



STEVE GUNNELLS

Chief Economist

Steve's career spans the spectrum of community planning and economic development. As PlaceWorks' in-house economist, he plays a role in a great many of the firm's active projects. He focuses on crafting plans, policies, and development projects that are grounded in regional and global economic realities. He helps his clients leverage market forces to achieve their goals. And most importantly, he uses his grasp of economics and real estate markets not only to overcome existing challenges but to help communities create visionary plans that capitalize on the possibilities, not just past trends.

Steve works with communities to bridge the gap between long-range planning policies and economic development—with community organizations and special districts to fund and implement priority projects—and with developers to guide project decision-making and obtain entitlements based on sound economic and market analysis. Steve has also served as the field director for a consulting team on a World Bank project in Yemen, an Economic Development Fellow with the International Economic Development Council, a county planning director in Virginia, and a planning and economic consultant in Michigan and Ohio.

HIGHLIGHTS OF EXPERIENCE

ECONOMIC AND MARKET ANALYSIS

- » Logistics Industry Analysis | San Bernardino County CA
- » TDR Bank Benefits Analysis | Santa Fe County NM
- » Fiscal Impact Analysis, New Jersey Highlands Water Quality Protection and Regional Planning Act | Chester NJ
- » Economic Analysis, Collier County Rural Fringe Mixed-Use District TDR Restudy | Naples FL
- » Evaluation of Irvine Business Complex TDR Program | Irvine CA
- » Market Analysis for the Downtown Redding Specific Plan | Redding CA
- » Market Analysis, Southwest Fresno Specific Plan | Fresno CA
- » Economic, Market, and Fiscal Analysis | San Clemente CA
- » Market Analysis and Mixed-Use Development Feasibility Study | Chino CA
- » Downtown Market Assessment and TOD Feasibility Study | Fontana CA
- » Washoe County Economic Forecast and Analysis | Washoe County NV
- » Fresno Marketplace | Fresno CA
- » Dole Foods Atwater Plan and Market Analysis | Atwater CA

ECONOMIC DEVELOPMENT PLANNING

- » Economic Development Element and Economic Development Strategic Action Plan | Corcoran CA
- » Re-envisioning Chino: Implementing the 2025 General Plan | Chino CA
- » Economic Development Feasibility Study for the California Community Foundation | El Monte CA
- » North Hemet Revitalization Plan | Riverside County CA
- » Economic Development Recommendations for the Southeast Industrial Area, SCAG Compass Blueprint Demonstration Project | Fullerton CA
- » Coachella Commercial Entertainment District Planning Study | Coachella CA

EDUCATION

- » MSc, Development Management, London School of Economics
- » Master of Urban and Environmental Planning, University of Virginia
- » BA, Urban Planning, Virginia Tech

AFFILIATIONS

- » American Planning Association
- » Urban Land Institute

Team member since 2007



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COMPREHENSIVE PLANNING

- » San Bernardino Countywide Plan | San Bernardino County CA
- » Bloomington Community Plan | Bloomington CA
- » Westminster General Plan and EIR | Westminster CA
- » CollegeTown Specific Plan | Fullerton CA
- » Yucca Valley General Plan and EIR | Yucca Valley CA
- » San Clemente General Plan and EIR | San Clemente CA
- » Menifee General Plan and EIR | Menifee CA
- » Industry General Plan Update and EIR | Industry CA
- » Clovis General Plan Update and EIR | Clovis CA
- » Economic Development Element, El Monte General Plan | El Monte CA
- » Economic Development Element, The Ontario Plan | Ontario CA
- » Strategic Plan Update: Community Profile and Environmental Scan | Torrance CA

URBAN AND REGIONAL PLANNING

- » Sustainability Plan Framework, Western Riverside COG | Riverside County CA
- » 2015–2050 Growth Forecast Update | Kern Council of Governments
- » San Joaquin Valley Demographic Forecasts 2010 to 2050, Fresno COG | San Joaquin Valley CA
- » Life on State Corridor Plan, Wasatch Front Regional Council | Multi-jurisdictional, Salt Lake County UT
- » 5600 West BRT Phase I Station Area Plan | Salt Lake County UT
- » Development Options around Transit Stations, SCAG Compass Demonstration Project | Azusa CA

PRIOR EXPERIENCE

- » Downtown Development Plan, Buena Vista Charter Township | Saginaw County MI
- » Downtown Development Plan and Tax Increment Financing Plan, Lyon Charter Township | Oakland County MI
- » Development Plan and Tax Increment Financing Plan, Van Buren Charter Township | Wayne County MI
- » Tax-Increment-Financing Plan, Detroit Armory Redevelopment | Oak Park MI
- » Economic Development Program | Richmond County VA
- » Overall Economic Development Program | Westmoreland County VA
- » Urban Development, Management, and Tourism Assessment, World Bank | Republic of Yemen

AWARDS

- » 2013 Best of the Best Award, ULI Orange County/Inland Empire | WRCOG Sustainability Framework
- » 2012 SCAG Compass Blueprint Recognition Award, Achievement in Sustainability | Re-envisioning Chino: Implementing the 2025 General Plan
- » Michael A. Hoffman Award (co-recipient), Council of Virginia Archaeologists | Acquisition and Preservation of the Morgan Jones Kiln Site, a National Register Site

SPEAKING ENGAGEMENTS

- » “Rail and TOD: Getting on the Right Track” | 2015 ULI OC/IE District Council | Santa Ana CA
- » “Economic Development for Planners” | 2011 Southern California Association of Governments’ Toolbox Tuesdays | Los Angeles CA
- » “TOD and Downtown Development Opportunities” | 2010 Downtown Fontana Technical Advisory Roundtable | Fontana CA
- » “Mixed-Use Development: Myth or Must” (Panelist) | 2009 Developer Conference, Multifamily Executive Conference | Las Vegas NV