TODAY’S RULES:

1) There are no dumb questions.
2) GO RAMS!!
Current Planning Concerns

- Public Attitude Towards Planning
- Growth Management
- Condition of Downtowns
- Energy Conservation
- Protection of Agricultural Lands
- Use of Leisure Time
- Socio-Economic Balance
- Community Aesthetics
- Citizen Participation
“By far the greatest and the best form of wisdom is that which deals with the planning and beautification of cities and human settlements.”

- Socrates
Community Involvement

- Responsibility / Leadership
- Helping People
- Affecting Positive Change
- Understanding Community Issues
- Deeper Response to Contextual Characteristics
- Concurrent / Less Linear Approach
- Elevated Design
Ancient Greece

- Rich Combination of Shapes and Sizes within Overall Grid Framework
Riverside, Illinois

- Farmer’s Life Centered Around the Railroad
- Designated as a National Historic Landmark in 1970
- A Successful Expression of Fredrick Law Omsted and Calvert Vaux’s Vision for a Suburban Village
Yorba Linda, CA

- Town Connected with Trails and Open Space
“Taste is the enemy of creativeness.”

- Pablo Picasso
“A thing of beauty is a joy forever.”

- John Keats
Place?
Place?
Place?
Place?
Place?
Place?
Place?
Place?
VISION

SYNERGY

SOCIAL REALM

IMAGE

SOUL

BEAUTY

ART

• ATTITUDE
• EMOTION
• AESTHETICS
• EXPERIENCE
• MEMORABLE

SCIENCE

• SCALE
• MARKET / FINANCE
• FUNCTION
• ENVIRONMENT
• CONTEXT
Trends / Challenges

- Neighborhood Design, Place and the Public Realm
- Demographic Shifts, Including Growing Minorities, Women Buyers, Aging Baby Boomers and Gen Yer’s
- Increased Commute Time / Ease of Mobility
- Increased Cost of Transportation
- Affordability / Density
- Infill / Regeneration vs. Next Frontier
- Environmental Sustainability
- Transitional Zoning Opportunities
- Technology / Connectivity and Individualism
- Increasing Anti-Growth Sentiments and Political Clout
EARTH IS DOOMED

HOW ABOUT GETTING ACTUAL FACTS
Design Principles

• Image
• Connections
• Environment
• Authenticity
• Public Benefit
• Context
• Synergy
• Experience
• Social Realm
<table>
<thead>
<tr>
<th>Leadership</th>
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<tr>
<td>Integrity</td>
<td>Do the right thing</td>
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<td>Desire</td>
<td>Improve yourself</td>
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<td>Purpose</td>
<td>Have goals</td>
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<td>Confidence</td>
<td>Courage</td>
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<td>Creativity</td>
<td>Spirit of adventure</td>
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<tr>
<td>Action</td>
<td>Assertive/Inspire</td>
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Pragmatics

- Use your General Plan
- Take advantage of available resources
  - (ULI, APA, League of CA. Cities, PDAOC, etc…)
- Utilize your staff
- Work towards consensus
- Listen
- Do your homework
- Keep it simple
- Stay professional
- Visit places
GO RAMS, GO!