



Regulatory & Growth Systems

Since 1997, when Bob Odland returned from two years in Russia and reestablished the firm, Robert Odland Consulting and its employees have participated in the following regulatory and growth systems projects:

Action Pajaro Valley Growth Strategy. Development of a growth strategy—urban limit line, infill development policies, and agricultural preservation policies—for the Pajaro Valley in central California. Action Pajaro Valley (APV), a non-profit organization, was formed to facilitate an ongoing collaborative process for planning and creating a positive future for the sub-region. Three local governments are represented on the APV Governing Board—City of Watsonville, Monterey County, and Santa Cruz County. The firm is a subcontractor to Moore Iacofano Goltsman.

Corte Madera Affordable Housing Regulations. Preparation of code amendments for the Town of Corte Madera, California, to encourage and support affordable housing projects. The firm worked closely with Baird+Driskell, the consultant who prepared the Housing Element, and has developed several overlay districts and an in-lieu fee ordinance for inclusionary housing units.

Douglas County – Tahoe Basin Development Regulations. Preparation of new development regulations for the portion of Douglas County, Nevada, located within the area subject to the jurisdiction of the Tahoe Regional Planning Agency. The challenge was fitting regulations into a complex regulatory environment while ensuring that local needs were met. The project was successfully completed in September 1999. The firm was a subcontractor to Sedway Consulting.

Georgia Basins Futures Project: QUEST Modeling. Quest is an interactive web site aimed at engaging the public in envisioning future growth and development scenarios for the Georgia Basin in British Columbia. Urban Growth Models were developed for QUEST based on current neighborhood characteristics, including: site and inhabitants; walkability; livability; affordability; and, ecological impact. Sara Muir Owen was a research assistant under contract with the Sustainable Development Research Institute, University of British Columbia.



Huntington Beach Competitiveness Analysis. Analysis of the regulatory system of Huntington Beach, California, especially use of discretionary approvals, to determine if it presents unnecessary barriers to development and to compare it with the regulatory environment in other cities in the region that compete for the same type of development. The firm was a subcontractor to Sedway Consulting.

Oakland Jack London Square Regulations. Preparation of new zoning regulations for the Jack London Square District. These regulations implement the *Estuary Policy Plan*, adopted by the City of Oakland, California, in 1999. The regulations are designed to promote a considerable increase in residential units, while respecting the historical warehouse and industrial character of area. The firm was a subcontractor to Moore Iacofano Goltsman, who prepared the design guidelines.

Oakland Residential Design Standards. Development of a new system of prescribing design standards and guidelines for all residential development in the City of Oakland, California, to replace the existing hard-to-use system. The new system is designed to help revitalize the downtown area with new residential development. The firm was initially a subcontractor to Thomas Cooke Associates and then was retained directly by the city to provide additional services.

San Pablo Development Regulations. Comprehensive update of the zoning, sign, and subdivision regulations for the City of San Pablo, located in the western part of Contra Costa County, California. San Pablo is a working class city that has had difficulty diversifying and upgrading its land uses, especially retail. A major goal of the project is ensuring that the development regulations serve to attract new businesses and rehabilitate existing housing. The zoning regulations were adopted in September 2002, and the subdivision regulations are under review. Robert Odland Consulting is the lead consultant.

Santa Clara County Zoning Ordinance Update. Preparation of a revised Zoning Ordinance for Santa Clara County, California, that was originally adopted in 1937. The revised ordinance is being reformatted and rewritten to make it easier to use and to remove ambiguities. It will also contain contemporary development standards, with particular emphasis on parking, cluster development, and definitions. The effort includes custom integration with web-based GIS applications. Baird+Driskell is the prime consultant.



Santa Cruz Housing Study. The analysis of ordinances and municipal housing policies. The City of Santa Cruz, California, is ranked as one of the least affordable cities in the U.S. The analysis was part of a broad effort to identify impediments to building more affordable housing and preventing existing affordable housing from becoming unaffordable. Moore Iacofano Goltsman was the prime contractor.

Santa Fe Development Code Revisions. Preparation of portions of the revised Development Code for the City of Santa Fe, New Mexico. The project includes substantive revisions to the historic design regulations, sign regulations, zoning districts, and development standards. Bob Odland is specifically addressing methods to perpetuate the traditional Santa Fe style in new and infill development, mixed uses, integration with neighborhood plans, and nonconformities. Clarion Associates is the prime contractor.

Southland Mall Parcel Reconfiguration. Reconfiguration of Southland Mall, a regional shopping center located in the San Francisco Bay Area and owned by ERE Yarmouth. The firm was responsible directly to ERE Yarmouth for reconfiguring parcels in order to facilitate the disposal of portions of the owner's assets. This effort required working closely with parking consultants, land surveyors, real estate attorneys, and title insurance companies.

Tahoe Regional Planning Agency (TRPA) Regulatory Analysis. Development of an Action Plan to coordinate and streamline the regulatory activities of local, regional, state (California and Nevada), and federal agencies in the Tahoe Basin. Strategies included collaborate decision-making, delegation of authority, and integrated information systems. The product of this project is currently being used by the TRPA to improve and guide internal operations and inter-agency coordination. Bob Odland was project manager, under contract to Sedway Consulting.