



Planning

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 planning projects:

Association of Bay Area Governments – Blueprint for Bay Area Housing.

Comprehensive revision of the 1990 version of the *Blueprint for Bay Area Housing*, a handbook for addressing the critical housing shortage in the San Francisco Bay Area. The revision of the *Blueprint* coincides with the update of the general plan housing elements for all California cities and counties. The *Blueprint* provides guidance on the preparation of housing elements as well as a description of local housing programs. The firm was a subcontractor to Baird+Driskell.

Anaheim General Plan & Zoning Code Update. Comprehensive revisions of the Zoning Code for the City of Anaheim, California, as part of the preparation of a new General Plan. The Planning Center is preparing the new Plan—Robert Odland Consulting is a subcontractor for the regulatory work. Some of the issues that are being addressed in the innovative regulations are the improving livability of neighborhoods, revitalizing underutilized commercial corridors, and dealing with infrastructure demands.

Association of Bay Area Governments – Regional Agencies Coordination

Development of a strategy for the San Francisco Bay Area regional agencies (ABAG, Bay Area Air Quality Management District, Bay Conservation and Development Commission, Metropolitan Transportation Commission, and Regional Water Quality Control Board) to address sustainability. This work consisted of preparing a draft compact for coordinated data gathering, mapping, and planning. This work was in support of the Bay Area Alliance for Sustainable Development. Bob Odland was the primary analyst, working directly with ABAG.

Brentwood General Plan. Preparation of new land use, growth management, and circulation elements of the General Plan for the City of Brentwood, California. A major objective is to ensure a balance between jobs and housing, while revitalizing the downtown area and protecting agricultural lands. Bob Odland was the technical project manager and Moore Iacofano Goltsman was the prime contractor on the project.



Cumbria Woods Master Plan. Preparation of the Master Plan for Cumbria Woods, Village of Cumberland, British Columbia. In keeping with the traditional layout of the Village, Cumbria Woods Master Plan offers a socially cohesive and environmentally sound neighborhood design. In addition, the Plan explores green infrastructure options, offering a more sustainable approach for future Village growth and development. Sara Muir Owen was a project coordinator under contract to the James Taylor Chair in Landscape and Liveable Environments, University of British Columbia.

Danville General Plan. Preparation of the General Plan for the Town of Danville, California. Danville wants to maintain a high quality of life, provide a high level of services, preserve a small-town character, and protect environmental quality. The plan was unanimously adopted by the City Council, on schedule. A significant portion of the effort dealt with Danville's participation in a sub-regional planning program and compliance with countywide infrastructure criteria. Bob Odland was the prime contractor and project manager.

Española Comprehensive Plan. Preparation of a new Comprehensive Plan for the City of Española, New Mexico. The major issues are economic development, water supply, community and historic character, affordable housing, and inter-governmental relations. The city is located within two counties and much of the land within the city is owned by and subject to the jurisdiction of two Indian pueblos. Robert Odland Consulting is the prime contractor.

El Cerrito General Plan. Preparation of a new General Plan for the City of El Cerrito, California, with a focus on economic revitalization and widespread citizen involvement. Critical issues included the reuse of an obsolete shopping center and strip-commercial areas along a major thoroughfare. Bob Odland was the technical project manager, responsible for overall quality control and editing, and was the primary author of the land use and implementation portions of the Plan. Moore Iacofano Goltsman was the prime contractor.

East Clayton Neighbourhood Concept Plan. Preparation of a sustainable Neighborhood Concept Plan for the City of Surrey, British Columbia. The East Clayton Neighbourhood concept Plan is part of a larger Headwaters Project aimed at implementing more sustainable communities throughout British Columbia. Sara Muir Owen was a project coordinator under contract to the James Taylor Chair in Landscape and Liveable Environments of the University of British Columbia.



Los Angeles Downtown Strategic Action Plan. Analysis of the regulatory impediments for attracting more residential and mixed-use projects to downtown Los Angeles. The client was the Central City Association, a group of business leaders, landowners, educators, and others interested in making downtown Los Angeles a more dynamic place to live and work. Moore Iacofano Goltsman was the prime contractor.

Monterey–Salinas Transit Smart Growth Project. Monterey–Salinas Transit (MST) is the agency with responsibility for providing transit services within Monterey County, California. The purpose of the Smart Growth Project, being conducted by Robert Odland Consulting, is to work with Monterey County and several of its cities to ensure that transit issues are advocated in their general plan updates and to recommend improvements to MST for improving the land use–transit connection.

North State Institute for Sustainable Communities – Planning Analysis. Independent analysis of the proposed General Plan of Redding, California, to ensure how it complies with good planning and sustainable development principles. The firm worked directly with the Institute as it developed programs integrating environmental, economic, and equity issues in a multi-county rural setting.

OZ Entertainment Company Sustainability Program. Development of a sustainability program for the former 9,000-acre Sunflower Army Ammunition Depot near Kansas City as it was envisioned to be transformed into a theme park and new community. The sustainability portion dealt not only with the new project, but was to be tied into local educational research and programs, and Internet simulations. The firm collaborated with the LivingSystems Group of Santa Fe.

Pueblo Neighborhood Ordinances. Analysis and preparation of ordinances to revitalize older, small-lot residential areas originally developed for workers in the steel mills in Pueblo, Colorado. Issues include nonconforming commercial uses, signage, parking, integration of manufactured housing, and the current inappropriate application of suburban standards to the existing medium-density, single-family area.

Reedy Creek Improvement District (Disney World Area) Plan & Regulatory Update. Five-year evaluation of the Comprehensive Plan for the agency established as the jurisdictional home for Disney World, Florida. (Bob Odland was project manager for the 1991 Comprehensive Plan and the Land Development Regulations.) For the evaluation, the firm was the primary analyst for those portions of the plan dealing with capital improvements and intergovernmental coordination. This work was subsequently expanded to include the update of the Comprehensive Plan and Land Development Regulations. Sedway Consulting was the prime contractor.

Sacramento Valley Sustainable Community. Development of a master plan for a project to be built at the urban/rural interface, designed to provide a model transition zone between the residential and agricultural areas and a model of how both residential and agricultural uses could be more sustainable. The project involved natural wastewater



systems, green building materials, energy efficiency, natural restoration, and organic gardening. Van der Ryn Architects was the prime consultant.

Silicon Valley Manufacturing Group – Housing Study. Development of housing policies to encourage continued economic growth of the Silicon Valley south of San Francisco. The firm worked as a sub-consultant to Strategic Economics to develop policies for increased development of vacant and underutilized sites. The Silicon Valley Manufacturing Group, an association of major high-tech employers, sponsored the work. The project's final report, *Building Sustainable Communities: Housing Solutions for Silicon Valley*, was published in November 1999.

Spokane Downtown Zoning and Design Guidelines. Preparation of new development regulations and design guidelines for downtown Spokane, Washington, that encourage mixed uses, residential projects, pedestrian amenities, and retail activity. The firm prepared the zoning regulations while Moore Iacofano Goltsman, the prime contractor, prepared the design guidelines. The regulations were adopted in October 2000.

Sustainable Urban Landscapes: Site Design for BC Communities. Development of a site design manual for the Headwaters Project – an initiative aimed at implementing more sustainable communities in British Columbia. The site design manual provides design and planning process and alternative standards and guidelines for more sustainable development of communities. Sara Muir Owen was a project coordinator and contributing author under contract to the James Taylor Chair in Landscape and Liveable Environments of the University of British Columbia.