



# BRIAN JUDD

## Chief Executive Officer

Brian is responsible for the firm’s overall vision, strategic direction, and operations. In addition to overseeing PlaceWorks’ administrative functions, he also works closely with the leaders of the Planning, Design, and Environmental Teams to ensure the company’s performance toward financial goals and professional excellence.

In his most recent position as Chief Operating Officer, Brian was responsible for establishing the company’s first Strategic Plan aimed at driving the growth of 11 diverse practice areas. As a precursor to the Strategic Plan, Brian oversaw the development of business plans for each practice area, establishing short- and mid-term goals for revenue and employment growth and action plans that would ultimately drive company investment.

Prior to his executive experience, Brian rose from the ranks as an Associate Planner to Managing Principal of Planning, where he piloted an integrated team of practiced policy planners to create resourceful solutions for the company’s often complex and always challenging projects. In addition to managing the Planning Team, Brian managed major long-range planning efforts. Most notably, Brian managed the successful development of The Ontario Plan, an innovative project that incorporated a new general plan into a broader system of governance, including a vision, governance manual, implementation program, and system of tracking and feedback. The project was also the first web-based general plan in the State of California, and it was included as a model in the California Planning Roundtable’s “Reinventing the General Plan” project.

## HIGHLIGHTS OF EXPERIENCE

### Chief Operating Officer/Executive Management

- Developed Strategic Growth Plan
- Oversaw development of 11 Practice Area Business Plans and overall expansion of services

### Municipal Services and Comprehensive Planning

- San Bernardino Countywide General Plan and EIR | San Bernardino County CA
- San Bernardino County Strategic Visioning Phases I & II | San Bernardino County CA
- The Ontario Plan (2010) and Update (2023) | Ontario CA
- Anaheim General Plan, Zoning Code Update, & EIR | Anaheim CA
- San Clemente General Plan Update & EIR | San Clemente CA
- Riverside County Integrated Project (RCIP) General Plan Update, including preparation of Six Area Plans | Riverside County CA

## EDUCATION

- Master of Urban & Regional Planning, University of California, Irvine
- BA, Social Ecology
- University of California, Irvine

## AFFILIATIONS

- American Planning Association

Team member since 1999





**BRIAN JUDD**  
Chief Executive Officer  
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- City of Highland Annexation Assistance | Highland CA
- El Monte General Plan, Zoning Code Update & EIR | El Monte CA
- Highland General Plan Update, Zoning Code Update & EIR | Highland CA
- Palm Springs General Plan Update, EIR & Downtown Urban Design Guide | Palm Springs CA
- Rancho Mirage Comprehensive General Plan Update & EIR | Rancho Mirage CA
- SCAG 2% Compass Blueprint Strategy Implementation | Southern California
- MCAS El Toro Land Use Analysis of 14,000-acre noise buffer zone | El Toro CA

### **Housing Research & Analysis**

- Affordable Housing Design Competition for Eastern Coachella Valley | The California Endowment
- Santa Ana Housing Element Update | Santa Ana CA
- Highland Housing Element | Highland CA

### **Community Engagement**

- San Clemente General Plan Advisory Committee and Community Workshops, San Clemente Centennial General Plan | San Clemente, CA
- “Another Step Forward” Public Outreach Video on high-density housing and mixed use | Western Riverside County CA
- Strategic Advisor Series and Community Workshops, Ontario General Plan Update | Ontario CA
- Anaheim General Plan Rally and Community Workshops | Anaheim CA

### **Urban Planning**

- Pacific Theater Drive-in Sites Land Use Analysis | Orange CA
- Greenspot Feasibility Analysis | Orange County CA
- Stadium Area Conceptual Planning | Anaheim CA
- Parc Anaheim Mixed Use | Anaheim CA
- South Gate Education Center Specific Plan: Transportation Land Use Collaborative | South Gate CA
- West Highway 111 Corridor Interim Development Review Program | Indio CA

### **Third-Party Review**

- Mountain Park EIR Third Party Review | Anaheim CA

### **PRIOR EXPERIENCE**

- MCAS El Toro Master Development Program and Base Reuse Plan | Orange County CA
- County of Orange General Plan Update (Project Manager at County) | Orange County CA