



# WENDY NOWAK, AICP

## Principal

Wendy is an experienced and versatile planner with more than 20 years of professional experience in the public and private sectors. She has managed projects of diverse types and scales, including public outreach and visioning, general plan updates, specific plans, corridor infill development, grant writing, and entitlement coordination. Wendy's winning interpersonal skills and passion for working with the public make her a natural in the area of community participation and visioning workshops. Her background in local government gives her the know-how to successfully navigate a project through a process or organization—with an emphasis on implementation. Her innate relationship- and consensus-building skills help her to break down barriers and achieve the desired outcomes for her clients.

Wendy is currently working on projects in Redondo Beach and Pasadena. She recently led the consultant team for the controversial, 1,500-acre Southeast Area Specific Plan in Long Beach, resolving traffic, coastal, wetland, and infill challenges that the city has wrestled with for two decades. She previously led the Westminster General Plan Update, and less than a year after its adoption, the city is seeing dramatic changes in the type and scale of projects in the new Mixed Use districts that could not have taken place before.

In her tenure with the company, Wendy has managed several general plans—including the City of Menifee's inaugural general plan, and over 15 specific plans, such as the Moran Street Specific Plan in Little Saigon, a mixed-use infill development where she helped develop an outreach program that earned the trust of a divided community and unanimous adoption of the plan. She is a national Ambassador for the International Association of Public Participation (IAP2 USA), founder of the IAP2 USA Orange County Chapter, is adjunct faculty and currently sits on the Planning Programs Advisory Board for the USC Sol Price School of Public Policy.

## HIGHLIGHTS OF EXPERIENCE

### COMPREHENSIVE PLANNING

- » Redondo Beach General Plan Focused Update and EIR | Redondo Beach CA
- » Westminster General Plan Update and EIR | Westminster CA
- » Development Concepts for the County Property at El Toro | Irvine CA
- » Menifee Inaugural General Plan, Community Profile, Climate Action Plan, and EIR | Menifee CA
- » Yucca Valley General Plan Update, Community Profile, and EIR | Yucca Valley CA
- » Palm Springs General Plan Update, EIR, and Downtown Urban Design Guide | Palm Springs CA
- » Yorba Linda Community Profile, Outreach and Vision Program, General Plan Work Program | Yorba Linda CA
- » Yorba Linda General Plan Goals and Policies Evaluation | Yorba Linda CA
- » Riverside County Integrated Process General Plan Update | Riverside County CA
- » Highland General Plan Update, Zoning Code Update, and EIR | Highland CA
- » Anaheim General Plan Update, Zoning Code Update, and EIR | Anaheim CA

## EDUCATION

- » Master of Planning, University of Southern California
- » BS, Urban Planning & Development, University of Southern California

## CERTIFICATIONS

- » American Institute of Certified Planners
- » Certificates from the International Association for Public Participation
  - Large group facilitation
  - Designing for Diversity
  - Planning for Effective Public Participation
  - Group Facilitation
  - Strategies for Dealing with Opposition and Outrage in Public Participation

## AFFILIATIONS

- » American Planning Association
- » International Association of Public Participation
- » Orange County Building Industry Association
- » California Planning Foundation, former board member
- » Southern California Planning Congress, former board member

Team member since 2001



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wnowak@placeworks.com

### URBAN PLANNING

- » Westminster Mall Specific Plan | Westminster CA
- » Pasadena General Plan Implementation Program | Pasadena CA
- » Southeast Area Specific Plan (SEASP) | Long Beach CA
- » 3rd and 5th Streets Corridor Multi-jurisdictional Specific Plan | Highland CA
- » Little Saigon: Moran Street Specific Plan | Westminster CA
- » Little Saigon: Moran and Weststate Streets Strategic Plan | Westminster CA
- » The Arborteum at North Fontana Specific Plan | Fontana CA
- » I-5 Freeway Expansion Analysis, I-5 Corridor Phase One, and Freeway Overlay Zone | Santa Fe Springs CA
- » Valley Road Connector and Urban Analysis (terminus of I-710) | Alhambra CA
- » Valley Trails Specific Plan | Fontana CA
- » Renaissance Plaza Specific Plan and Entitlement Review | Stanton CA
- » Citrus Heights North Specific Plan | Fontana CA

### GRANT WRITING

- » Drafted and assisted the City of Long Beach in securing a \$250,000 SCAG grant for Destination Uptown: Livable Zoning and Investment Plan | North Long Beach CA
- » Prepared, submitted, and secured a \$929,000 Sustainable Communities Grant for the Southeast Area Specific Plan Amendment (SEASP), Wetlands Delineation, and Local Coastal Program | Long Beach CA

### OUTREACH AND CONSENSUS BUILDING

- » San Bernardino Countywide Plan Update, Outreach and Engagement Plan | San Bernardino County CA
- » Community Engagement Services for Santa Ana General Plan Update and Envisioning Sustainability Together | Santa Ana CA
- » Little Saigon: Moran and Weststate Streets Strategic Plan | Westminster CA
- » Envision Alhambra 2035, a SCAG Compass Blueprint Demonstration Project | Alhambra CA
- » Yorba Linda Community Profile, Outreach and Vision Program, General Plan Work Program | Yorba Linda CA
- » Villages at Cabrillo Master Plan Outreach and Entitlement | Long Beach CA

### PUBLICATIONS AND SPEAKING ENGAGEMENTS

- » "OUTREACH TOOLBOX: Strategies to Lead Effective Engagement and Minimize Opposition and Outrage in Public Participation" | Joint IAP2 USA and APA Orange County Chapters, May 2019
- » "Long Beach's Southeast Area Development and Improvement Plan" | Los Angeles County Chapter of the International Association of Assessing Officers (IAAO-LA) Fall Appraisal Seminar, October 2018
- » "Can We Fix the General Plan Process?" | APA Roundtable, APACA Los Angeles and USCPrice Associated Students, February 2018
- » "The Nuts and Bolts of Planning" | League of Cities: Planning Commissioners' Academy- Planning Commission 101, 2017
- » "The Future of Development in Orange County: A Conversation with Elected Officials" | Building Industry Association, Orange County Chapter, June 2016
- » City of Bell Planning Commissioners Training | November 2016
- » "Beyond Buildings: Century Villages at Cabrillo," *California Planner*, November 2013
- » Placemaking Panel: "Little Saigon" | 2011 Planning Directors Association of Orange County Forum

### AWARDS

- » 2017 Comprehensive Planning Award, Small Jurisdiction, APACA Orange | Westminster General Plan Update
- » 2014 Comprehensive Planning Award, Small Jurisdiction, APACA Inland Empire | City of Menifee Inaugural General Plan
- » 2012 Outstanding Planning Achievement Award for Social Change and Diversity, APACA Los Angeles | Century Villages at Cabrillo Master Plan