



California Planning Roundtable Summer Meeting July 20/21 2017

Double Tree Club by Hilton
7 Hutton Centre Dr.
Santa Ana, California 92707

**From Vision to Realization:
Santa Ana's Journey towards
Becoming a Great Place in
America...
...and a Just and Equitable
City?**

Downtown Santa Ana's success will be explored through stories, visions, plans and actions representing the complexities of community development dynamics shaping up the City of Santa Ana's present and future.

Last year, the American Planning Association (APA) named Downtown Santa Ana as one of the 2016 Great Places in America in the Great Neighborhoods category. This designation is considered "the gold standard in America's neighborhoods, streets, and public spaces" granted by APA.

AGENDA

at-a-glance

Thursday

2:30 pm- 4:30 pm Guided Walking Tour
Meet at Santora Arts Building
207 N. Broadway

4:30 pm-6:30 pm Joint Reception
[CPR+OC APA]
Meet at 4th Street Market Place

7:30 pm Dinner
Darya
3800 S Plaza Dr,
Santa Ana, CA 92704

Friday

8:00 am Breakfast Double Tree Club by Hilton
7 Hutton Centre Dr.
Santa Ana, California 92707

9:00 am Morning Program Part I
Panel Discussion

10:50 am Morning Program Part II
OPR SB1000 Listening Session

11:40 am CPR Work Groups meetings

12:50 am Lunch/ Planner4Health Presentation

1:00 Business Meeting

3:00 Adjourn



Downtown Santa Ana Walking Tour

July 20, 2017

2:30 pm

Santora Arts Building
207 N. Broadway
Santa Ana, California 92701

Discover downtown Santa Ana on foot through a guided tour led by the author of the APA Great Places in America award-winning nomination for Downtown Santa Ana.

Meet at the iconic Santora Art Building and spend about 2 hours visiting 20 selected locations where staff from the City of Santa Ana and local experts will provide a general overview of aspects related to the downtown's evolution.

The tour will conclude with a joint reception between CPR members and APA OC members at the 4th Street Market Place, a multipurpose food venue that includes a kitchen incubator, butcher shop, restaurants, event patio, gift shop and more!

Tour Leads:

Lisandro Orozco, GPA Nominator

Ryan Smolar, Downtown Inc (Business Improvement District)

Melanie McCann, AICP, Senior Planner, City of Santa Ana

Public parking conveniently located throughout downtown. See attached tour map or Downtown Santa Ana Parking Map.



CPR MORNING PROGRAM

July 21, 2017

8:00 AM-1:00 PM

Double Tree Club by Hilton

7 Hutton Centre Dr.

Santa Ana, California 92707

BREAKFAST / WELCOME AND INTRODUCTIONS

PART I

From Vision to Realization: Santa Ana's Journey towards Becoming a Great Place in America...and a Just and Equitable City

Last year, the American Planning Association (APA) named Downtown Santa Ana as one of the 2016 Great Places in America (GPA) in the Great Neighborhoods category. This designation is considered "the gold standard in America's neighborhoods, streets, and public spaces" granted by APA. A diverse panel of speakers will explore the socioeconomic dynamics spanning over 20 years since Downtown Santa Ana was envisioned as a major cultural destination in Orange County. Through anecdotes, the presenters will discuss the Downtown's redevelopment efforts since its inception, its current and foreseeable citywide impacts on local community development, housing, public health outcomes and social equity.

Moderator: Miguel A. Vazquez, AICP, CPR member

Speaker: Amy Buch, Orange County Healthcare Agency

Speaker: Ryan Chase, Principal at S&A Management

Speaker: Candida Neal, Planning Manager, City of Santa Ana

Speaker: Lisandro Orozco, GPA Nominator

Speaker: Linda Tatum, AICP, CPR member

Speaker: Ana Siria Urzua, Campaign Coordinator, Building Healthy Communities Santa Ana

BREAK

PART II

SB1000 Listening session

OPR staff will have an opportunity to build upon the SB1000 session from the 2017 CPR Winter/Spring meeting, discuss implications of this legislation for communities like Santa Ana.

Speaker: Dr. Elizabeth Baca, MD, MPA

PART III

CPR Workgroups meetings

CPR members will have an opportunity to convene and discuss progress on the various current projects and initiatives.

PART IV

LUNCH/ SPECIAL PRESENTATION

APA California Planners4Health Initiative's project manager will provide an overview and progress report.

Speaker: Linda Khamoushian, MURP



SPEAKERS

Dr. Elizabeth Baca, MD, MPA is passionate about innovations to foster total health and well-being. She currently serves as the Senior Health Advisor in the Governor's Office of Planning and Research (OPR). She is engaged in innovation in the public sector to foster health through multiple projects including healthy planning, healthy food systems, big data, and public-private partnerships. For healthy planning and food systems she works across sectors to foster collaboration, elevate the connection between health and the built environment, and leads the effort to incorporate health considerations into the planning process to build healthy, resilient communities. A significant part of her work is aligning win-wins for projects that offer co-benefits, particularly with respect to climate mitigation and adaptation efforts. For big data, she is working on projects to link data sets to the planning process. Additionally, she serves as a lead for the Governor's Initiative to Advance Precision Medicine. Through her role in OPR, she is an advisor for FS6, a new Food System Accelerator. Dr. Baca also served on the National Academy of Sciences (formally Institute of Medicine) Consensus Committee for Community Based Solutions to Promote Health Equity. Previously, she served on the General Pediatric Faculty at Stanford Medical School and directed the Community Pediatric and Child Advocacy Rotation. In addition to teaching medical students and residents about the social, economic, and environmental factors that affect health, Dr. Baca was the lead faculty mentor on several projects to increase access to healthy foods, reduce environmental triggers of asthma, increase physical activity opportunities, and improve the built environment. Dr. Baca studied health policy at Universidad Simon Bolivar in Venezuela. She completed her Masters in Public Administration at Harvard Kennedy School of Government and her Doctorate of Medicine at Harvard Medical School. Dr. Baca completed her pediatric residency in the Pediatric Leadership for the Underserved (PLUS) program at University of California, San Francisco.

Amy Buch, MDE is the division manager for the Health Promotion Division at the Orange County Health Care Agency. The Health Promotion Division is comprised of a variety of prevention programs including drug and alcohol prevention, tobacco use prevention and cessation, chronic disease prevention, injury prevention and several others. Amy joined the Health Care Agency in 2006. Amy has developed the Agency's FIT Cities program which partners with local jurisdictions to make built environment improvements that will facilitate the availability healthy options. She has also developed the Eat. Play. Breathe. initiative which aims to support individuals in efforts to prevent chronic diseases. Prior to that, she was the Associate Director for the Health Education Center at the University of California Irvine. Amy started the Health Education Department at AIDS Services Foundation before coming to UC Irvine. Amy has a Bachelors Degree in Sociology, a Masters Degree in Education and a Certificate in Public Health.

Ryan Chase Ryan is Principal at S&A Management, lead on acquisitions, and a third-generation leader in the company which was originally founded by his late grandfather Allan Fainbarg. S&A Management is a nationwide real estate company which owns and manages approximately 150 properties in 16 states. Heavily involved in Downtown Santa Ana with a rich family history dating back to 1919 with his great grandfather's shoe store on 4th street, Chase led the transition and repositioning of Fiesta Marketplace to East End. This transition included bringing in tenants such as Playground, The Yost Theater, The Frida Cinema, and many others. Chase's recent accomplishments include managing the build out, opening, and continued operation of 4th Street Market, a unique Santa Ana food hall and culinary hub. Chase is also President of Downtown Inc., a business improvement district (BID) that manages Downtown, and was voted 2014 100 Most Influential by The OC Register.

Linda Khamoushian, MURP is a Los Angeles native, and a graduate of UC Berkeley and UCLA. She holds a Masters degree in Urban and Regional Planning. During her time at UCLA, she founded the Built Environment and Public Health Council, a student organization that emphasized training future planners and public health professionals in cross-sector collaboration. Linda has been an active transportation advocate for several years, and currently advocates at the state level for sound and just transportation policy as a Policy Associate for the California Bicycle Coalition. Linda has previously worked as a researcher in health equity, environment, and transportation. She has over 10 years of experience in organizational development, public policy, and community engagement.



SPEAKERS

Melanie G. McCann, AICP Melanie has enjoyed the “live, work, and play” lifestyle in Santa Ana for over 30 years. In her early career in Santa Ana, Melanie joined the landscape architecture and planning firm of POD (Process Oriented Design)/ Sasaki; then located in the historic First National Bank Building on Fourth Street in Santa Ana. Melanie made her transition to public service as a City of Santa Ana Development Processer, working as a customer service liaison between City staff and developers. Currently a Senior Planner, Melanie has played a key role in a number of regional and advanced planning efforts for the community. This has included serving as project manager for General Plan Housing Element Updates and current Circulation Element Update. As the Santa Ana representative on the Orange County Council of Governments Technical Advisory Committee (OCCOG TAC), Melanie has actively participated in inter jurisdictional initiatives seeking sustainable solutions to regional challenges. In addition, Ms. McCann was the planning lead in the City's Inclusionary Housing Opportunity ordinance, SB 2 Emergency Shelter ordinance, and The Salvation Army 75-bed Emergency Shelter expansion in 2017. Other roles include serving as a liaison for the Historic French Park Architecture Review Committee, Downtown Complete Streets Plan Advisory Committee, and past member of the Downtown Wellness Corridor Steering Committee. Melanie and her family continue to live, work and play in dynamic Santa Ana.

Candida Neal currently serves as Planning Manager for the City of Santa Ana.

Lisandro Orozco was raised in Santa Ana and is an advocate for active transportation, historic preservation and gentle density. Lisandro is currently a Planner with the City of Anaheim, a Santa Ana Arts & Culture Commissioner and the Past Chair to the Student Representative Council for the American Planning Association. He also spent three years as the Chair to the Student Representative Council for the American Planning Association and two years as an Advisor to the Board of Directors for the American Planning Association. He has also volunteered as Vice President for the Madison Park Neighborhood Association, a volunteer nonprofit organization working to improve their local Santa Ana neighborhood.

Ryan Smolar Ryan Smolar, Lead Consultant, Downtonw Inc. has worked at the intersection of urban placemaking, destination marketing, creative economic development, education, real estate, technology and community-building for around 10 years as a consultant. Ryan has been educated by cross-sector experiences working with cities, business improvement districts, arts councils, community colleges, municipalities, federal programs, economic councils and elected officials. Some of his favorite projects include the Knolls Ranger, a place-based superhero program that lasted over 5 years, The Goods Gallery, a cargo-container art gallery and space in Long Beach and UplAB, a co-working space located in the Uptown PBID office to connect creativity, community and urban development. In addition to his role with the Downtown BID and creative consulting, Ryan Co-Lead's Long Beach Fresh, a food policy council that catalyzes local food projects like the North Long Beach Crop Swap and the Michelle Obama Neighborhood Library Teaching Garden, an edible public garden.

Linda Tatum, AICP is a planner with more than 20 years of professional planning experience and has been a manager of planning programs in the public and private sector for the more than 20 years. Ms. Tatum is experienced in managing complex projects including the preparation of general plans and comprehensive general plan updates, specific plans, transit-oriented development plans, comprehensive zoning code updates and zoning code amendments, and design guidelines. With extensive experience in a wide-range of planning and development projects, she is an adept manager of people and programs, and a skilled practitioner who is proficient in state of the art planning practices. Ms. Tatum currently serves as Planning Bureau Manager for Long Beach Development Services. Her prior work includes positions as Community Development Director in the City of Inglewood, CA; Group Manager, Planning + Urban Design, Atkins Global (PBS&J); Planning Manager in the City of Culver City, and Senior Planner in the City of Santa Ana, CA. Ms. Tatum's contributions to planning include work as a Project Manager on a number of comprehensive general plan updates and specific plans in communities throughout California including Santa Ana, Simi Valley, Beverly Hills, Laguna Niguel, Inglewood, Long Beach, Santa Clarita, Pomona, and Chula Vista, Madera, and San Diego County, among others. As Planning Manager and Acting Community Development Director she has worked extensively to both plan and implement the Hollywood Park Tomorrow urban village in Inglewood, as well as the purchase and revitalization of the Forum by Madison Square Garden, LLC, as its premiere west coast performance venue. Ms. Tatum has a Master of Science in Urban and Regional Planning (1983) and a Bachelor of Arts in Government and Sociology (1977), both from Florida State University. She is on the board of Directors for the California Planning Foundation (CPF) and has served on the board for 12 years, eight as President. CPF is a nonprofit organization whose mission is to provide scholarships for California students in planning programs throughout the State of California. She also served on the APA California Chapter Board of Directors; is a member of the California Planning Roundtable (CPR) and a past member of the CPR Board of Directors; and a member of the Planning Accreditation Board's Site Visitor Pool. In 2013 she was awarded the APA California Chapter Distinguished Service Award. For the last several years, Ms. Tatum has taught classes in the University Extension Program at California State University, Fullerton, in the Urban Planning Certificate Program.



SPEAKERS

Ana Siria Urzua is a homegrown organizer. She began organizing as a high school student at El Centro Cultural de Mexico in Santa Ana, CA where she fused art, culture, and music in her work. She then interned at SEIU-UHW while a student at UC Irvine and soon after graduating, she worked for the Orange County Communities Organized for Responsible Development (OCCORD). Ana worked on voter registration, neighborhood organizing, and policy reform. Her policy reform work with the Santa Ana Collaborative for Responsible Development (SACReD) led to an ordinance for greater transparency and participation in city governance and planning practices under the Sunshine Ordinance. Today, Ana serves as campaign coordinator with Santa Ana Building Healthy Communities, supporting policy advocacy focused on equity and health in Santa Ana. Ana received her BA in Anthropology at UC Irvine, where she was awarded the Malinowski Prize for her honor's thesis entitled "Gentrification and Displacement: Assessing Responses in Santa Ana, California." She is co-author of "The grassroots and new urbanism: a case from a Southern California Latino community", which appears in the Journal of Urbanism: International Research on Placemaking and Urban Sustainability. Ana was born in Colima, Mexico. She recently travelled through six Latin American countries where she connected with folk musicians and local organizers. She was inspired by the land rights and food sovereignty movements of indigenous communities in Belize, Colombia and Southern Mexico to do her part in the formation of local systems of production and healthy interdependence.

Miguel A. Vazquez, AICP is one of the first planners hired by a public health department in the nation. His role at the Riverside University Health System-Public Health is to strengthen the integration of planning and health through collaboration with non-traditional partners. He currently serves as co-chair of the Riverside County Healthy City Network and co-chair of the Riverside County Active Transportation Network. He is a member of the California Planning Roundtable where he serves as co-chair of the Healthy Communities Work Group and recently became member of APA California Planners4Health Task Force. Over the past 15 years, he has provided professional planning and community development services to the private, public, and military sectors. He received a bachelor's degree in Urban Studies and Planning from California State University, Northridge and is a fellow of the California Leadership Academy for the Public's Health. In 2014, he was named finalist for the Loeb Fellowship at the Graduate School of Design, Harvard University. The American Planning Association California Chapter and Inland Empire Section have recognized his work and leadership with a number of awards. As a devoted APA volunteer, he serves as Chair of the Diversity Committee (formerly known as the APA Diversity Task Force) and as member of the Membership Committee. He has also served on the American Institute of Certified Planners (AICP) Certified Urban Designer Job Analysis Task Force and as an active member of the Diversity Task Force, he was instrumental in reinvigorating the Ambassador Program. In 2016, he served as a Juror for the 2017 APA National Awards Jury. His APA memberships also include: APA Urban Design Division, Latinos in Planning Division, Healthy Communities Collaborative and Arts and Planning Interest Group. Mr. Vazquez is a dynamic, multi-faceted positive thinker who combines his life experiences and professional insight with his passion for community empowerment through creativity and collaboration. He was born and raised in Mexico City and lives in Riverside, CA with his wife Mary and their two sons, Alexander and Nicholas.



NOTES PAGE





Downtown Santa Ana Walking Tour Map

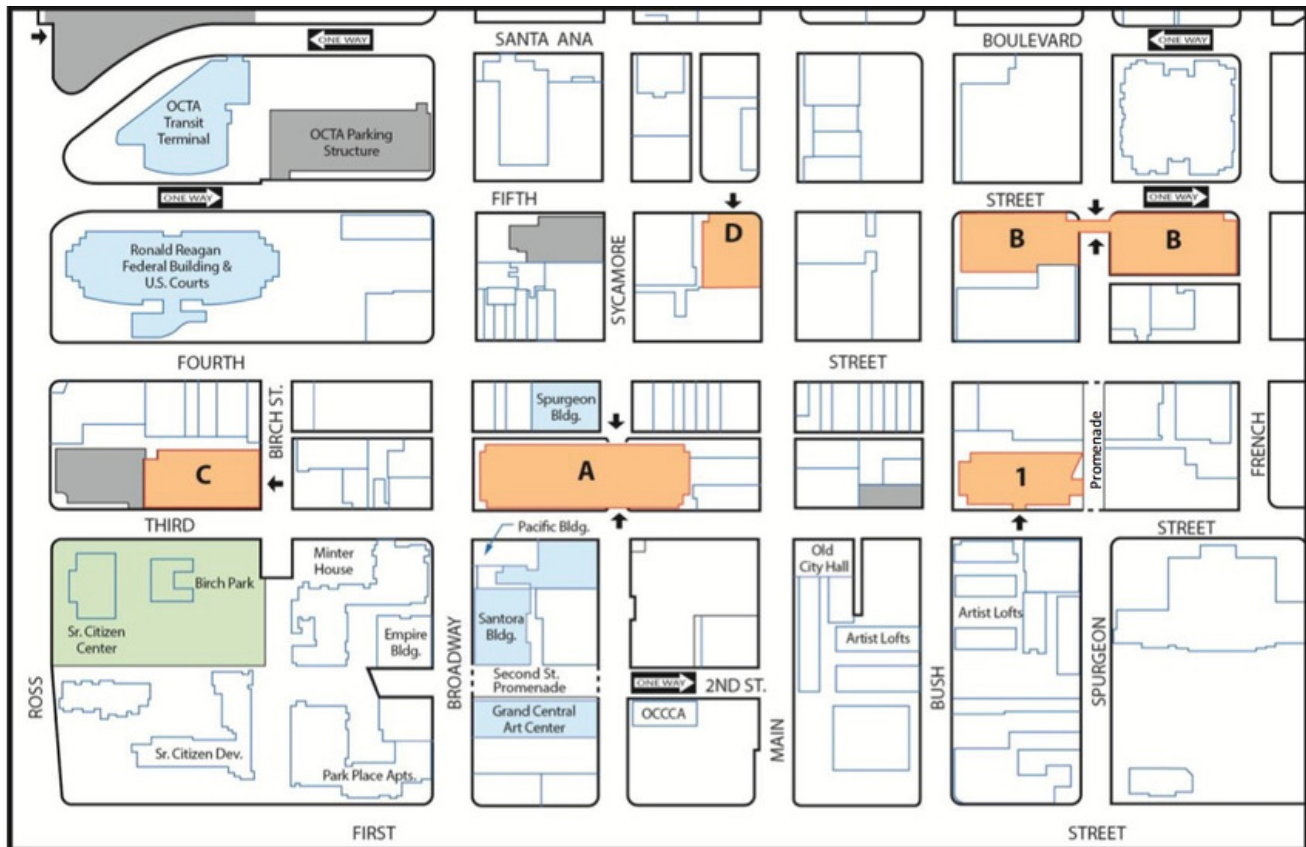


- 1 - SANTORA BUILDING
 - 2 - CSUF GRAND CENTRAL ART CENTER
 - 3 - 3RD/BROADWAY REDEVELOPMENT
 - 4 - RONALD REAGAN FEDERAL COURTHOUSE
 - 5 - GOOD BEER COMPANY
 - 6 - SPURGEON BUILDING
 - 7 - RANKIN BUILDING
 - 8 - ESPORTS ARENA
 - 9 - OLD ORANGE COUNTY COURTHOUSE
 - 10 - MCFADDEN MARKET
 - 11 - FIRST AMERICAN REDEVELOPMENT
 - 12 - FIRST NATIONAL BANK BUILDING
 - 13 - AMUSEMENT PARK
 - 14 - 3RD STREET BICYCLE BOULEVARD
 - 15 - BUSH PROMENADE
 - 16 - MURAL
 - 17 - MEGA FURNITURE
 - 18 - PLAZA SANTA ANA
 - 19 - THE FRIDA CINEMA
 - 20 - 4TH STREET MARKET
- (* = Site Visit)

DOWNTOWN SANTA ANA APAGREATNEIGHBORHOOD



Downtown Santa Ana Parking Map



This map and list represents City of Santa Ana parking facilities only. In addition to county and private parking facilities, there are also on-street parking meters in the Downtown area.

GARAGE A | 3RD & BROADWAY/ARTIST VILLAGE

Hours: Mon & Tues 8am-8pm;
Weds - Sat 8am-Midnight; Sun 10am-6pm

Monthly Rate

\$40 (Wait List Only. Subject to availability.)

Daily Rate

\$0.50 (first 30 mins); \$1 Per Hour; \$7 Daily Max

Pre-pay Evening Rate

\$2 Sun - Tues after 4pm; \$4 Weds-Sat after 7pm

No Overnight Parking

GARAGE B | 5TH & FRENCH/FIESTA MARKETPLACE

Hours: Mon & Tues 7:30am-9pm;
Weds - Fri 7:30am-Midnight; Sat 6pm-Midnight;
Free Sundays

Monthly Rate

\$40 (Subject to availability)

Daily Rate

\$0.50 (first 30 mins) ; \$1 Per Hour; \$7 Daily Max

Pre-pay Evening Rate

\$2 Mon & Tues after 4pm; \$4 Weds-Sat after 7pm

No Overnight Parking

GARAGE C | 3RD & BIRCH

Hours: Mon & Tues 8am-6pm;
Weds - Fri 8am-Midnight; Sat 4pm-Midnight; Free Sundays

Monthly Rate

\$40 (Sold Out)

Daily Rate

\$0.50 (first 30 mins); \$1 Per Hour; \$7 Daily Max

Pre-pay Evening Rates

\$2 Mon & Tues after 4pm; \$4 Weds-Sat after 7pm

No Overnight Parking

GARAGE D | 5TH & MAIN

Hours: Mon - Sat 6:30am-11pm; Closed Sundays

Monthly Rate

\$40 (Subject to availability)

Daily Rate

\$0.50 (first 30 mins); \$1.00 Per Hour; \$7.00 Daily Maximum

Pre-pay Evening Rates

\$2 Mon & Tues after 4pm; \$4 Weds-Sat after 7pm \$4

No Overnight Parking

LOT 1 | 3RD & BUSH LOT

Metered Parking Hours: 8am-8pm;
Valet Parking Hours: Thurs - Sun 8pm-2am
No Monthly Parking



CPR @ Santa Ana Venues Overall Map

