



WENDY NOWAK AICP

Principal

Wendy is an experienced and versatile planner with more than 25 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 knowhow to successfully navigate a project through a process or organization—with an emphasis on implementation. Challenging and long-term projects are her specialty; Wendy's innate skills in relationship and consensus building help her to break down barriers and achieve desired outcomes for her clients.

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 developed an outreach program that earned the trust of a divided community and unanimous adoption of the plan. Wendy led the consultant team for the 1,500-acre Southeast Area Specific Plan in Long Beach, which took on controversial traffic, coastal, wetland, and infill challenges the city wrestled with for two decades, which also received unanimous approval by the Coastal Commission.

Wendy designs and facilitates community engagement programs for diverse projects. She combines her experience in urban planning and public participation to help agencies effectively navigate sensitive issues and connect with communities with diverse ethnic backgrounds.

HIGHLIGHTS OF EXPERIENCE

Outreach and Consensus Building

- Reimagining the Griffith Park Pony Ride Site, LA Recreation & Parks | Los Angeles CA
- California State Parks Off-Highway Vehicle Access Project (Where We OHV) | Statewide California
- General Plan Updates for the cities of Redondo Beach, Inglewood, Moorpark, Santa Ana, Westminster, Palm Springs, and Menifee, and San Bernardino County
- Long Beach LGBTQ+ Cultural District | Long Beach CA
- Long Beach Substantial Remodel Tenant Displacement Solutions | Long Beach CA
- Southeast Area Specific Plan (SEASP) | Long Beach
- Westminster Mall Specific Plan | Westminster
- Villages at Cabrillo Master Plan Outreach and Entitlement | Long Beach CA
- Envision Alhambra 2035, SCAG Compass Blueprint Project | Alhambra CA
- Little Saigon: Moran and Weststate Streets Strategic Plan | Westminster CA

EDUCATION

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

CERTIFICATIONS

- American Institute of Certified Planners (AICP)
- Certificates from the International Association for Public Participation (IAP2)
 - » Large Group Facilitation
 - » Designing for Diversity
 - » Planning for Effective Public Participation
 - » Group Facilitation
 - » Strategies for Dealing with Opposition and Outrage in Public Participation

AFFILIATIONS

- International Association of Public Participation (IAP2), one of 20 National Ambassadors for IAP2 USA and the founding member of IAP2 USA Orange County
- American Planning Association (APA)
- USC Sol Price School of Public Policy, Planning Programs Advisory Board Member and Adjunct Faculty
- California Planning Foundation, former Board Member
- Southern California Planning Congress, former Board Member

Team member since 2001





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Comprehensive and Urban Planning

- General Plans for the cities of Redondo Beach, Westminster, Menifee, Yucca Valley, Palm Springs, Highland, Anaheim, and County of Riverside
- Development Concepts for the County Property at El Toro | Irvine CA
- Artesia and Aviation Corridors Area Plan (AACAP) | Redondo Beach CA
- Southeast Area Specific Plan (SEASP) | Long Beach CA
- Westminster Mall Specific Plan | Westminster CA
- Little Saigon: Moran Street Specific Plan and 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

Grant Writing

- A \$929,000 Sustainability Grant for Long Beach's Southeast Area Specific Plan, Wetlands Delineation, and Local Coastal Program—submitted to Strategic Growth Council (awarded in full) | Long Beach CA
- A Sustainability Planning Grant, Integrated Shared Vision for Destination Uptown: Livable Zoning and Investment Plan—submitted to Caltrans (more than two-thirds of requested amount awarded) | Long Beach CA
- 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

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, APA-CA Los Angeles and USC Price Associated Students, February 2018
- “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
- Placemaking Panel: “Little Saigon” | 2011 Orange County Planning Directors Association of Orange County Forum (moderator)
- “Beyond Buildings: New Models to Provide Affordable Housing and Break the Cycle of Homelessness” | 2011 APA-CA Conference (moderator)

AWARDS

- Westminster Mall Specific Plan | 2023 Economic Planning and Development Award of Excellence, APA-OC
- Redondo Beach Artesia & Aviation Corridors Area Plan (AACAP) | 2022 Economic Planning and Development Award of Merit, APA-LA
- Long Beach Southeast Area Specific Plan (SEASP) | 2022 Efficient & Sustainable Land Use Award- Honorable Mention, SCAG; 2021 Outstanding Planning Document, Association of Environmental Professionals (AEP); 2021 Hard Won Victory Award, APA-OC and APA-CA
- Westminster General Plan Update | 2017 Comprehensive Planning Award, Small Jurisdiction, APA-OC
- Century Villages at Cabrillo Master Plan | 2012 Outstanding Planning Achievement Award for Social Change and Diversity, APA-LA