

# City Design Collective

## Introducing the Urban Design 'Tool Kit' for Planning in the New Era

### Customize an Urban Design Tool Kit

Contact the City Design Collective to discuss how the Urban Design 'Tool Kit' can be customized to assist you to envision, enable, and realize desired new investment.

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*"Cities must see themselves as partners who work hand-in-hand with the private sector. Our tools are designed to strengthen relationships between cities and prospective investors, to streamline the approval process, and to enhance a city's overall competitiveness in the regional market for new investment."*

Ian Ross, Founding Principal  
San Jose State Symposium for Public Private Partnerships, September 2012

*"The CDC did a fantastic job creating urban design strategies for the City of Alameda that the community could use to articulate their priorities and preferences regarding the redevelopment and reuse of our former Naval Air Station."*

*"They are exceptionally good at articulating difficult land use and urban design concepts in non-threatening, easy to understand terms so that the community can have productive discussions and arrive at consensus."*

Andrew Thomas  
Planning Services Manager  
City of Alameda, California

**City of Alameda**  
Revitalization strategies, form-based development code  
*Andrew Thomas, Planning Services Manager*

**City of Colusa**  
Downtown urban design and economic plan  
*Jan McClintock, former City Manager*

**City of Newark**  
Masterplan for the Greater NewPark Mall Area  
*Terrence Grindall, Community Development Director*

**City of San Pablo**  
Form-based code for Mixed-Use Town Center  
*Tina Gallegos, City Planner*

**EMC Planning Group, Inc.**  
Michael Groves, Founding Principal

**North Shattuck Business Association**  
Public outreach, concept design  
*Heather Hensley, Director*

**City of Morgan Hill**  
Downtown Open Space Plan  
*Leslie Little, Assistant City Manager*

**City of Waterford**  
Tim Ogden, City Manager

**City of Rio Vista**  
Waterfront Specific Plan  
*David Evans, Urban Designer*

**City of Riverbank**  
Downtown Urban Design and Economic Plan  
*J.D. Hightower, Community Development Director*





# Positioning Cities for Success in the New Era

Since 1999, members of City Design Collective have been assisting California cities to realize desired new investment.

In the post-redevelopment era, it is essential that cities take steps to ensure that they remain competitive in the regional marketplace for new investment.

## The Urban Design Tool-Kit Contains Tactics and Strategies to Accomplish the Following Goals:

### Establish a Feasible Vision Investors Can Contribute to, and Rely Upon

Through our dynamic planning process, our team partners with staff, elected officials, stakeholders, developers, and the extended community to produce a vision for future growth that is economically feasible and structured to allow for incremental investment.

### Build Investor Confidence & Provide Necessary Flexibility

City Design Collective policies and regulations provide flexibility to stakeholders and developers to accommodate a shifting development market. We structure policies to incentivize a wide range of development types specifically calibrated in accordance with contemporary consumer and investor preferences, while ensuring that all new development contributes to the community's long-term vision for growth and change.

### Partner with the Private Sector & Facilitate Developer Roundtables

Too often, cities find themselves in a passive role, essentially 'waiting' for prospective investors to approach the planning desk. City Design Collective assists cities to actively partner with the private sector. We host developer roundtable discussions to clearly communicate the city's goals, and utilize feedback from stakeholders and prospective investors to shape policies and regulations that increase the likelihood of realizing desired new investment.

### Streamline the Approval Process & Reduce Entitlement Risk

Our team of urban designers reviews existing policies and regulations to determine potential obstacles to new investment. We prepare custom revitalization strategies and form-based regulating codes to streamline the approval process, increase overall investor confidence, and provide staff with a graphic road map to review applications.

### Prepare Build-Out Scenarios & Project Pro Formas

City Design Collective's team of urban designers prepares build-out scenarios to illustrate development concepts for sites where new investment is desired. A project pro forma provides prospective investors with a clear understanding of a project financial.

### Strategic Urban Design that is both Efficient & Affordable

As a small local business, our team is able to respond quickly to our client's needs, and to provide unparalleled quality at surprisingly affordable rates. We maintain long standing alliances with top professionals in the fields of economics, transportation, and environmental analysis, and bring them in at key junctures to inform and ensure project feasibility. Unlike larger traditional firms, our clients deal directly with City Design Collective Principals who bring extensive expertise, and the ability to move from challenge to solution in short order.