



## 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 was also a key member of PlaceWorks' team preparing the new General Plan for Riverside County, part of the Riverside County Integrated Project. This cutting-edge planning project integrated a General Plan update, a Multiple Species Habitat Conservation Plan, and a Transportation Corridors Plan—a first-of-its-kind approach in the nation for a region roughly the size of New Jersey. In addition to preparing 6 of the 19 Area Plans that are incorporated into the General Plan, Brian was called upon to be a combination technical specialist, community participation facilitator, and project manager for portions of the RCIP.

Brian is a frequent guest lecturer at UC Irvine's School of Policy, Planning & Design and serves 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.

### 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 Operating Officer  
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## 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
- 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