

2018 PLANNING ACADEMY CURRICULUM
Hosted by the American Planning Association's Central Coast Section
Content and Speakers Subject to Change
All classes held at the Louise Lowry Davis Center in Santa Barbara



October 3, 2018 WEDNESDAY

Class 1, 5:30 PM

Santa Barbara's Urban History and Historic Structures Review

Instructor(s):

Sheila Lodge, Mitch Stone

Course Description:

An overview of Santa Barbara's urban history by a 3-term Planning Commissioner and former Mayor, Sheila Lodge, plus an introduction to the practice and regulatory requirements for reviewing historic structures and adopting historic districts. Students will leave with an appreciation for our unique history – how streets where laid out, the physical, political and natural resource constraints that have shaped development patterns. The second half of the course will introduce the audience to Section 106 of the National Historic Preservation Act and an understanding of how the City of Santa Barbara views historic resources through the California Environmental Quality Act.

Suggested Reading:

Instructor Bio's:

Sheila Lodge served on the Santa Barbara City Planning Commission, 1973-75; the City Council, 1975-81; and as mayor, 1981-93. An incurable public policy wonk, since 2009, she's been back on the Planning Commission where she started her civic life 45 years ago.

Mitch Stone has over thirty years of experience researching historic properties, preparing architectural and historical evaluation reports, including CEQA and Section 106 analyses, National Register of Historic Places nominations and State Historic Landmarks nominations. Mr. Stone received his B.S. in Urban Planning from the California State Polytechnic University, Pomona, in 1979 and has completed M.A. level studies in Geography at the University of California, Santa Barbara and has studied Geography in Oxford, England.

Class 2, 7:15PM

Innovations in Housing and Policy Incentives

Instructor(s):

Lisa Plowman, Rob Fredericks

Course Description:

Students will hear about innovative housing solutions: policy, incentives, design and water supply. The City of Santa Barbara's controversial AUD program will also be discussed in terms of its relative success and future ordinance amendments. The second half of the presentation will include a perspective from a public housing developer who represents the City of Santa Barbara's Housing Authority. Students will learn the different types of public financing vehicles that are active in Santa Barbara and the target customers and/or project types, as well as inclusionary housing strategies.

Suggested Reading:

<https://www.economist.com/united-states/2018/08/09/booming-seattle-struggles-to-stay-affordable>

Speaker Bio's:

Lisa Plowman is the Planning Manager of RRM's Santa Barbara office. Lisa has worked in the land use planning field for 25 years and has worked extensively in both the public and private sectors. Lisa has played a key role for many notable projects, including the Golden Inn and Village, Arlington Village, Hillside House, Jardin de las Rosas, and Cypress Court Senior Apartments. Lisa is active in her community, as President of the Coastal Housing Coalition, and Board Member for Santa Barbara for All.

Rob Fredericks currently holds the position of Executive Director/Chief Executive Officer for the Housing Authority of the City of Santa Barbara (HACSB). Employed by HACSB since 1996, he has held several positions within the agency, but most recently as Deputy Executive Director/Chief Administrative Officer. He holds an undergraduate degree in Business Administration with a concentration in Real Estate Financial Management from Cal Poly San Luis Obispo. Rob's other civic commitments include President of the Pacific Southwest Region of the National Association of Housing and Redevelopment Officials (NAHRO); a board member and treasurer of the Housing Trust Fund of Santa Barbara County; a board member and President of San Felipe Independent Living.

Class 3, 5:30 PM

Santa Barbara's Energy Production Platform and California's 2045 Clean Goal

Instructor(s):

Errin Briggs, Das Williams

Course Description:

Jerry Brown has signed an ambitious goal for CA to be running on 100% clean energy by 2045. What is the current state of affairs in Santa Barbara with the Federal Government seemingly heading in the opposite direction with more activity offshore as well as on land with fracking? What needs to change in the marketplace, or in our regulatory environment to get us there? What are the current energy projects in the County that are pending discretionary review and decisions?

Suggested Reading:

Speaker Bio's:

Das Williams currently serves as County Supervisor on the Santa Barbara County Board of Supervisors. He represents the First District, which encompasses Carpinteria, most of Santa Barbara, and parts of the Los Padres National Forest. He formerly served in the California State Assembly, representing the 37th district, encompassing parts of Santa Barbara and Ventura counties. Prior to being elected to the state assembly, he was a member of the Santa Barbara City Council. Before embarking in politics, Williams worked as a junior high school teacher and a legislative aide to then-assembly member Hannah-Beth Jackson. Williams holds a Master's degree in Environmental Science & Management, with a focus on water pollution, planning processes, and land-use law at UC Santa Barbara's Bren School of Environmental Science & Management.

Errin Briggs has extensive public agency experience working for over 12 years as a planner in the Planning & Development Department at the County of Santa Barbara. Over his career, he has served in several divisions within the Department and is now the supervising planner in the Energy, Minerals & Compliance Division where he has overseen the permitting of oil and gas and mining-related projects since 2013. His major areas of expertise are in project management, environmental review, and land use issues of major oil and gas development and mining projects. Errin attended the University of California at Santa Barbara where he graduated with a Bachelor of Science in Microbiology. Errin spends a significant portion of his free time in the ocean and is an avid diver, surfer and spearfisherman.

Class 4, 7:15PM

Critical Issues Facing Santa Barbara's Water Supply

Instructor(s):

Amy Steinfeld, Cathy Taylor, Brian Goebel

Course Description:

Long-term drought, climate change, and environmental regulations are threatening local and imported water supplies. How are our regional water districts reacting? Students will learn about increasing rates, recycling, expanded desalination and the ongoing potential and struggle for regional solutions including leveraging the building code and permitting processes to incentivize design elements that capture and use rainwater and/or greywater.

Suggested Reading:

Speaker Bio's:

Amy Steinfeld's unique practice focuses on the intersection of land use and water law. She regularly advises water districts, regulated utilities, cities, developers, and agricultural interests, including nut and cannabis growers, in all aspects of water law. Her matters include water rights permitting and due diligence, complex groundwater adjudications, water transfers, urban water management planning, water supply/demand evaluations under Senate Bill 610 and SB 221, infrastructure development, and all other matters associated with the use, conveyance, development and management of surface water and groundwater supplies. Amy is co-founder and co-chair of the California H2O Women Conference.

Brian Goebel is an attorney, Homeland Security expert, entrepreneur, and candidate for Director, Montecito Water Board.

Cathy Taylor, P.E., is Santa Barbara's Water System's Manager

UPDATED September 26, 2018 5:20 PM

October 17, 2018 – WEDNESDAY

CLASS 5, 5:30 PM *The California Environmental Quality Act (CEQA) – Who is Served?*

Instructor(s): **Beth Collins-Burgard and Linda Kropp**

Course Description: Our own 1969 Oil Spill was a precursor to NEPA and CEQA. But today's environmental protection laws provide a much murkier playing field for a variety of players, industries and activists. Hear about the basics, how CEQA can be used to improve the public planning process, and how legislative tweaks are always on the horizon.

Suggested Reading: TBA

Speaker Bio's: Beth Collins is known as a problem solver who routinely tackles high-profile, high-controversy cases. She has a rare mix of significant entitlement, transactional and litigation experience which gives her a unique perspective and her clients an edge—whether she is litigating in the courts, drafting documents, negotiating a deal or advocating before public officials and agencies. In her practice, Beth assists various landowners, public agencies and institutions, energy companies and developers through all stages of the development process, specializing in high-controversy projects and properties.

Linda Krop is the Chief Counsel of the Environmental Defense Center. She has practiced environmental law at EDC since 1989 and specializes in cases addressing the protection of coastal, open space, and natural resources, as well as offshore energy issues. Linda has worked on several successful open space preservation efforts throughout California's south central coast, including the Hearst Ranch, Carpinteria Bluffs, Ellwood Shores, Douglas Family Preserve, East-West Ranch, Oxnard Shores, and Sedgwick Ranch. She also won court victories prohibiting the extension of 37 federal oil leases off the coast of Ventura, Santa Barbara, and San Luis Obispo Counties, and upholding the County of San Luis Obispo's denial of Phillips 66's proposal to transport crude oil by rail to the California coast. Linda recently led the successful effort to pass state legislation opposing new federal offshore oil and gas leasing. Linda teaches Environmental Law and Land Use & Planning Law at the University of California at Santa Barbara.

Class 6, 7:15PM *Santa Barbara's Transportation History – and Future*

Instructor(s): **Rob Dayton**

Course Description: Students will understand the historical context for how 'we got here'. They will also learn how the US 101 widening project could impact surface traffic and how the rest of the region is planning to handle growth stemming from UCSB and Goleta. Finally, they will understand how alternative transportation programs and initiatives are being managed, and what they hope to accomplish.

Suggested Reading: TBA

Speaker Bio's: Rob Dayton has over 25 years of experience in Transportation Planning, Parking and the community engagement process. His commitment to the City of Santa Barbara can be seen throughout his career at work and through his active involvement in the community. He has helped guide the General Plan and led the creating of many of its components including the Circulation Element, the Pedestrian Master Plan, and two updates of the Bicycle Master Plan. He has been instrumental in planning key capital projects in Santa Barbara including its first roundabout; numerous bike lanes, bike paths and sidewalks; and the Shoreline Park Expansion Project. Rob leads Public Works teams that plan Santa Barbara's transportation future. He is also responsible for the team that operates and maintains the City's Downtown Parking facilities. Rob is originally from Los Angeles where he began his career as a Traffic Consultant after graduating from University of Southern California in 1988.

UPDATED September 26, 2018 5:20 PM

October 24, 2018 – WEDNESDAY

Class 7. 5:30 PM

Climate Change at the Local Level

Instructor(s):

Marc Chytilo, Selena Evilsizor

Course Description:

Climate change is driving development standards at the beach, the coastal bluff and well inland due to flooding fears – both tidal and flash. Hear about how the Coastal Commission and other flood control agencies are adopting new standards for development and armoring, and hear why.

Suggested Reading:

TBA

Speaker Bio's:

Marc Chytilo's early legal career was with the Environmental Defense Center, a nonprofit corporation with a mission to advance environmental protection and whose program areas include protecting coast and ocean resources, open spaces and wildlife, and human and environmental health. During the next 12 years, he helped foster the growth of the EDC from two to 18 employees, and he eventually worked as senior counsel, doing advocacy on local, state and federal air-quality issues, land use and habitat preservation. Chytilo left the EDC to open his own firm in 1999. In addition to practicing law, Chytilo has supported numerous environmental organizations over the years, including the Santa Barbara County Action Network and the Santa Barbara Council on Research and Education, and as a board member of the Surfrider Foundation for six years and as a founding director of the Santa Barbara Earth Day Coalition.

Selena Evilsizor, AICP is a Senior Planner in the Long Range Planning Division at the County of Santa Barbara. She has nearly 15 years of experience in land use and environmental planning in both the public and private sectors. Her private sector experience includes over five years as an Environmental Planner and Project Manager with Cardno, where she managed and authored environmental analyses and technical documents for a wide range of federal government and private clients in compliance with CEQA and NEPA. She also worked closely with U.S. Navy and Marine Corps planners on community planning and compatibility initiatives. With Santa Barbara County, she has experience in development review, climate change mitigation and adaptation planning, and CEQA. She is the day-to-day lead for implementing the County's Coastal Resiliency Project and the award-winning Energy and Climate Action Plan. Selena has a bachelor's degree in biology from Otterbein College in Ohio, and a master's degree in planning from the University of Southern California.

Class 8, 7:15PM

From Bixby Ranch to the Dangermond Preserve – an overview of the Gaviota Coast and its potential for public access

Instructor(s):

Steven A. Amerikaner, Michael Bell

Course Description:

Last winter, the Nature Conservancy purchased an 8-mile stretch of coastal habitat below Point Conception. This land has historically been subject to a variety of development concepts, the most recent of which is a public beach. Hear about the history of Hollister and Bixby Ranches and The Nature Conservancy's acquisition and what it means for resource protection and potential public access.

Suggested Reading:

TBA

Speaker Bio's:

Steve Amerikaner serves as office managing partner of the Santa Barbara office. His career in real estate law spans three decades and numerous changes in environmental and land use regulations. Focusing on California's Central Coast, Steve represents property owners and businesses seeking development permits and other governmental approvals. In addition, Steve has significant experience in counseling established businesses and associations, including a prestigious private school, a movie theater corporation and a ranch owners association. He also represents a number of public agencies, including providing counsel on major infrastructure projects, and advises businesses and individuals facing problems with public agencies.

Michael Bell is the Director of the the Jack and Laura Dangermond Preserve at The Nature Conservancy.

UPDATED September 26, 2018 5:20 PM

November 1, 2018 – THURSDAY

Class 9, 5:30 PM *Montecito Rebuilding – Community Organizing, Permit Expediting and Vision*

Instructor(s): Suzanne Elledge, Joe Cole

Course Description: The Montecito community looks drastically different after the 1/9 debris flow. Homeowners are beginning to rebuild, but a community-wide approach is critical. Learn about some of the private efforts to prepare for future debris flows and protect the Montecito Community.

Suggested Reading: TBA

Speaker Bio's: Suzanne Elledge founded SEPPS as a sole proprietor in 1994 and presided over its steady growth and incorporation in 2005. Today, SEPPS is widely recognized as the leading land use consulting firm in Santa Barbara with an impressive list of satisfied clients and approved projects that make positive contributions to the Santa Barbara region. Ms. Elledge has managed the entitlement process for a wide variety of projects and over the years has developed a special expertise representing local community institutions such as the Music Academy of the West, Marymount School, Santa Barbara and Goleta Valley Cottage Hospitals, Crane School, the Santa Barbara Museum of Natural History, Direct Relief, and several historic hotels including the Miramar, Four Seasons Biltmore, and San Ysidro Ranch.

Joe Cole is an attorney, publisher of the Santa Barbara Independent and a Montecito Planning Commissioner. Joe's real estate practice emphasizes acquisitions, capital strategies, construction, commercial leasing and real estate dependent operating companies. Joe's corporate work includes mergers and acquisitions, finance, governance, commercial contracts, compensation alternatives and employment issues. For 25 years, Joe has received the highest "AV" peer rating for ability and ethics from Martindale-Hubble.

Class 10, 7:15PM *Regulatory Reaction to the Debris Flows, FEMA and What's Next*

Instructor(s): **Jon Frye, Jeff Willson**

Course Description: Understand the science of debris flows and flooding post fire, and the current state of regulatory affairs with respect to redevelopment. Hear about how channels were cleared and are to be maintained, and even more ambitious private efforts to prepare for or contain future flows. Learn about the Like-for-Like Ordinance that the County approved to assist homeowners in the rebuilding process.

Suggested Reading: TBA

Speaker Bio's: Jon Frye is a Senior Engineer with the County of Santa Barbara Flood Control District.

Jeff Willson is the Deputy Director of the Santa Barbara County Planning & Development Department. Prior to working with Santa Barbara County, he worked in the Community and Economic Development Department with the County of Merced (2004-2016). He has been a member of the National American Planning Association and the California American Planning Association Chapter since 2004.

November 8, 2018

Class 11, 5:30 PM *Tajiguas Landfill – Embracing Regional Responsibility*

Instructor(s): **Laurel Perez, AICP**

Course Description: The Gaviota Coast Conservancy ended its lawsuit recently opposing the Tajiguas Landfill expansion over allegations that the project violated CEQA, the California Coastal Act and various other state planning regulations. Officials at Santa Barbara County agreed to seek alternative dump locations after Tajiguas' service life ends — expected in 2036 — as county planners will go forward with waste diversion efforts to extend its lifespan via intensified recycling programs, estimated to cost \$540 million. Hear about what is planned for implementation in anticipation of the 2036 deadline and how local agencies are cooperating in the process.

Suggested Reading: TBA

Speaker Bio's: Laurel Perez, AICP joined SEPPS in 1997, and has been a Principal Planner and Partner in the company since 2005, specializing in planning and project management within the County and Cities of Santa Barbara and Goleta, including public agency coordination, project representation, permit processing, and environmental review. Most of Ms. Perez's projects require environmental analysis, including EIRs, and many projects require significant community interaction including coordination of public workshops.

Class 12, 7:15PM *Revitalizing State Street*

Instructor(s): **Nina Johnson, George Buell and Brad Fieldhouse**

Course Description: Is the City of Santa Barbara finally coming to grips with her retail challenges and embracing economic development? Hear about efforts to invigorate our region's 'Class B' retail mall with pop-up friendly regulations, expedited permitting, and a new focus on homelessness outreach.

Suggested Reading: TBA

Speaker Bio's: Nina Johnson has held the position of Assistant to the City Administrator since 2006. Her responsibilities are to lead stakeholder teams to design and implement organization-wide and community programs and policies. She also provides policy guidance and training to ten departments, including Public Works, Community Development, Finance, Police, Fire, Airport, Waterfront, Libraries, Parks and Recreation, and Administrative support services. Miss Johnson received her Bachelor's of science degree in Public Administration from Drake University and received a Master's of Art's degree in Urban Planning from the University of California- Los Angeles.

George Buell is the City of Santa Barbara's Director of Community Development. Buell has served as the development services director at the City of Oceanside and was the city planner for the City of San Clemente. Buell has also worked in the private sector, representing both municipalities throughout California and developers alike. Buell received a bachelor's degree in urban geography from California State University-Fullerton and is a member of the American Planning Association.

Brad Fieldhouse is the owner/founder of City Net, a team of nonprofit professionals who work to end street-level homelessness in a city or region through the coordination of community efforts and activities. City Net also works to mobilize community resources, including meals, volunteers, donations and advocacy, to coordinate care in emergency shelters, parks, and other public areas where homeless neighbors live. These efforts seek to reduce wasteful duplication and fill missing gaps in the continuum of care, with the long-term goal of ending homelessness by providing homeless neighbors a stable context in which their emergency needs are met, so they can work on long-term housing plans.

November 14, 2018 - WEDNESDAY

Class 13, 5:30 PM *Wildland Fire Preparation and the Community Wildfire Protection Plan*

Instructor(s): **Rob Hazard**

Course Description: What are the tools that communities are using to defend from new wildland fires? To what extent are they successful and how is success measured? There are heavier handed tactics such as clearing and prescribed burns versus home hardening and new policies and practices by utility companies.

Suggested Reading: TBA

Speaker Bio's: Rob Hazard is a Battalion Chief at the Santa Barbara County Fire Department where he has served for 20-years. Prior to the County, he was a Wildland Firefighter with the US Forest Service for 10-years.

Class 14, 7:15PM *Cannabis Land Use Controls and the New Marketplace*

Instructor(s): **Dennis Bozanich, Anthony Wagner, Dan Klemman, Graham Farrar**

Course Description: Cannabis is the new normal for Santa Barbara. And Santa Barbara County now has outpaced every other county in the State for number of cannabis related license applications for cultivation, manufacturing, distribution, etc. Hear from two regulators about how their respective agencies are handling the permitting and taxation, and then hear from a business owner and grower about the marketplace challenges: labor, demand and running a business.

Suggested Reading: TBA

Speaker Bio's: Dennis Bozanich is a Deputy County Executive Officer at the County of Santa Barbara and his primary focus is implementing the regulatory and tax structure on the county's cannabis industry. He has held various jobs in public sector local government agencies for nearly 20-years in Alameda and Contra Costa Counties.

Anthony Wagner is the Public Information Officer for the City of Santa Barbara where he oversees the City's regulatory and tax structure for the cannabis industry. He has +15 years of San Diego County experience navigating and improving community perception, legislative affairs, and fostering public health and safety. He's formerly a San Diego County Planning Commissioner.

Graham is currently a founding Partner / Owner of Elite Garden Wholesale an agriculture technology company developing products for the hydroponics industry. He's a serial entrepreneur and an original member of Software.com. While running an upscale luxury rental management company that he began in 2003, he also became an early member of Sonos, a highly successful next-generation digital home stereo company. Graham's company was one of three that received a license to operate an adult-use dispensary in the City of Santa Barbara.

Dan Klemann is a land use planner with over 20 years of experience working locally for both the public and private sectors. Dan has a B.A. in Environmental Studies and Political Science, and a M.A. in Political Science with an emphasis in Political Theory, from the University of California, Santa Barbara. He began his career as a planner in the Santa Barbara County Planning and Development Department, and continued his career as a land use and environmental planner working for the City of Oxnard, Rincon Consultants, Inc., and Ventura County. Dan is currently the Deputy Director of the Long Range Planning Division of the Santa Barbara County Planning and Development Department, and recently managed a team of planners who developed the land use ordinances for the Santa Barbara County Cannabis Land Use Ordinances and Licensing Program.