



Ian Wolfe Ross Founding Principal



Ian Ross is an urban designer with expertise in the revitalization of city districts. Ian brings extensive experience in urban design, economic revitalization, and community facilitation to his leadership role. Ian founded the City Design Collective, an alliance of award-winning professionals who assist cities to envision, enable, and realize desired revitalization. Since 1999, Ian has assisted communities throughout California to plan for and achieve their desired future in support of long-term economic, social, and environmental health.

Ian is skilled in crafting strategies, policies, and form-based codes, critical to the revitalization of downtowns, corridors, waterfronts, and mixed-use neighborhoods. Ian is an experienced workshop facilitator; his dynamic planning processes employ highly-participatory and educational public workshops, design studios, and charrettes. Recently, Ian lead the Downtown Parks and Open Spaces visioning process for the City of Morgan Hill. Ian is currently leading the City Design Collectives's projects in the cities of Newark and Alameda to prepare land use policies, masterplans, and site development strategies customized to attract new investment.

## SELECTED EXPERIENCE

### DISTRICT REVITALIZATION

**Downtown Parks and Open Spaces, Morgan Hill, CA 2012**  
*Community Visioning, Site Design Concepts, Implementation Strategies for Parks and Open Spaces throughout Downtown.*

**The Circle-S Development Code, City of San Pablo, CA on-going**  
*Community Visioning, Form-based Site Development Regulations, Land Use Regulations, Capital Improvement Implementation Strategies.*

**Park Street Districts Regulating Code, City of Alameda, CA on-going**  
*Form-based Site Development Regulations, Architectural Standards and Guidelines, and Land Use Regulations for Park Street Districts.*

**Downtown Specific Plan, City of Riverbank, CA on-going**  
*Community Vision, Economic Revitalization Strategy, Streetscape Design, Public Process, Form-based Code, Implementation.*

**Waterfront Specific Plan, City of Rio Vista, California 2007**  
*Masterplans, Streetscape Design, Growth Strategies, Public Process, Land Use Policy, Form-based Development Standards.*  
*\* Winner 2009 Solano County Transportation Agency Award of Excellence – "Planning for Livable Communities"*

**Downtown Specific Plan, City of Brentwood, CA 2005**  
*Public Process, Form-based Code, Streetscape Improvements, Architectural Guidelines, Economic Revitalization Strategies.*

**The Heart of the City Specific Plan, City of Redondo Beach, CA 2001**  
*Public Process, Revitalization Strategies, Masterplan Alternatives, Land Use and Development Policies, Capital Improvements.*

### PROFESSIONAL AFFILIATIONS

Congress for the New Urbanism (CNU)

Urban Land Institute (ULI)

### HONORS

**2009 SCTA Award of Excellence - "Planning for Livable Communities":**  
Rio Vista Waterfront Specific Plan, CA

**2008 CA Redevelopment Association Award of Excellence:** Courthouse Square and Cinema Streetscape, CA

**2007 CNU Charter Award:** Courthouse Square and Cinema Streetscape, CA

**2005 APA Award - Los Angeles Section - Planning Implementation, Small Jurisdiction:** San Fernando Corridors Specific Plan, CA

**Livable Communities Case Studies - Gateway City Council of Governments (GCCOG), CA 2001**  
*Infill and Redevelopment Strategies and Masterplans, Growth Strategies, Streetscape Designs.*

### CORRIDOR REVITALIZATION

**Gateway District Strategic Plan, City of Alameda, CA 2008**  
*Community Vision, Economic Development Strategies, Infill Masterplans, Site Development Strategies, Public Realm Design.*

**Victoria Avenue Corridor Plan, City of Ventura, CA 2006**  
*Public Process, Growth Strategies, Form-based Development Code, Streetscape Design, Capital Improvements.*

**Corridors Specific Plan, City of San Fernando, CA 2005**  
*Public Process, Revitalization Strategies, Infill Masterplans, Development Standards, Capital Improvements.*  
*\* Winner 2005 APA Award – Planning Implementation, Small Jurisdiction – Los Angeles Section*

### PUBLIC REALM DESIGN

**Cinema Streetscape Improvements Project, City of Redwood City, CA 2004-2006**  
*Streetscape and Plaza Design, Construction Documentation, Construction Administration.*

*\* Winner, 2007 Charter Award - Congress for the New Urbanism*

*\* Winner, 2008 Award of Excellence - CA Redevelopment Association*

**Milpitas Transit Area Plan, City of Milpitas, CA 2006**  
*Concept-level Streetscape Design adjacent to Transit Facilities.*

### EDUCATION

**Cornell University**  
*Master's Degree in Landscape Architecture*

**University of Rochester**  
*Bachelor of the Arts: Economics, Management Certificate: Finance*  
*Bachelor of the Arts: Religion and Philosophy; Highest Distinction*

**University of Edinburgh, Edinburgh, Scotland**  
*Macroeconomics, Economics of renewable resources*