

# Beyond Local Boundaries: Creating a Regional Framework to Address Regional Challenges

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# Southern California Region

**Largest metropolitan planning organization in the nation**



**Six counties, 196 jurisdictions, and 19 million residents**

# Southern California Region



**Regional Population is forecast  
to increase by 5,500,000  
people to 24,000,000 between  
2008 & 2035**



# Regional Challenges

- Increasing traffic congestion
- Loss of open space
- Air quality

- Unemployment/Income
- Housing affordability
- Limited financial resources

Envisioning  
a Solution

Community  
and Regional  
Outreach

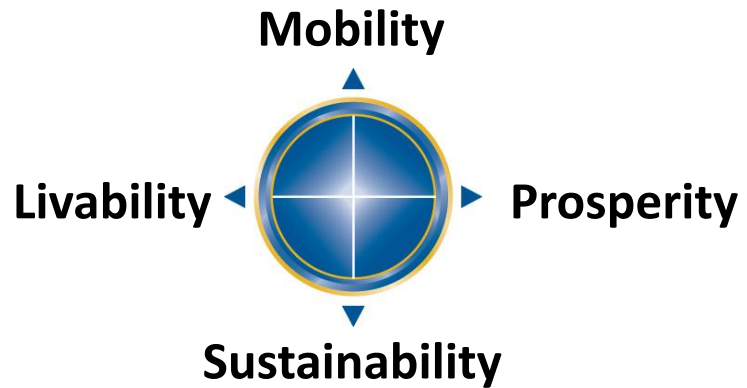
Alternative  
Scenarios and  
Modeling

Growth  
Vision

2000

2004

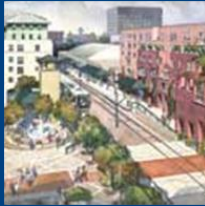
# Compass Blueprint Program



- Guidelines for how and when the Growth Vision for Southern California can be implemented
- Modest changes to current land use and transportation policies can have significant positive benefits
- Focusing changes in Strategic Opportunity Areas via regional/local partnerships

# Planning Services and Tools

## Land Use Planning and Design



General and Specific Plans  
Development Code Analysis  
Form-Based Codes  
Scenario Planning  
Infill Analysis and Strategies

## Market Feasibility Analysis



Development Prototypes  
ROI Analysis  
Economic Development  
Strategies

## Transportation and Parking



Transit Planning  
Transportation and 4D  
Modeling  
Parking Studies and  
Strategies      Bike/Ped  
Planning

## Visualization



Photo-morphs  
Video Fly-throughs      GIS  
Mapping

## Sustainability Services



Carbon Footprinting  
Green Building Guidance  
Open Space Planning

## Outreach and Engagement



Workshops and Charettes  
Focus Groups      Web  
& Email Marketing Visual  
Preference Surveys

# Compass Blueprint Outcomes

- SCAG contribution of over \$7 million
- Over 90 Demonstration Projects
  - Regional showcases for exemplary planning
  - Evaluate planning options
  - Stimulate sustainable development opportunities



# Demonstration Project 1: San Bernardino Regional Energy Efficiency Program

- **Project Services**
  - Green Building Practices
  - Outreach and Engagement
  - Economic Development Strategies
- **Project Goals**
  - Reduce energy waste caused by aging building stock
  - Encourage reinvestment in building stock and green energy job creation
  - Leverage \$1.9M ARRA funded Energy Efficiency and Conservation Block Grant



Location: San Bernardino,  
San Bernardino County

Timeframe: 2009-2010

Project Partners: City of San  
Bernardino

# Demonstration Project 1: San Bernardino Regional Energy Efficiency Program



## • Project Results

- Database with GIS capabilities of sustainability potential of approximately 54,000 parcels
- Workforce analysis of potential green jobs and resources
- Regional green jobs summit attended by over 170 participants
- Recipient 2011 Compass Blueprint Visionary Planning for Prosperity Award

# Demonstration Project 2: WRCOG I-15 Smart Growth Concept Map

- **Project Services**
  - Scenario Analysis
  - Mapping
  - Smart Growth Design Principles
- **Project Goals**
  - Collaborative strategies in economic development, transportation and housing
  - Reduce the impacts of interregional commuting
  - Balance the jobs-housing ratio in areas along I-15 corridor



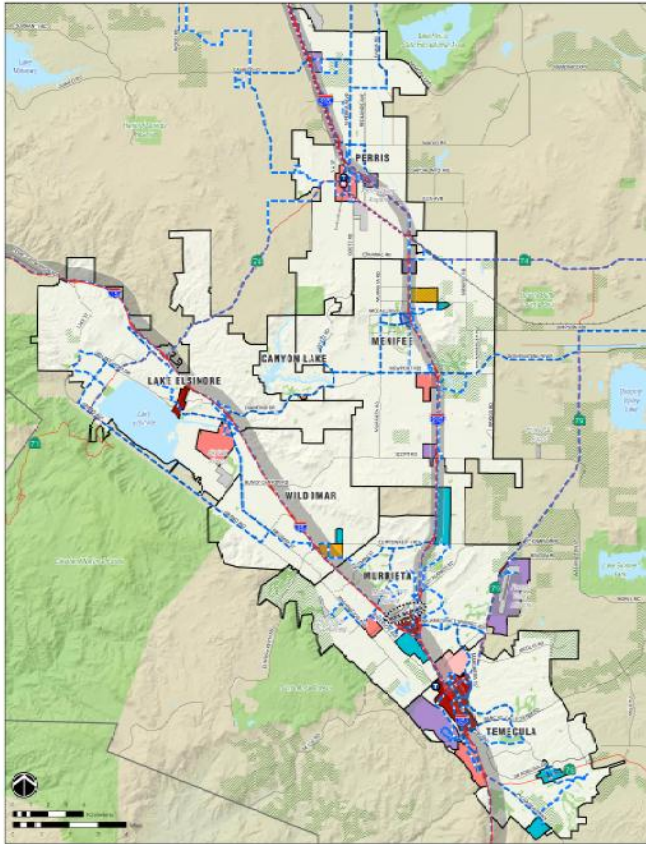
Location: Western Riverside,  
Riverside County

Timeframe: 2009-2010

Project Partners: Western Riverside  
Council of Governments, Cities of  
Canyon Lake, Lake Elsinore,  
Menifee, Murrieta, Perris, Temecula,  
and Wildomar

# Demonstration Project 2: WRCOG I-15 Smart Growth Concept Map

- **Project Results**
  - Recommended smart growth place types for region
  - Opportunity area maps



**Smart Growth Place Types**

- Regional Center  
Neighborhoods: Employment, Mixed-Use
- Town Center  
Neighborhoods: Employment, Mixed-Use
- Community Center  
Neighborhoods: Employment, Mixed-Use
- Suburban Village  
Neighborhoods: Employment, Mixed-Use
- Special Use Center  
Neighborhoods: Employment, Mixed-Use
- Employment Center  
Neighborhoods: Employment, Mixed-Use

**Transportation**

- Riverside Transit Agency (RTA) Bus Stop
- Riverside Transit Agency (RTA) Major Bus Routes
- Electronic Station
- Alternative Corridor
- High Speed Rail (HSR) Potential Station
- High Speed Rail (HSR) Potential Corridor
- High Speed Expressway
- Major Road
- Railroad

**Base Map Features**

- Study Area
- County Boundary
- Alameda
- Habitat Planning Potential Areas
- Pines
- Water Inflow

**Study Area**  
Western Riverside Smart Growth Map

SOURCE: WRCOG, Riverside County, TMA, Riverside County GIS, SCAG 2005-2015

NOTE: HSR Corridor is for illustrative purposes and does not represent any definite plans

## SMART GROWTH DESIGN PRINCIPLES

The following design principles apply to all place type categories and are critical to the success of smart growth:

- Human-scale built environment that creates uniqueness and identity
- Vertically and horizontally mixed-use development, with vertical mixed-use located near transit stations
- Robust transportation choices that complement the intensity of development within the Smart Growth Opportunity Area (SOGA) including:
  - o Strong pedestrian orientation: network of streets and pedestrian paths, narrower street scales, special designs to facilitate pedestrian crossings at intersections, and the walker having precedence
  - o Bike access/locker facilities and park-n-ride facilities woven in the human-scale design
  - o Transit station(s) located centrally within main activity area(s); transit user amenities located adjacent to stations (e.g., child care facilities, coffee bars, dry cleaning drop-off)
- Nearby recreational facilities and public plazas



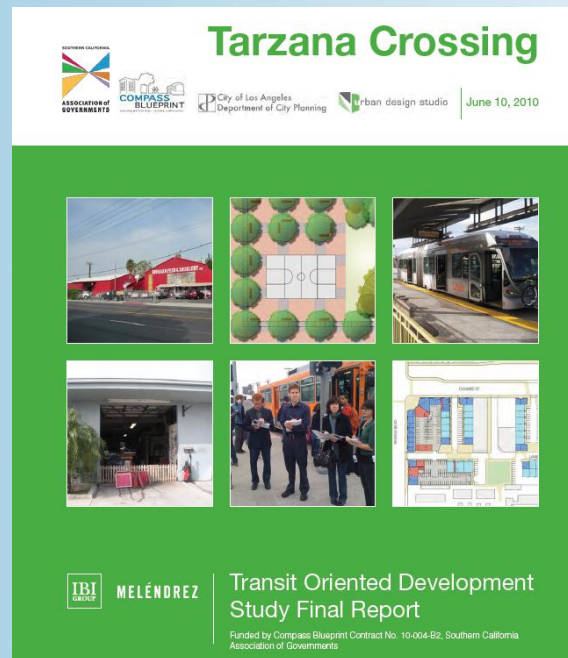
# Demonstration Project 3: Los Angeles Tarzana Crossing

- **Project Services**

- Public Outreach and Surveys
- Site and Infill Analysis
- Visualizations and Case Studies
- Returns on Investment Analysis

- **Project Goals**

- Mixed-use development
- Strategic allocation of density
- Enhanced neighborhood identity
- Market acceptance



Location: Los Angeles,  
Los Angeles County

Timeframe: 2009-2010

Project Partners: City of Los Angeles,  
City of Los Angeles Urban Design  
Studio

# Demonstration Project 3: Los Angeles Tarzana Crossing

## Field Evaluations



On November 5, 2009, the Tarzana Crossing team met at Reseda and Oxnard and walked the area to gain a better understanding of the day-to-day existing functions and uses. The walk focused on the south side of the project area along Oxnard Street - characterized by small industrial uses, complete with small strip mall, gas station, small industry-related uses, two larger institutional uses and a local landmark all within 1/4 mile of the Orange Line Stop. The lots on the south side are very deep and bisected by service alleys. Some sites were actively used, others vacant.



It was noted that there was steady pedestrian traffic to and from the Orange Line Station mostly North - South along Reseda, and use of the Bicycle Path East - West running parallel with the Orange Line Guideway.



The Orange Line stop itself is serviced by large surface parking lots directly to the east and west of the Oxnard/Reseda intersection. The lots would be capable of hosting temporary events such as a regularly scheduled Farmers Market.



## Public Realm Improvements

Public realm improvements will focus on increasing **CONNECTIVITY** and creating **OPEN SPACE**



### CONNECTIVITY

Connectivity issues relate to:

- Pedestrian improvements at intersections and on sidewalks
- Improving bike lanes and creating bike boulevards or off-road bike trails
- Alley improvements to encourage pedestrian use
- Slowing vehicles for pedestrian safety

### OPEN SPACE

Open Space issues relate to:

- Repurposing underutilized land for open space opportunities.
- Considering multi-functional spaces (ie. parking lots during the week and farmers markets on the weekend)
- Creating an off-street open space network by utilizing alleys and parking lots

# Demonstration Project 3: Los Angeles Tarzana Crossing



## • Project Results

- Connectivity and open space design strategies
- Site layout for development prototypes
- Market analysis
- Review of the feasibility of rezoning industrial areas to allow for a mix of light industrial uses with retail, restaurants and housing

# Looking Forward

- Climate Change Legislation- AB 32 (2006)
  - Existing policies must be adjusted in order to meet the target and reduce GHG emissions
- SB 375
  - Regional Transportation Plan (RTP)
  - Sustainable Communities Strategy (SCS)
  - Regional Housing Needs Assessment (RHNA)
- 50 future demonstration projects to be completed
  - Upcoming projects will focus on the reduction of vehicle miles traveled and GHG emissions

