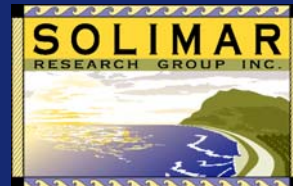


# Implementing ... The Blueprint ... The 2% Strategy ... The Whatever

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ULI District Council  
Sacramento  
May 19, 2006



## Eastern Sprawl



## California Sprawl



## Eastern Density



## California Density



## The Post-Suburban Era

1. Types of households and what they need are changing
2. Land and housing are really expensive
3. Traffic is terrible and will only get worse

## **What's Going On**

- 1. Developers are more interested in infill, mixed-use, etc.**
- 2. Regional visioning approaches are getting more traction**
- 3. On-the ground implementation is really tough**

## **How to Make It Work**

- 1. Political: You must have political will**
- 2. Financial: Policies must work “on the ground” for private developers**

## Three Rules

1. You town is not unique
2. There is no other town absolutely identical to yours that has faced exactly the same problems and solved them all
3. You can't buy political will on eBay

## What Creates Political Will

- A set of underlying community values
- A willingness to invest in a common vision – so there's always something to point to or fall back on.
- Pressure from voters or organized constituencies

## What Creates Political Will

- A true belief in your community
- Elected officials who are willing to nurture all these things.

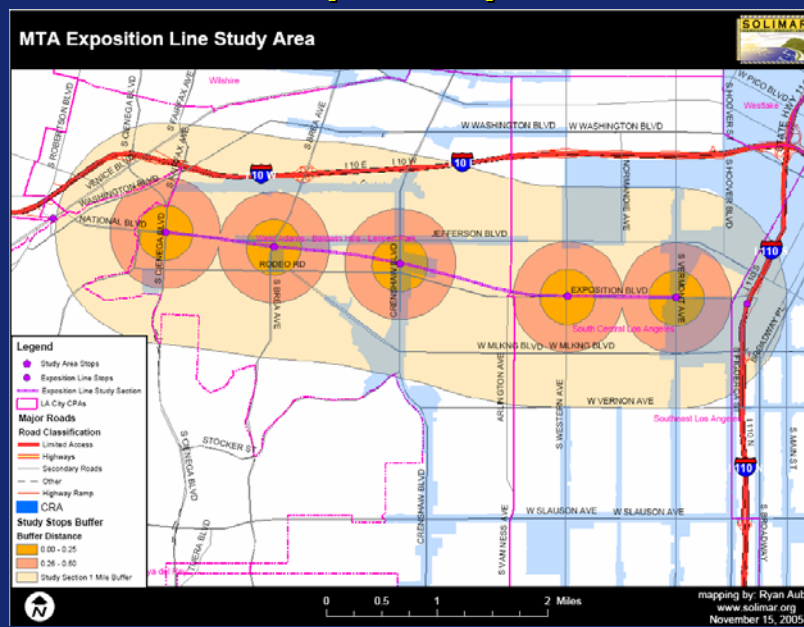
## What Creates Implementation Success?

- Talking to your constituents about realistic choices for the future
- Drawing a clear line from vision to policy to code to decision
- Finding partners – major institutions

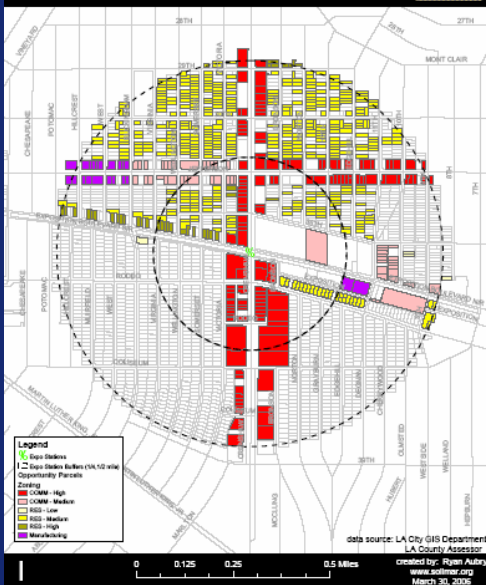
# What Creates Implementation Success?

- Road-testing policies so they work
- Finding just the right opportunities
- Creating achievable short-term successes and building on them.

## Example: Expo Line

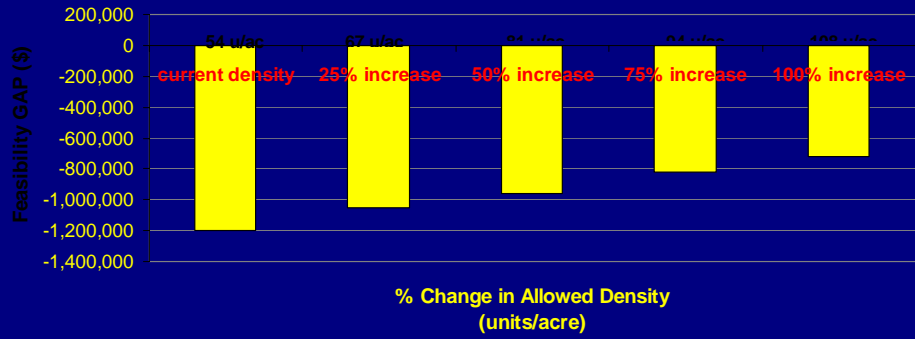


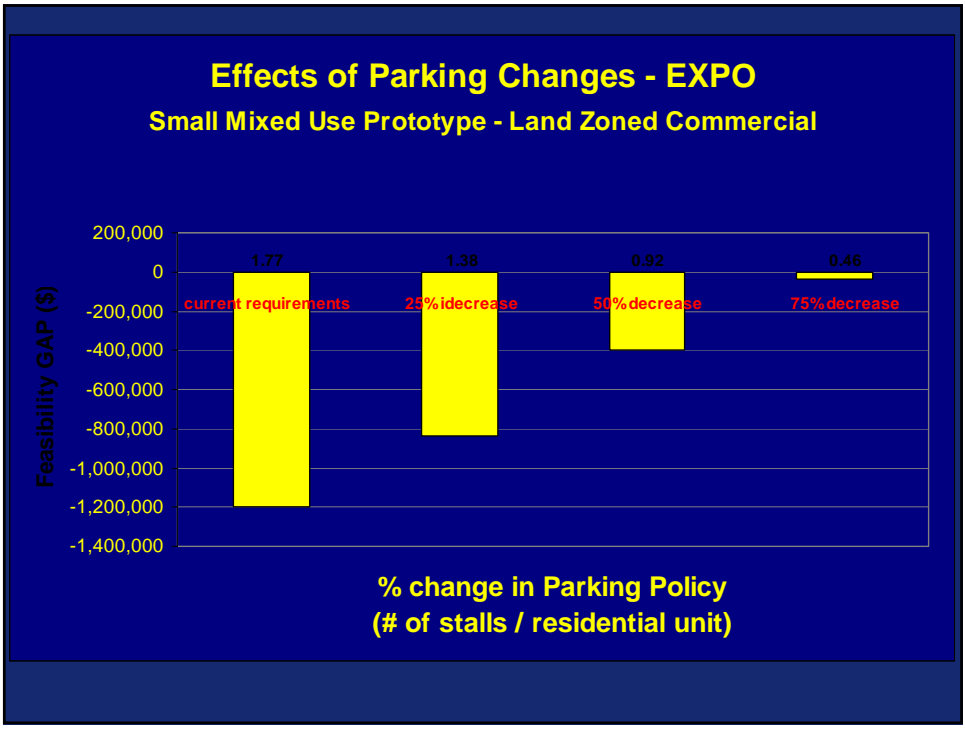
**Crenshaw Ave / Exposition Blvd Station:  
Opportunity Parcel Identification**



1. Identify the most promising parcels
2. Test the financial feasibility of policy options – from the developer’s point of view
3. Combine political will and financial feasibility to put projects on the ground.

**Effects of Density Changes - EXPO**  
Small Mixed Use Prototype - Land Zoned Commercial





- ## What We're Finding
- Cities want housing – or see housing as leverage to get other types of development they want.
  - Many multifamily densities are too low (15-30 u/a in L.A.)
  - Above a certain point, parking reductions “pencil” better than density increases

## **Bottom Line**

Implementation requires a fundamental change in planning practice requiring you to:

- Think like a politician and
- Think like a developer

**For more ...**

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