



BRIAN JUDD

Chief Operating Officer

Brian pilots an integrated team of practiced policy planners and innovative designers to create resourceful solutions for the company's often complex and always challenging projects. In addition to managing the Community Planning & Design Team, Brian continues to manage 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 is included as a model in the California Planning Roundtable's "Reinventing the General Plan" project.

Brian's planning career has been split between public and private sectors—the County of Orange and PlaceWorks. He has developed strong capabilities in inter-governmental coordination and project management and provides a keen understanding of regulatory and political processes. Brian's knowledge of planning and his ability to effectively coordinate a multitude of public and private interests led to a variety of assignments on controversial, large-scale planning projects.

Working on such projects as the Anaheim, Highland, San Clemente and Ontario General Plan Updates, Brian has conceived and implemented creative planning solutions to physical, political, and regulatory challenges. Brian also leads PlaceWorks' team preparing the new Countywide Plan for San Bernardino County, a multifaceted project combining the general plan with a regional services plan, community plan continuum, regional issues forum, implementation program, and tracking and feedback system. The system will be a first-of-its-kind database driven website used to link long-term vision, goals and policies with shorter term implementation, priority setting and budgeting.

Brian is passionate about sharing his experiences and planning knowledge with students. He frequently lectures at UC Irvine's School of Policy, Planning & Design and recently served on the school's advisory board. He has also been a guest lecturer at Cal Poly Pomona and Art Center College of Design in Pasadena. Brian recently served on the Executive Committee for the Healthy Ontario Initiative, a nonprofit organization that seeks to improve Ontario's physical, social, and economic health and well-being.

HIGHLIGHTS OF EXPERIENCE

COMPREHENSIVE PLANNING

- » San Bernardino Countywide Web-Based General Plan and EIR | San Bernardino County CA
- » San Clemente General Plan Update & EIR | San Clemente CA
- » Ontario General Plan Update & EIR | Ontario CA
- » San Bernardino County Strategic Visioning Phases I & II | San Bernardino County CA
- » Anaheim General Plan, Zoning Code Update & EIR | Anaheim CA
- » El Monte General Plan, Zoning Code Update & EIR | El Monte CA
- » Highland General Plan Update, Zoning Code Update & EIR | Highland 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

Managing Principal, Planning

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- » Riverside County Integrated Project General Plan Update, including preparation of 6 Area Plans | Riverside County 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

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 Workshop | Anaheim CA
- » Southern California Sustainable Daily Life Project | Newport Beach 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
- » Community Design Element | Anaheim CA
- » Artesia Corridor Specific Plan | Gardena CA
- » Parc Anaheim Mixed Use | Anaheim CA
- » South Gate Education Center Specific Plan – Transportation Land Use Collaborative | South Gate CA
- » Stanton Plaza Specific Plan Update | Stanton CA

MUNICIPAL SERVICES

- » City of Highland Annexation Assistance | Highland 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