



[planning] [design] [landscape architecture] [entitlement] [mapping/presentations]

R E P R E S E N T A T I V E P R O J E C T S

KEYS TO SUCCESS

		ORANGE COUNTY				LOS ANGELES COUNTY			SAN DIEGO COUNTY			VENTURA COUNTY			KERN & SANTA BARBARA COUNTY		
		Coto De Caza	Newport Coast	Montage	Vista Del Verde	Canyon Hills	Long Point (Terranea)	Newhall Ranch	Otay Ranch	Santa Fe Valley	Villages of La Costa	Villages of Fanita	Ahmanson Ranch	The Canyons	SouthShore	Tejon Ranch	Rice Ranch
1	“Green” and Environmentally Sound	●	●	●	●	●	●	●	●	◐	●	●	●	◐	●	●	●
	<ul style="list-style-type: none"> _ Identify key environmental issues _ Give them real priority and substance _ Preserve and enhance key elements _ Provide wildlife/habitat linkages _ Establish Resource Management Program _ Green and Sustainable 																
2	Establish Credibility	●	●	◐	◐	●	●	●	◐	●	○	●	●	●	●	●	●
	<ul style="list-style-type: none"> _ Document environmental elements by Experts _ Use GIS to analyze and manage information _ Make information available to jurisdiction 																
3	Clarify Public Benefits	●	●	●	●	◐	●	●	◐	○	●	●	●	◐	●	●	●
	<ul style="list-style-type: none"> _ More than 50% dedicated to open space (trend) _ Need to clearly offset impacts _ Tax Base / Revenues 																
4	Involve the Community	◐	◐	●	◐	◐	◐	●	●	◐	○	●	◐	●	◐	◐	●
	<ul style="list-style-type: none"> _ Give public opportunity to voice opinions _ Neutralize opposition by creating supporters _ Dispel misinformation with public tools (websites, etc.) 																
5	Support / Expand Quality of Life	●	◐	●	◐	○	●	◐	●	●	○	●	●	●	●	◐	◐
	<ul style="list-style-type: none"> _ Accommodate lifestyles through products _ Job-Housing Balance _ Provide community amenities _ Schools, parks, and family values 																
6	Lead with Innovative Planning	●	◐	◐	●	○	◐	●	●	◐	●	●	●	●	●	●	◐
	<ul style="list-style-type: none"> _ Create identity and theme _ eVillage / Reduced ICE Dependence _ TND _ Sustainable Principles 																
7	Explain Fiscal Strength	○	◐	●	◐	○	●	●	○	○	◐	◐	●	●	◐	◐	◐
	<ul style="list-style-type: none"> _ Balanced community _ Environmental endowment 																
8	Consistent with Public Policies	◐	◐	◐	●	◐	●	◐	◐	◐	●	●	◐	●	●	◐	●
	<ul style="list-style-type: none"> _ Implement GP / Zoning Objectives _ Minimize visual impacts _ Compatible edges _ Fiscal impact report 																
9	Build Staff Support	●	●	●	●	◐	●	●	●	●	◐	●	●	◐	●	◐	●
	<ul style="list-style-type: none"> _ Understand staff’s perspective _ Help staff with credible information and analysis _ Assist with staff report 																
10	Develop Political Champion	●	●	●	●	○	◐	◐	◐	●	◐	●	●	●	◐	◐	●
	<ul style="list-style-type: none"> _ Resolve conflicts / equitable resolutions _ Simplify issues and solutions _ Give them reason to vote “YES” 																

● = Major Key to Success ◐ = Moderate Key to Success ○ = Minor Consideration