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## One project at a time



**Ad hoc**cracy



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## The example we set



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**If everyone lived like Americans we'd need five planets worth of resources**

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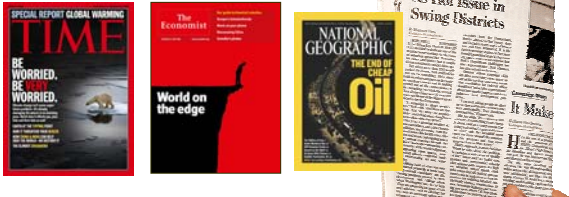
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## The time is right

**“Nothing is more powerful than an idea whose times has come.”**

*Victor Hugo*



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## Grand plans

**“Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work . . . Let your watchword be order and your beacon beauty. Think big.”**

*Daniel Burnham*



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## High standards

**“Laguna will become a model of sustainable, harmonious living.”**

*Laguna Beach 2030*

**“All Palo Alto neighborhoods will be improved, each to have public gathering spaces, essential services and pedestrian amenities, to encourage less reliance on the automobile.”**

*2010 Palo Alto Comprehensive Plan*



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## All hat, no cattle



The typical process leads to glittering generalities, but little substantive change to unsustainable conventional patterns of suburban sprawl

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## “Plan” is a verb



Most General Plans are updated to satisfy State law, insulate against litigation or to compete for APA awards

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## Pasadena: Imagine a Greater City



Collision between the forces supporting and opposing growth

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**Pasadena:**  
**Imagine a Greater City**

**Process:**  
**Accelerated schedule with more than 65 workshops involving more than 3200 people in just 18 months**



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**Pasadena:**  
**Imagine a Greater City**

**Seven Principles:**

- **Growth will be targeted** to serve community needs and enhance the quality of life
- Change will be harmonized to **preserve Pasadena's historic character** and environment
- **Economic vitality** will be promoted to provide jobs, services, revenues and opportunities Pasadena will be promoted as a **healthy family community**
- Pasadena will be a city where people can **circulate without cars**
- Pasadena will be promoted as a cultural, scientific, corporate, entertainment and educational **center for the region**
- **Community participation** will be a permanent part of achieving a greater city

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**Pasadena:**  
**Imagine a Greater City**

**A smart growth renaissance**



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**Azusa:**  
**Gateway to the American Dream**



**"The Caboose on the Foothill train"**

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**Azusa:**  
**Gateway to the American Dream**



**Process:**  
Citizens  
Congress  
developed a  
core of more  
than 300 active  
and community  
leaders

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**Azusa:**  
**Gateway to the American Dream**

- How We Learn (*Education, culture and recreation*)**
- What Nature Has Given Us (*The River and Canyon*)**
- How We Live (*Families and Communities*)**
- Where We Come Together (*Downtown & Commercial Districts*)**
- How We Prosper (*Industry and Jobs*)**
- How We Get Around (*Transportation*)**
- Where We Live (*Homes and Neighborhoods*)**

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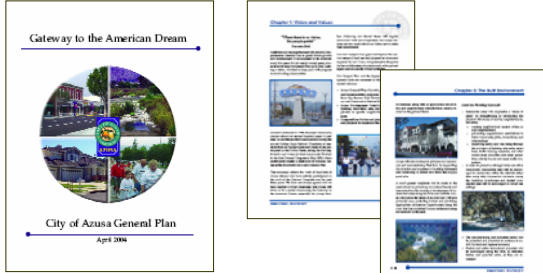
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**Azusa:**  
**Gateway to the American Dream**



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**Azusa:**  
**Gateway to the American Dream**

**Most improved City in the San Gabriel Valley**



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**Ventura:**  
**Achieving the Vision**



**Between the devil and the deep blue sea**

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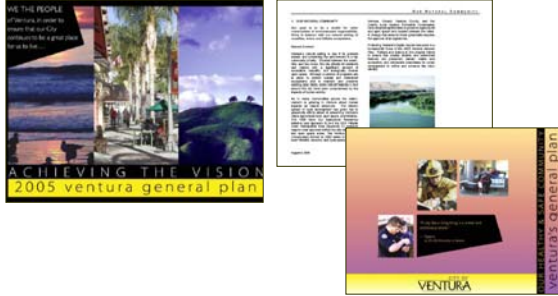
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## Ventura: Achieving the Vision



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## Ventura: Comprehensive Vision

**“Our goal is to be a model for other communities of environmental responsibility.”**  
*2005 General Plan*



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## Ventura: Comprehensive Vision

- Our Natural Community
- Our Prosperous Community
- Our Well-Planned and Designed Community
- Our Accessible Community
- Our Sustainable Infrastructure
- Our Active Community
- Our Educated Community
- Our Creative Community
- Our Involved Community

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## Connecting the dots



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## Visionary and Inclusive



**Low tech, high touch**



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## Holistic



**"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."**

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## The people



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## Everyone at the table



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## Integrated & collaborative

**There is more to making great places than land use and transportation**



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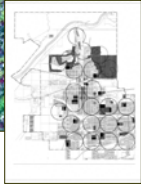
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## Strategic and substantive



**Beyond crayola zoning to making great places**

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## Memorable

### Values:

Azusa is a spiritual place blessed with a unique natural, historic and cultural heritage.

Our citizens are caring people who work hard and value Faith, Family and Country. We treasure our small-town character and community involvement.

Education is a cornerstone of this community, where a student can go from pre-school to a Ph.D. We believe in the American Dream of owning a home and starting a business.

We are proud of our diversity.

Our shared goal is to build a brighter future for our children.

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## Number one lesson

You can't buy political will on **ebay**<sup>®</sup>



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## Beyond the General Plan



**Cracking the code:  
Zoning is the DNA  
of sprawl**



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## High hopes



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## Conventional suburbia

- **Zoning segregates where we live, work, and shop**
- **Is the law in virtually every city in America**



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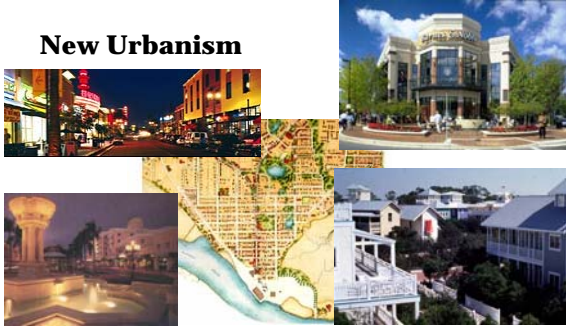
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## Coding for results

### New Urbanism



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## Stein's Law

"Things that can't go on forever, don't."

*Herb Stein*



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## Think globally, act locally

**Creating a sustainable  
future is our  
challenge**

**Our own communities  
is where we start**



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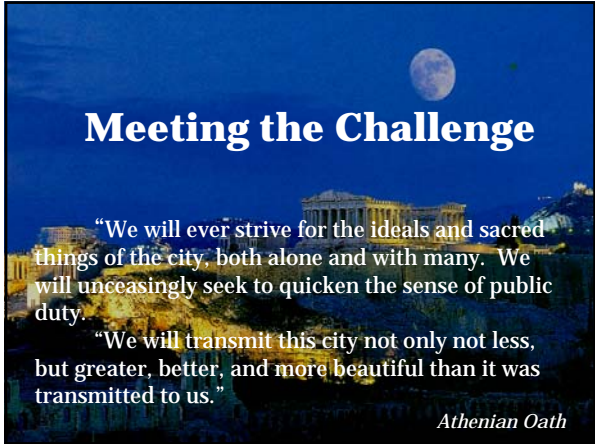
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# Meeting the Challenge

“We will ever strive for the ideals and sacred things of the city, both alone and with many. We will unceasingly seek to quicken the sense of public duty.

“We will transmit this city not only not less, but greater, better, and more beautiful than it was transmitted to us.”

*Athenian Oath*

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