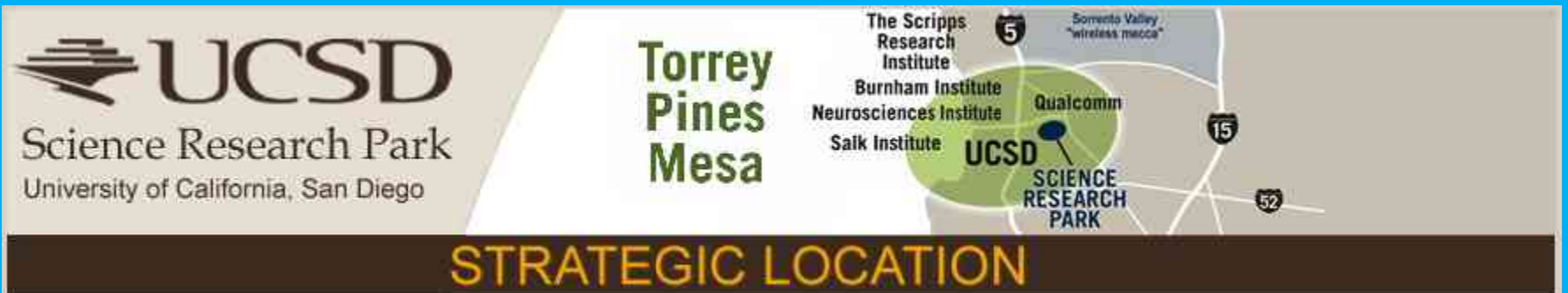
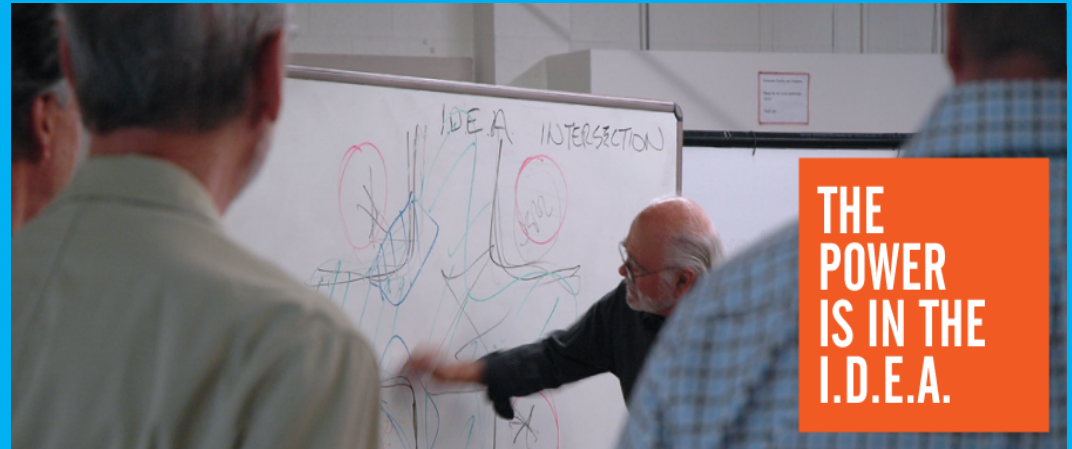
Plan for capacity

- Land and space for growth
- Goods movement
- Infrastructure
- Bandwidth
- Workforce
- Workforce housing



Plan for innovation

- Diversification
- Entrepreneurship
- Adaptability



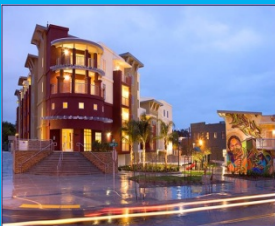
Plan for market choices for Market Choices

Mobility

Housing

Job Places

Community



Plan to leverage public investments

- Co-benefits
- Shared & joint use, private & public
- Cost/benefit of alternatives
- Return-on-public investment



Plan to build & capture value

- Infrastructure & amenities
- Urban design & architecture
- Entitlements
 - Design driven codes
 - Flexible mixed-use codes
 - Performance or bonus zoning
 - Development agreements
- Foundation for public financing & public-private partnerships



"The infusion of place-making into infrastructure is a gigantic ball of transformation that's rolling, at different speeds in different places."



Plan to retain & attract talent

- Affordable housing
- Culture
- Educational excellence
- Superior environment
- Employment choices
- Quality-of-Life



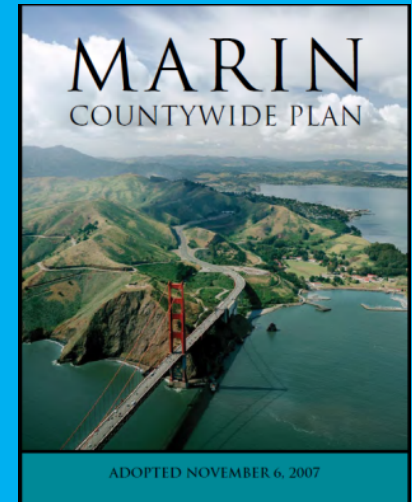
Plan to make housing affordable



- Density bonus and incentives
- ADUs
- Parking reductions
- Reduced permitting transaction costs
- Lower decision-making process level approvals
- Increased housing capacity & supply
- Inclusionary housing
- Housing Commission programs
- Reduced impact fees through efficient infrastructure design and land use coordination

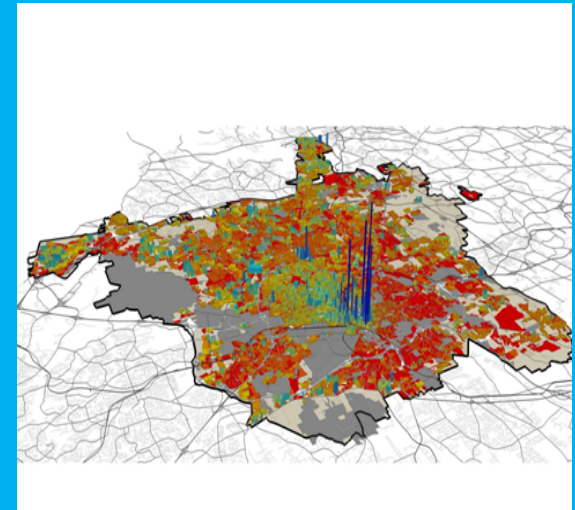
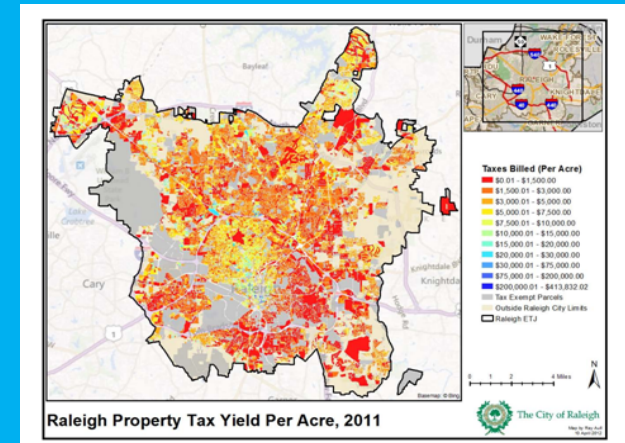
Plan to promote place

- Nature
- Culture
- History



Plan for fiscal health

- Return on public investment
- Fiscal balance
- Revenue diversity
- Cost efficiency
- Public facility financing plans
- Affordable plan standards



Plan for public health






The Planning and Community Health Research Center advances plans and policies for improving the built environment to promote public health.


Planning and Community Health
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PLANNING

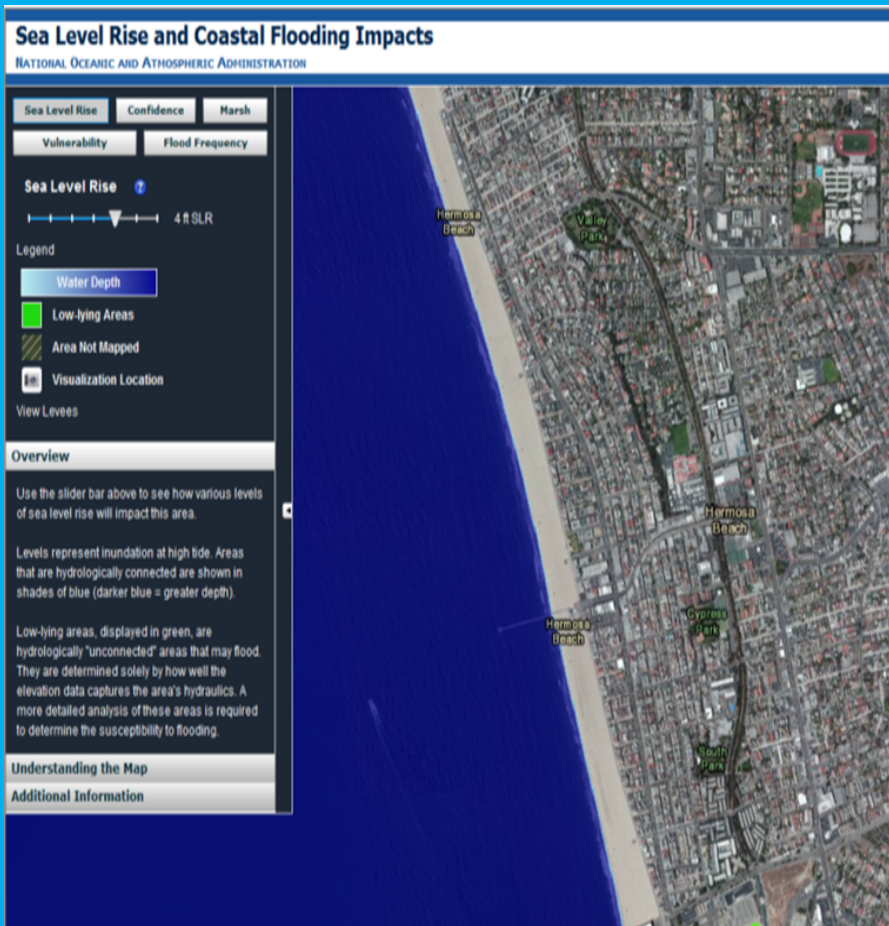
An evaluation of comprehensive and sustainability plans addressing public health



American Planning Association
Making Great Communities Happen

Plan for resilience

HAZARDS

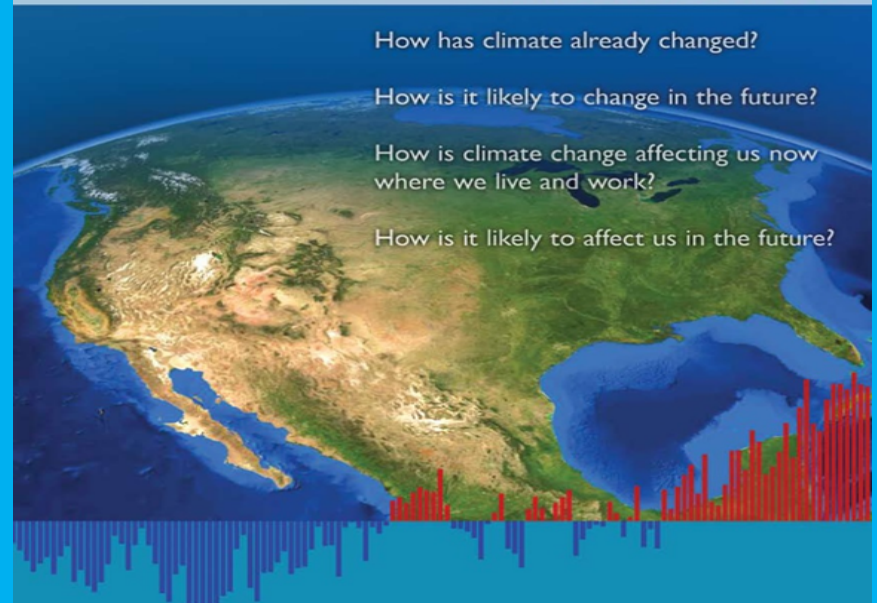


Global Climate Change Impacts in the United States

U.S. Global Change Research Program

HIGHLIGHTS

- How has climate already changed?
- How is it likely to change in the future?
- How is climate change affecting us now where we live and work?
- How is it likely to affect us in the future?



Plan for access to shared opportunities & prosperity

- Job opportunities linked to workforce & communities
- Transportation choices to jobs
- Education
- Job training
- Decent affordable housing
- Healthy living



Sustainability in Human Terms

Environment = Health

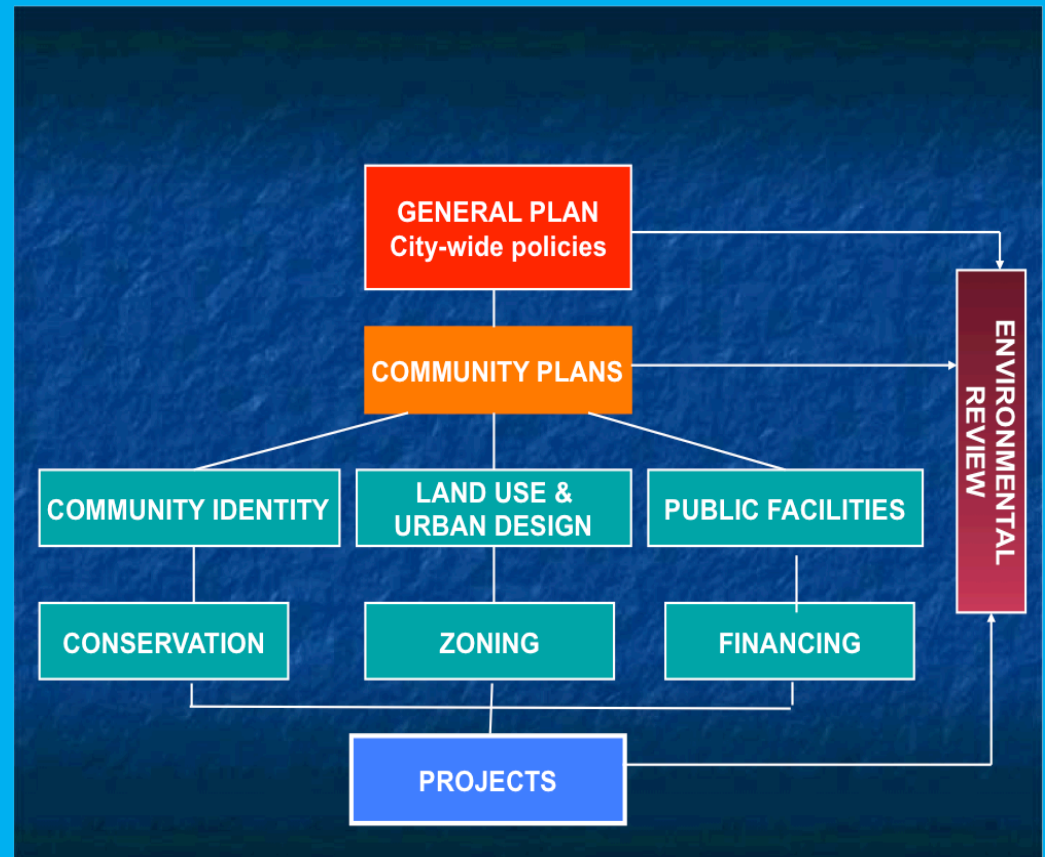
Economy = Quality jobs

Equity = Access



Plan to reduce risk & transaction costs

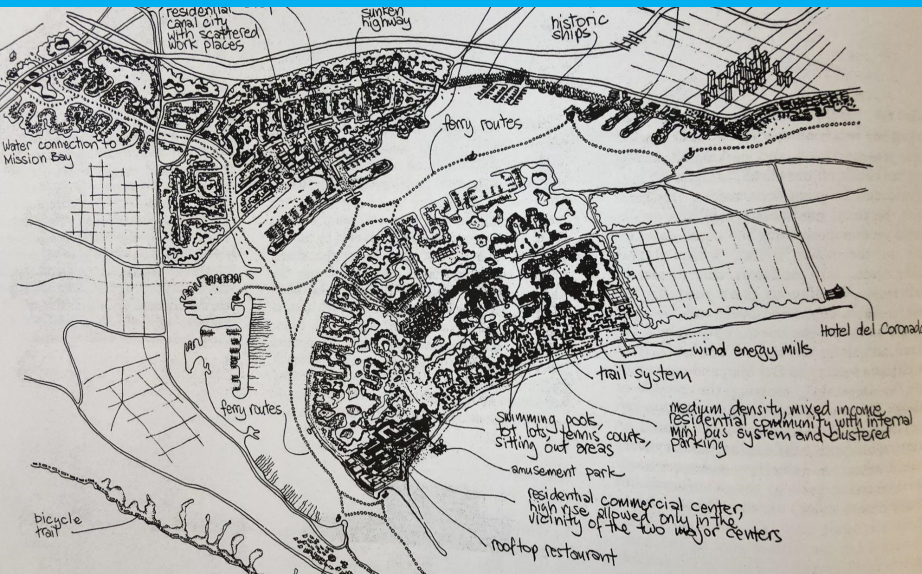
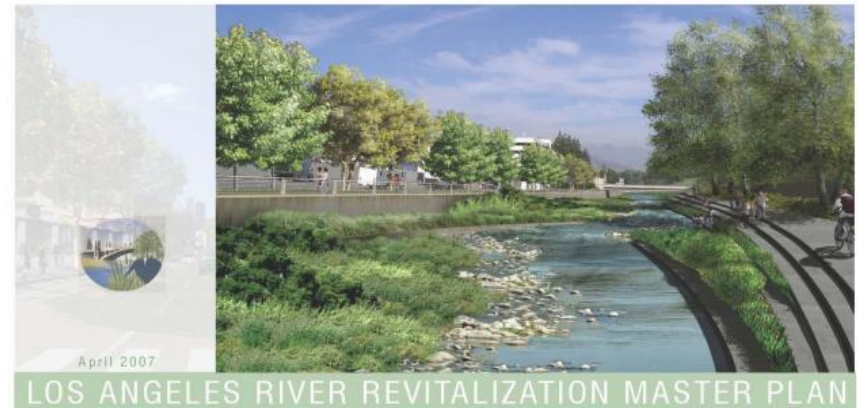
- Land use policies
- Zoning
- Environmental clearance
- Entitlement
- Public facilities provision





Plan for inspiration

The Big Ideas



Thank you

