

FORMA DESIGN INC.

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25+ YEARS OF COASTAL PLANNING/DESIGN EXPERIENCE

Ranging from five to 10,000 acres, FORMA's Coastal Zone communities and projects have been distinguished by their ability to successfully resolve and document complex developmental and Coastal Act issues as part of a comprehensive site planning and entitlement process. Examples include:

- **Cojo Jalama Resort and Ranch Master Plan** (Point Conception)
- **Monarch Resort Entitlements** (Central Coast)
- **Long Point (Terranea) Resort CDP** (Rancho Palos Verdes)
- **Playa Vista – Various CDP Presentations and Approvals** (Los Angeles)
- **Newport Coast/Ridge Community LCPs** (Orange County)
- **All Residential CDPs for Newport Coast from 1987 1998** (Orange County)
- **Treasure Island (Montage) Resort LCP/CDP** (Laguna Beach)
- **Bolsa Chica/Brightwater LCP/CDPs** (Orange County)
- **Los Cerritos Development Concept Plans** (Long Beach)
- **Pike Redevelopment Concepts** (Long Beach Downtown)
- **CSULB Campus Facility Planning** (Long Beach)
- **CSULB Research & Technology Center** (Long Beach)
- **Holly Seacliff Specific Plan** (Huntington Beach)
- **Bayside Village Strategic Plan** (Newport Beach)
- **Vacation Club CDP** (Newport Coast)
- **Encinitas Beach Resort CDP** (San Diego County)
- **Banning Ranch Draft LCP Amendment** (Newport Beach)

We would be happy to provide example documents and brochures illustrating FORMA's successful and award-winning history on these and other major developments within the California Coastal Zone.

RECENT ACHIEVEMENTS – You may be interested in some of our recent coastal achievements:

- **Groundbreaking on Terranea (Long Point) Resort** in Rancho Palos Verdes; for Lowe Enterprises/ Destination Hotels and Resorts (the redevelopment of historic Marineland);
- **Coastal Commission issuance of Coastal Development Permits for the 380-home Brightwater Project at Bolsa Chica** for Signal Landmark/Hearthside Homes;
- **Submittal of Comprehensive LCP/CDP documents, including Resource Management Plan, for the redevelopment of the Aliso Creek Area** in Laguna Beach for The Athens Group; and
- **Successful Mitigation Plan and Landscape Design for the Waterfront Hilton's residential project** in Huntington Beach.

PROVEN ENTITLEMENT SUCCESS STORIES – FORMA's success can be measured in providing mixed use land planning, landscape and public benefits design, entitlement services, and presentations – and ultimately achieving approvals for many of the highest profile projects in California. This includes Monarch Resort, Holly Seacliff, Coto de Caza, Tustin Ranch, Ahmanson Ranch, Newhall Ranch, Runkle Canyon for GreenPark, Rice Ranch in Santa Barbara County and Tejon Ranch in Kern County.

SPECIAL ASSETS AND CAPABILITIES – We believe that FORMA can cost-effectively enhance your team for the following reasons:

- **Trusted Relationships With Agencies** – we have worked closely with the staff of the Coastal Commission, County of Orange, and Newport Beach and Costa Mesa on sensitive projects for over 20 years. We have cultivated positive and well-respected relationships.
- **Park And Open Space Planning Experience In Area** – FORMA and its staff prepared the original master plans for Fairview Regional Park and Canyon Park in Costa Mesa, and, more recently, for award-winning local parks in Santa Barbara, Huntington Beach and Irvine.
- **Ability To Resolve Multiple Issues** – to achieve multi-jurisdictional approvals requires a delicate balance of development opportunities, public benefits, and resource management. FORMA has solidified development rights for our clients with innovative solutions that minimize financial exposure, yet achieve a politically-approvable project when the votes are counted.
- **Persuasive Presentations** – in high visibility projects, coastal staff and organized opponents use “information overload” to confuse issues and delay approval. FORMA often counters with clear technically accurate entitlement documents for staff – supported with briefing brochures, clear PowerPoint presentations, and “picture book” Executive Summaries for decision-makers.
- **Technological Toolbox** – FORMA and its Smart Map Studio has an evolving arsenal of visual tools (e.g., Geographic Information Systems (GIS), computer models and photo simulations, as well as PowerPoint, Director, and video presentations) to provide credibility and communicate win-win solutions. This – combined with integrated text-graphic word processing and entitlement documents – allows us to lead in the exchange of information among local and state agencies, and to act as the manager of text files/tables, CADD/GIS graphics, redline documents, and libraries that give our client's greater control.

Coastal Development Experience

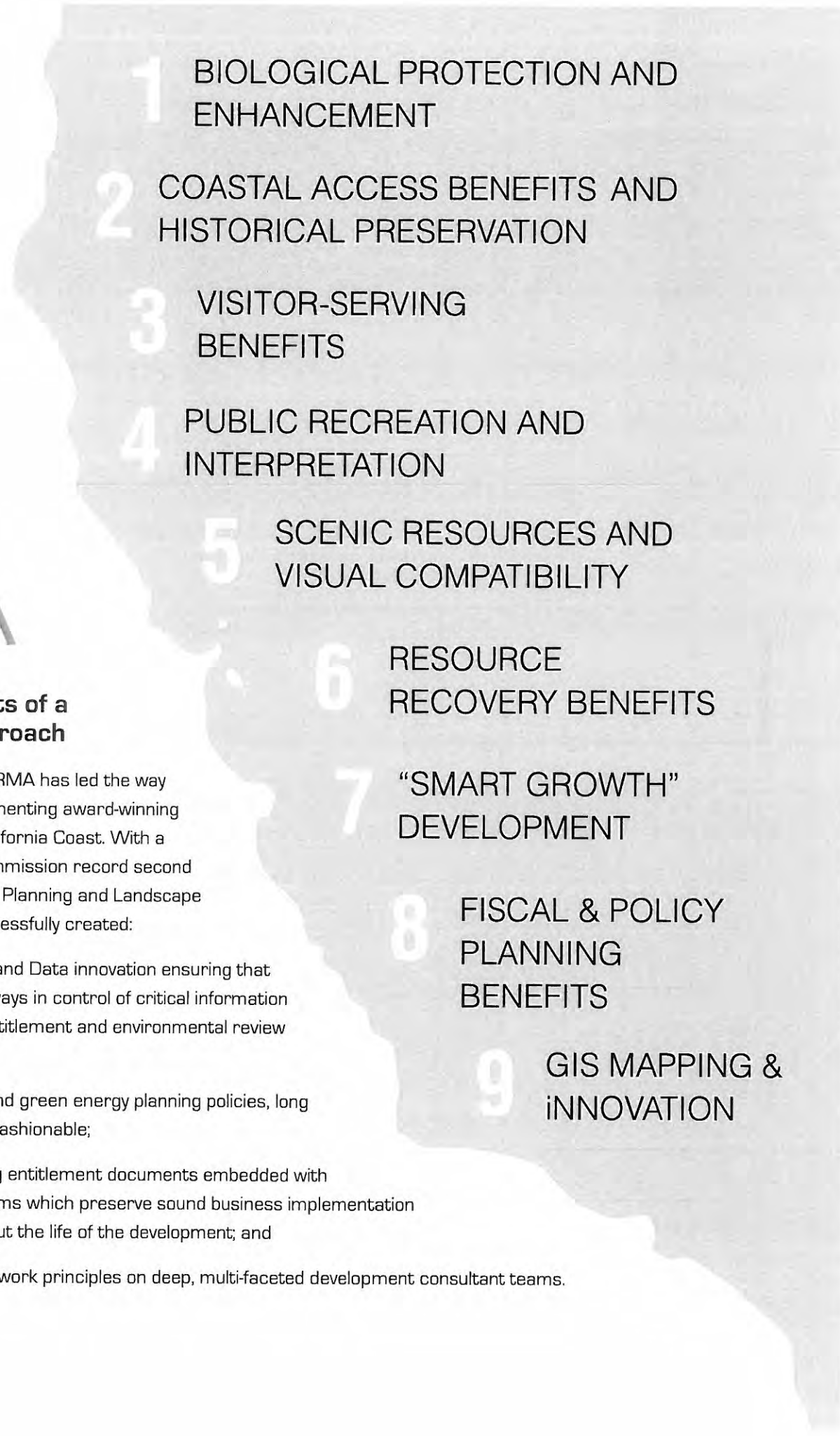
C A L I F O R N I A



FORMA



A Record of
California Coastal Commission
Approvals



1 BIOLOGICAL PROTECTION AND
ENHANCEMENT

2 COASTAL ACCESS BENEFITS AND
HISTORICAL PRESERVATION

3 VISITOR-SERVING
BENEFITS

4 PUBLIC RECREATION AND
INTERPRETATION

5 SCENIC RESOURCES AND
VISUAL COMPATIBILITY

6 RESOURCE
RECOVERY BENEFITS

7 "SMART GROWTH"
DEVELOPMENT

8 FISCAL & POLICY
PLANNING
BENEFITS

9 GIS MAPPING &
INNOVATION



Proven Concepts of a Successful Approach

For over 25 years FORMA has led the way in planning and implementing award-winning projects along the California Coast. With a California Coastal Commission record second to none, FORMA Land Planning and Landscape Architecture has successfully created:

- GIS Mapping and Data innovation ensuring that our clients are always in control of critical information throughout the entitlement and environmental review process;
- Sustainable and green energy planning policies, long before it became fashionable;
- Award-winning entitlement documents embedded with flexibility mechanisms which preserve sound business implementation capacity throughout the life of the development; and
- Ego-less teamwork principles on deep, multi-faceted development consultant teams.

1 BIOLOGICAL PROTECTION AND ENHANCEMENT



Montage Resort, Laguna Beach

- Up-Front Comprehensive Habitat Management Plan (HMP) based on GIS mapping creates credibility.
- Creating a Local Non-Profit entity and endowment for long-term species monitoring and habitat maintenance provides strong incentives for approvals.
- A sustainable (and largely non-irrigated) Fire Fuel Management Program avoids impacts, reduces setbacks, and is an integral component of the HMP.



2 COASTAL ACCESS BENEFITS AND HISTORICAL PRESERVATION

- Public Parking and Staging Areas in multiple locations enhances coastal access and moderates public use impacts.
- Completing Regional Trail Systems can connect coastal and inland recreation areas with focused segments of footpaths and trails – often on a “Mountains to the Sea” model.
- Leadership in the design and construction of overcrossings and undercrossings of major highways can provide linkages and corridors smaller efforts cannot achieve.

Montage Resort Master Plan



Coastal Access carefully preserved



3 VISITOR-SERVING BENEFIT

■ Multi-dimensional resorts have proven they can improve public safety, provide ADA-compliant trails and people spaces, and anchor a wide range of visitor-serving activities in a large coastal area.

■ Lower Cost Accommodations – on-site or nearby – are considered by the Commission as major (and seldom realized) public benefits.

Terranea Resort - Before & After



Former Marineland Site



Valuable Public Access Site today

4 PUBLIC RECREATION AND INTERPRETATION

■ Family-Oriented Passive Parks and Scenic Overlooks create progressions of low-cost viewing and interpretation opportunities that are supported by both recreational users and most conservationists.

■ A Nature Center can provide a public focus for restoration and habitat management, as well as educational and docent opportunities for local resident involvement.

Terranea Resort



Coastal Golf effectively integrated into compact site

View of Terranea today



5 SCENIC RESOURCES & VISUAL COMPATIBILITY

Montage Resort

Before



After



Boarded-up trailer park along PCH is a Public Access View Park today

- Landform Grading and Habitat Restoration can repair erosion and scars associated with ranching, oil operations, off-road vehicles, and other activities often visible from public highways.
- Three dimensional computer models and visual simulations are both effective in planning and demonstrating the protection of scenic resources.
- To be found compatible, site planning and architecture must be visually soft and reflect the natural colors, materials, and historic thematic elements of the area.



Computer Model to analyze Visual Impacts ... and communicate conceptual vision

6 RESOURCE RECOVERY BENEFITS

- Consolidation of oil operations and other resource-based operations can allow for Continuing Resource Recovery and revenues for landowners, consistent with the Coastal Act.
- Consolidated resource recovery sites are often committed to ultimate open space use and can morph into special facilities.



Habitat restoration and continued agricultural resources are important considerations

7 "SMART GROWTH" DEVELOPMENT



A talented, dedicated consultant team can make for a professional effort which is expected by the Coastal commission staff

- "Green" Community Design includes Dark Sky Lighting, California-friendly landscapes, ESHA fencing and pet control, and comprehensive water quality management. On and off-street trails and NEVs can reduce trip generation, lower peak traffic, reduce reliance on the internal combustion engine.
- 3rd Party Project Green Certification – LEED-ND or Build It Green – is increasingly expected.
- Multiple villages and colonies respect diverse edge conditions, allow "Green Roads," and are responsive to habitat areas and fire management solutions. Variety in housing types and densities, mixed-used, and live-work units all promote job-housing balance and can accelerate absorption.

Preservation of key historical structures can help to garner support for controversial coastal projects

8 FISCAL & POLICY PLANNING BENEFIT



- Multiple village projects and 55+ housing can result in Less Than Normal Impacts on public schools, parks, and local services.
- New Sales, Property, and Transient Occupancy Taxes will accrue to City, County, and Special Districts. This fiscal benefit can help resolve local squabbles and provide a boost for Local and Coastal Commission Approvals based on cumulative community and regional benefits.



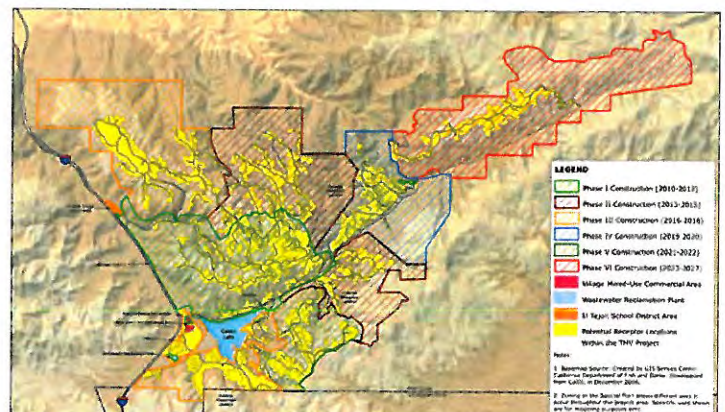
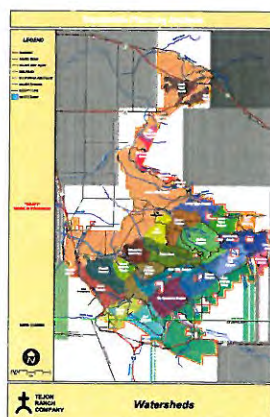
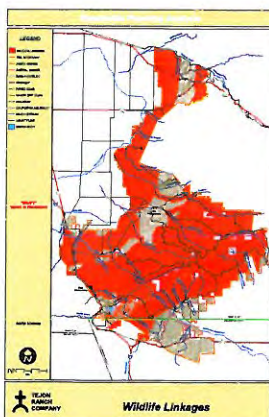
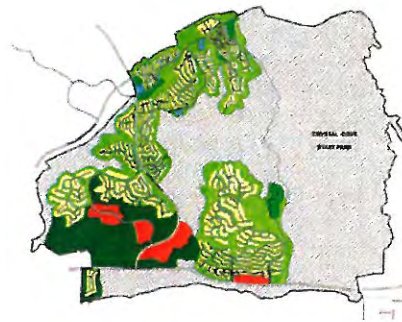
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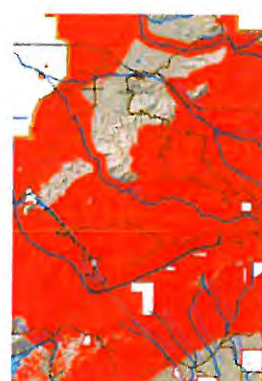
GIS MAPPING & INFORMATION

FORMA's successful projects have all been accomplished by our GIS constraints based Design-by-Nature planning process. Our robust GIS FORMA Systems allows for:

- Trusted and careful coordination with consulting team data for accurate depiction;
- Base mapping for all constraints in one system for use in concept design by planning team;
- Readily made changes for natural resource, political, and business needs; and
- Quality exhibits form same source for use in studios to boardrooms to courtrooms.

- Quick updated and analysis as new information becomes available with each series of surveys, photos, or....
- Agency submittals with Courtroom worthy science and mapping documentation ground truthed and GPS
- Full entitlement record and historic files with associated metadata spreadsheets
- Seamless migration to Mitigation Monitoring Plans as project move from concept to construction resulting in long term biological protection and enhancement.



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COMPARATIVE SPREADSHEET PLANNING AREA COMMUNITY FRAMEWORK

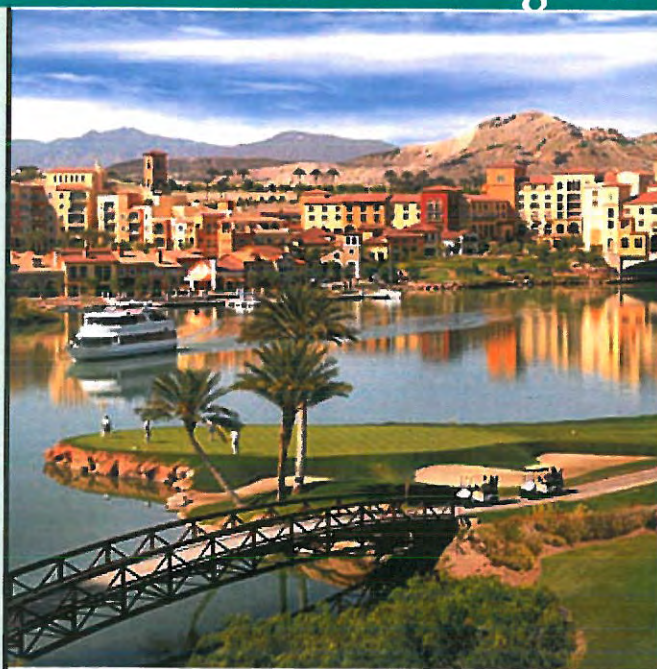
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FORMA



R e s o r t D e s i g n

Our planners and landscape architects have extensive experience in establishing unique design themes and “magic moments” for destination resorts and entertainment facilities. In addition to the creative special effects realized in hotels, resorts, and multi-use projects such as golf courses, tennis clubs, equestrian facilities and health clubs, **FORMA** is an acknowledged expert in the development of recreational park design and multi-media management programs.



- Community Planning*
- Landscape Architecture*
- Resource Management*
- Entitlement Services*
- Urban Design*
- Resort Design***
- Recreation/Golf Design*
- GIS Solutions*
- Simulations/Animations*
- Graphic Communication*



FORMA



GREEN TECH

OBJECTIVES

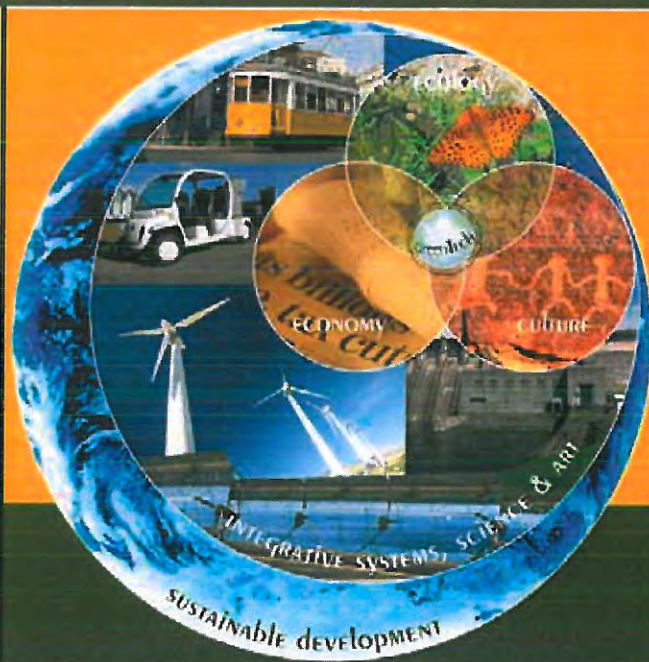
- Conserve, Preserve & enhance ecosystems
- Minimize adverse impacts to air, water, natural resources & human health
- Increase use of renewable resources
- Design communities to balance human resource & production needs with viable ecosystems
- Maintain resource opportunities for future generations

GREEN COMMUNITIES

- Establish criteria for sustainable communities
- Provide healthy living by balancing open spaces, natural systems & built form
- Protect air, water, soil & dynamics of ecosystems
- Reduce energy consumption in transportation, construction methods, materials & building form & systems

PROJECT CRITERIA

- Analyze site ecosystems before ecosystem impact
- Limit building envelope to preserve existing ecosystem
- Endangered & indicator plants & species identified
- Wetlands & other regulated aquatic areas-ID & analyze
- Survey site for culture & natural resource significance
- Develop methodology for preservation & enhancement of cultural & natural resources
- Analysis of alternative transportation modes
- Develop limits of acceptable environmental impact



Community Planning

Landscape Architecture

Resource Management

Entitlement Services

Urban Design

Resort Design

Recreation/Golf Design

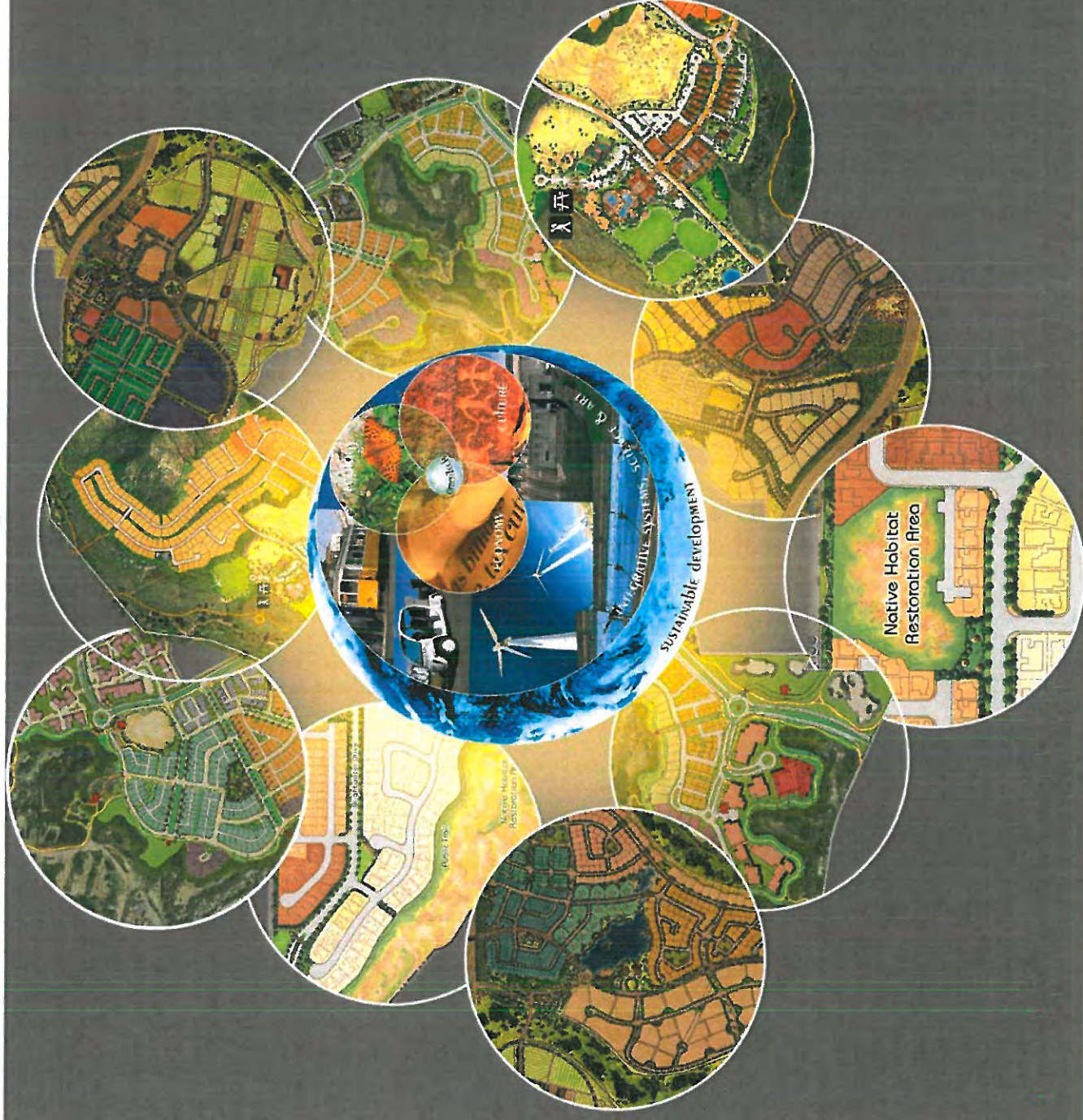
GIS Solutions

Simulations/Animations

Graphic Communication

Green TECH

GREEN community attributes



SELF
CONTAINMENT

"NET POSITIVE"
MAINTENANCE

REDUCED VEHICLE
MILES TRAVELED

LOCAL SERVICES
AND PRODUCTS

RECYCLED
BUILDING
MATERIALS

GREEN DESIGN
OBJECTIVES

ENHANCED
HABITAT

GOVERNANCE

FORMA

GREEN community attributes

SELF CONTAINMENT

- On site daily services
- Minimal off site impacts from drainage and water quality
- On site daily and destination recreation
- On site education
- Opportunity for live/work/mixed use



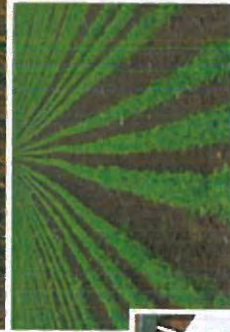
Design Solutions:

- schools with night classes and adult education
- satellite campuses
- provide mixed use buildings
- walk to "third" places to support life styles
- complementary recreation features in each neighborhood
- mixed use public/private parks
- internal shopping district (Hamlet)
- pervious pavements
- green streets
- NEV and pedestrian shortcuts
- seniors as mentors

GREEN community attributes

"NET-POSITIVE" MAINTENANCE

- Net positive (exceeds site generation) cleansing of drainage
- Net positive use of recycled organic materials site for regional recycling center
- Local work force encouraged
- Mitigation bank sites



Design Solutions:

inlet and outlet biofilter basins

common area agriculture with local mulching

community employment bulletin board on intranet

commercial recycle center

watershed management in visible recreation areas

surplus habitat areas

FORMA

GREEN community attributes

REDUCED VEHICLE MILES TRAVELED

- Pedestrian friendly pathways and streets
- Encourages telecommuting
- Incentives for low carbon vehicles
- Priority routes for low carbon vehicles
- "E-village" services
- Accessible transit/shuttles
- TOD design



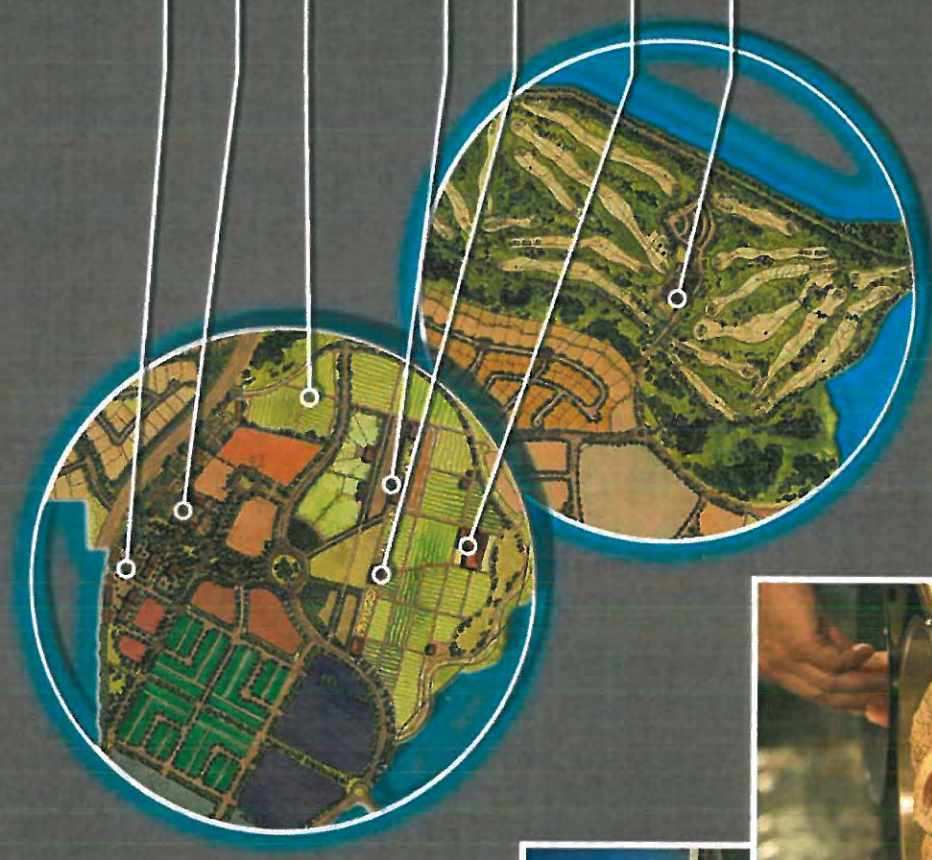
Design Solutions:

- enhanced and updated broad band connections to multiple stakeholders
- parcel post office
- office hotels
- local IT services
- dependable shuttle hierarchy
- calmed streets with exaggerated landscape
- short cut pathways to everywhere
- walkable business services
- NEV services everywhere
- extra space for alternative vehicles
- short cuts for NEV pervious pavements
- shelters everywhere

GREEN community attributes

LOCAL SERVICES AND PRODUCTS

- Local food markets
- Localized professional and life style services
- Utilize local labor pool – including youth programs



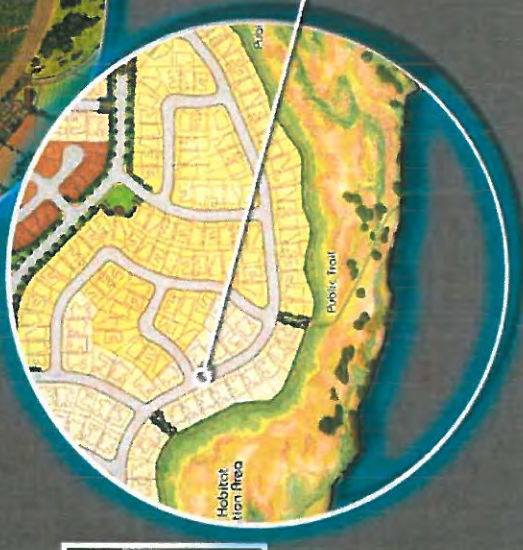
Design Solutions:

farmers market
inexpensive retail space
internal sites for
independent farming
leases
truck farmers
local offices and
vendors
school/work programs
youth caddies/
trainers/rangers
for golf and other
recreation

GREEN community attributes

RECYCLED BUILDING MATERIALS

- Repurpose existing buildings
- Recycle building materials from local area
- Reuse existing landscape plants and materials
- Collect and cleanse drainage



Design Solutions:

refit buildings for mixed use

sell all refuse

use existing trees and shrubs

green street drainage systems

pervious pavements

water harvesting

detention basins in all paved areas

recycled concrete from pre-developed site

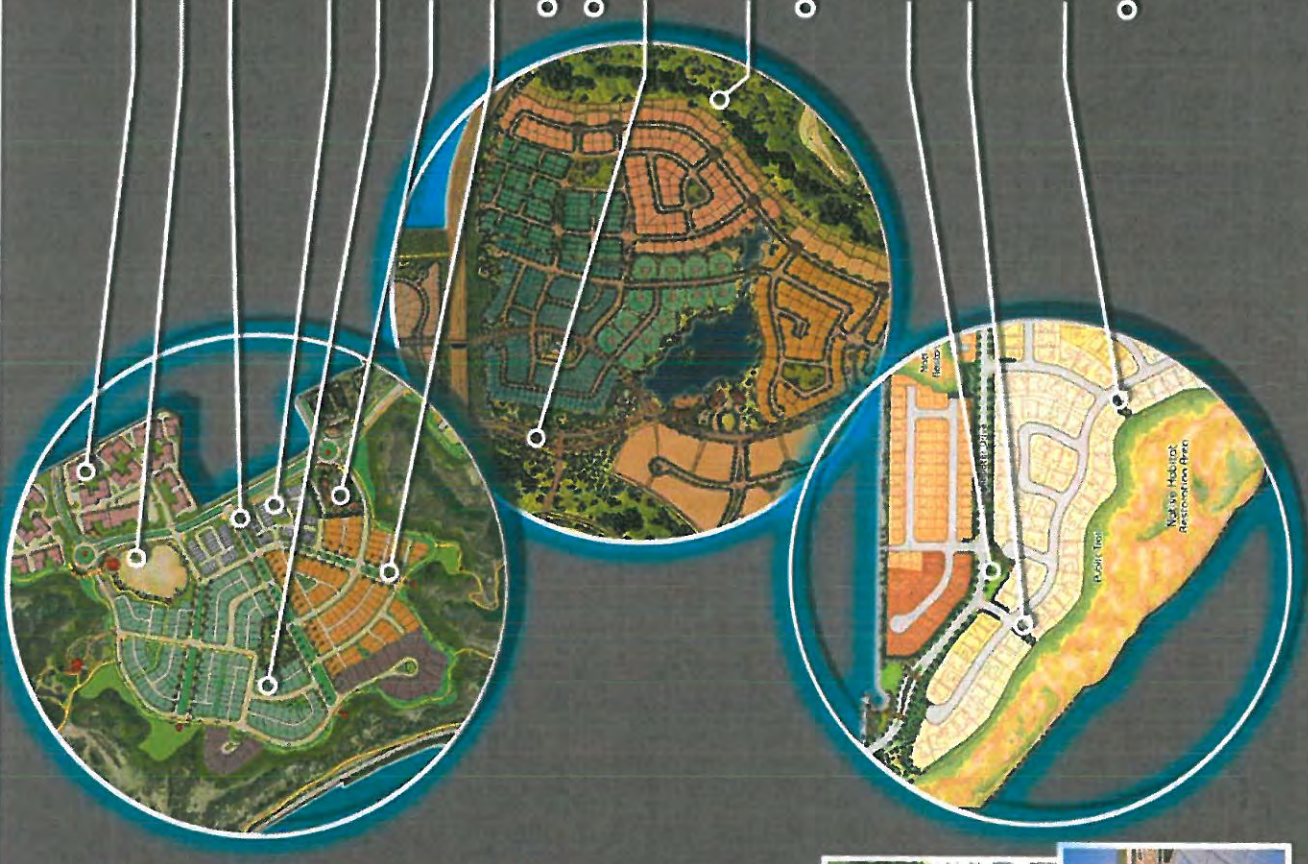
GREEN community attributes

GREEN DESIGN OBJECTIVES

- Low toxicity
- Low water use
- Reclaimed water
- Low energy
- Low heat generation
- Low carbon use
- Clean air
- LEED certified buildings
- Manage construction impacts
- Permeable pavements
- Reduced surface parking
- Canopies over pavements
- Density clusters at mixed use locations

Design Solutions:

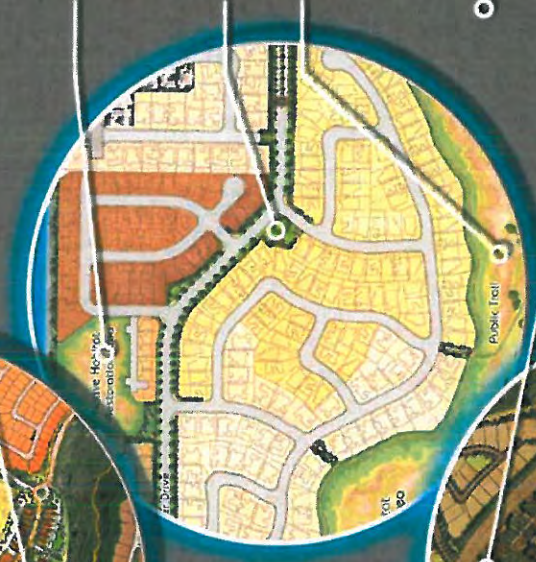
- underground parking
- low water landscape
- density clusters at key intersections
- water cisterns
- solar assist
- mitigate heat islands
- low energy lighting
- alternative fuels
- green walls
- bio filters everywhere
- urban forestry
- site plans at optimum orientation
- pedestrian shelters
- low water cleaning practices
- special filters
- special paints/carpets/siding/flooring/paneling/cabineis/lighting/insulation



GREEN community attributes

ENHANCED HABITAT

- Preserve existing habitats
- Create new habitats
- Buffer habitats
- Advertise natural systems education
- Wildlife corridors
- Man made lakes



Design Solutions:

preservation zones

lakes with flood control features

local conservancy with multiple stakeholders

interpretive stations

habitat zones with diversified native planting

natural fire breaks

lakes with habitat features

local native plant nursery

enriched corridors connecting to region for bio mass movement

GREEN community attributes

GOVERNANCE

- Local HOA for physical and soft social program management
- Environmental education programs
- Connections to regional academic institutions
- Cultural and historical connections



Design Solutions:

social services director

community intranet

short cut pathways to everywhere

local clubhouse and HOA offices

site historical interpretive stations



WHOWE HELP

Investors
Designers
Developers
Architects
Retailers
Tenants

WHOWE ARE

Visuart is a full-service communications firm with particular concentration on the needs of the real estate industry. Throughout the development process, from entitlement through marketing, sales and leasing, Visuart provides strategic communications and experienced creative brand development and design.

Our experienced multi-disciplinary team, trained in architecture, technology, brand development and visual design, brings diverse insight to our clients' communication needs.

TECHNICAL INFORMATION DID YOU KNOW HOW
DOUBLES EVERY TWO YEARS. EXPONENTIAL WE ARE?
IN 2013 THERE WILL LIKELY BE A COMPUTER
SEARCHES. TODAY IT HAS GROWN PAST
STRONGER 31 BILLION
THAN THE HUMAN BRAIN.
THE TOP 10
MOST WANTED JOBS DID NOT EXIST IN 2004.
STUDENTS ARE PREPARING FOR JOBS
THAT DO NOT EXIST YET
AND INVOLVE SOLVING PROBLEMS
WE DO NOT EVEN KNOW EXIST.
MYSPACE HAS
200 MILLION USERS, EQUIVALENT TO THE
5TH LARGEST COUNTRY
IN THE WORLD.
PER YEAR. RADIO TOOK
38 YEARS TO REACH 500 MILLION PEOPLE.
FACEBOOK TOOK 2 YEARS!
IN 1984 THERE WERE 1000 INTERNET DEVICES
TODAY THERE ARE
OVER ONE BILLION. THIS YEAR THERE
WILL BE MORE
UNIQUE DATA CREATED
THAN IN THE PREVIOUS
5000 YEARS.
HOW TO DEAL WITH ALL THIS? SEE BELOW
SOURCE: MICROSOFT



VISUART

3d visualization
web development
interactive media
print collateral
brand development
video production
social networking applications

www.visuart.com

3D VISUALIZATION



3D Simulations
3D Architectural Renderings
3D Lifestyle Animations
3D Technical Analysis
EIS/EIR Graphics

WEB DEVELOPMENT



Web Design
Content Management Systems
Social Networking
Email Campaigns
Viral Marketing Campaigns

INTERACTIVE MEDIA



Marketing and Sales Presentations
Jurisdictional and Community Presentations
Virtual Tours
Design Communication
Project Navigation

PRINT COLLATERAL



Brochures
Postcards/Mailers
Ads/Posters
Product Packaging

BRAND DEVELOPMENT



Logo Design
Corporate Identity Packages
Brand Standards
Promotional Items

VIDEO PRODUCTION



Community Outreach
Political Announcements
Commercials
Project Promotions and Marketing

Van Stephens

President, FORMA Design, Inc.



As founding Principal of FORMA in the early 1980's, Van understood the global economy dictated a new structure to design firms based on horizontal management principles of interdisciplinary collaboration. The teamwork of planners, environmental and entitlement managers, landscape architects, graphic designers, and computer scientists has supported Van's quest to provide essential qualifications for innovative community development – a science more than an art form.

FORMA immediately became lead consultant for many of the West's most successful developers and public agencies, such as: Terrabrook, The Irvine Company, Trammel Crow, County of Orange, Newport Beach, City of Irvine, Arvida/Chevron/Disney – Coto de Caza Developers, Cities of Rancho Cucamonga - San Marcos - Duarte, The Koll Company, Sante Fe Energy, Newhall Land, Lennar Communities, Brooks Street, and Cherokee Investments. Van has served as lead planner for most of these clients for many years as their projects mature from concept to reality.

The client mix of FORMA required that the firm retain its lead in technological support for real estate management. FORMA Systems has lead industry standards in GIS, CAD, computer simulations, animations, WEB-based systems, and interactive digital services.

Van has provided insight and strategic applications for many innovative real estate ventures and planned community development. FORMA has become strategic partners with some of the world's technology giants to create the beneficial mixing of e-business and real estate. Van's most recent innovations have included the defining features and configurations for the future's new communities – best described as E-villages.

These are places that will be noticeably different to accommodate telecommuters, extended education, life-long learning, converging telecommunications, transportation, and entertainment.

Education

Master of Urban Planning,
California Polytechnic State University
Bachelor of Science Environmental Design,
California Polytechnic State University
Civil Engineering Aid School,
U.S. Naval Construction Forces

Experience

Aliso Viejo Town Center

Led the process of enriching the Aliso Viejo Town Center with a "Vision" process. Design ideas for improving the existing Towne Center were graphically mapped for the landowners, citizens, and City leaders to evaluate. The ideas have coalesced into a popular program of upgrades to signage, parking, festivals, architectural and landscape upgrades, and opportunities for added leasable space, which all add economic vitality to the area.

Montage Resort

Montage/Athens Group – five-star Laguna Beach resort and residential village.

Terranea

Amenitized resort community on the Palos Verdes Peninsula.

Festival of Arts

Master plan for an internationally known venue of the arts.

Experience (cont.)

Great Park Neighborhoods

Provided a Master Planning and Landscape role in defining the Great Park Neighborhoods as a community of the future, with pedestrian-friendly access to the Great Park of Orange County and internal community services to reduce VMT.

Travertine Point

Served as visionary and lead designer for a complete New Town in Coachella Valley. The plan is unique for its green initiatives and Climate Action Plan, pedestrian circulation, walkable retail services, and balanced phasing.

Sycuan Tribal Lands Master Plan

Master Development Plan for entire holdings, focused on resort, casino, and administration land use studies.

Heart Of The City Urban Design Plan

Concepts for the quality development of downtown San Marcos around a new state university.

Space World

Natural replications which enhance a theme park in Japan where space exploration is softened with return to safety of mother earth.

Tejon Ranch

Mountain Resort concept of land stewardship and gentleman farming.

Park Place

A conceptual landscape and urban design for pedestrian circulation and new mixed-use additions to the landmark urban center in Irvine.

The Crossings

An intimate village of residential neighborhoods relating to the natural surroundings of Heber, Utah.

Newhall Ranch

Open space-oriented New Town with a complimentary mix of pedestrian centered villages. National Association of Environmental Professional Excellence Award 2000 for Responsible Development.

Laguna Beach Village Entry

Urban design plan for a village arboretum and public multi-function plaza.

Monrovia Nursery and Garden Village

National competition for redevelopment of a beautiful site in the City of Azusa.

Riverbend

A new development proposal to create an E-village which will support the preferred life style features of the advanced Central Valley of California.

Coto de Caza

Mixed-use private recreation community centered on nature and a 36-hole country club. ULI 2000 Community of the year.

Otay Ranch

Mixed-use New Town based on principles of pedestrian and transit (San Diego Trolley) friendly design. Awahnee Award 1997 for design innovation and livable standards.

Irvine Communities

Premium environments in Tustin Ranch, Newport Coast, Northwood, and Oak Creek. Multiple National awards.

Jensen Ranch

Land planning, amenities design and site planning for a 1,500-acre master planned golf course community in Madera County, CA, including trails and San Joaquin River open space planning.

Paul Edwards

Director/Associate, FORMA Design, Inc.



Paul Edwards has 30 years of experience in the public and private planning in Southern California. This includes a full range of general plans, a wide variety of Local Coastal Programs and Specific Plans, and numerous coastal development permits and site-specific park and open space plans, ranging from park systems and individual parks to golf courses, habitat preserves, and trail systems.

Paul Edwards has been an active planning consultant in Southern California for over 25 years. Since joining FORMA in 1985, Mr. Edwards has been Team Leader/Manager for a variety of significant planning assignments, ranging from 20 to over 10,000 acres. These jobs have been distinguished by their ability to successfully document, communicate, and resolve complex public policy issues.

Mr. Edwards has taken the lead land planning role on a variety of APA award-winning projects including Newport Coast, Bolsa Chica, and Ahmanson Ranch. He led the production of LCP documentation for the Newport Coast, Newport Banning Ranch, and Treasure Island Resort in Laguna Beach.

Paul is currently managing FORMA's work on the Long Point Resort in Palos Verdes, and has extensive experience in the preparation and processing of LCP amendments and coastal development permits for bluff-top parks and trails systems.

Paul directed work for Regional Recreation Management Studies in Orange and San Diego Counties, Master Plans for Caspers Wilderness Park, the 2-mile-long Sail Bay Shoreline in Mission Bay, and the 6,700-acre Mission Trails Regional Park in San Diego. At the city level, he prepared conceptual park plans for Rancho Palos Verdes and Tustin. He began his career with 6 years of community, redevelopment, and coastal planning within the City of Redondo Beach.

Education

Master of Urban and Regional Planning
University of Southern California

Bachelor of Architecture
University of Southern California

Experience

FORMA Design, Inc., Director

Long point Resort Plan

240-acre resort hotel/golf course/city hall/habitat reserve/bluff-top trail system on the former Marineland site.

Treasure Island Resort

30-acre resort, bluff-top park and marine reserve, including Local Coastal Program and Coastal Development Permits Laguna Beach.

Irvine Communities

Premium environments in Tustin Ranch, Newport Coast, Northwood, and Oak Creek. Multiple National awards.

Sail Bay Master Plan

2-mile-long master plan in Mission Bay Park – San Diego.

Newhall Ranch

Open space-oriented New Town with a complimentary mix of pedestrian centered villages. National Association of Environmental Professional Excellence Award 2000 for Responsible Development.

Paul Edwards

Director/Associate, FORMA Design, Inc.

Experience (cont.)

Newport Coast LCP and CDPs/Trails and Open Space

1,000-acre master-planned community, including golf course and related trails systems and extensive coastal permit - Orange County.

Bolsa Chica

1,600-acre LCP/CDPs, including plans for mesa parks and trails.

Hesse Community Park

30-acre community park/and recreation center.

Ahmanson Ranch

13,000-acre Specific Plan - Ventura County.

Newport Banning Ranch

Master Local Coastal Program and regional park/restoration area interface.

County of Orange

Regional Recreation Facilities Management Study.

San Diego County

County-wide Parks Management and O&M/CIP Program.

Coto de Caza

Mixed-use private recreation community centered on nature and a 36-hole country club. ULI 2000 Community of the year.

Otay Ranch

Mixed-use New Town based on principles of pedestrian and transit (San Diego Trolley) friendly design. Awardee Award 1997 for design innovation and livable standards.

Jensen Ranch

Land planning, amenities design and site planning for a 1,500-acre master planned golf course community in Madera County, CA, including trails and San Joaquin River open space planning.

Eagle Glen

Land planning, specific plan, design guidelines. Development is highlighted by an innovative hillside golf course and 13-acre youth sports park.

Professional History

FORMA, Design, Inc.

Senior Associate/Associate/Director

The Reynolds Environmental Group

Principal Director of Planning

City of Redondo Beach

Senior/Associate/Assistant Planner

Frances Romero

Director, FORMA Design, Inc.



Frances has over seventeen years of professional experience primarily in the areas of project management and government relations in public and private sectors, including non-profits and grant management. Continuous experience as a commission/board member with various entities throughout Santa Barbara County; currently serving in the highest elected official position in the City of Guadalupe.

Over thirteen years of experience in land use planning, Specific Plan preparation, master planning, environmental review, public hearings, annexations, wireless telecommunication and the oil industry in the tri-counties. Experience in a variety of areas including: Residential subdivisions, multi-family units, commercial, visitor serving, and recreational projects.

Education

Bachelor of Science Degree in

Business and Management,
University of Redlands, Dean's List

Associate in Science Degree in Business,
Victor Valley College, Phi Theta Kappa Honor
Society

Experience

FORMA Design, Inc., Director

2013 to Present

Responsible for Central Coast territory. Function as a team leader on several projects in Santa Barbara, San Luis Obispo, and Ventura Counties. Currently oversees the Rice Ranch Specific Plan revision, the largest residential entitlement project in Santa Barbara County. Also manage projects in Los Osos, Carpinteria, Santa Maria, and Simi Valley. Schedule FORMA staff resources to ensure timely completion of work effort on each project weekly. Coordinate with a variety of professionals to include but not limited to: civil engineers, surveyors, biologists, architects, landscape architects, archaeologists and soil and noise consultants. Responsible for government relations and neighborhood outreach efforts as well as all public presentations. Deal directly with staff, planning commissioners, and elected officials to move projects through the process and negotiate conditions for the client.

Rice Ranch

Currently managing the re-design effort for Rice Ranch, a Shea Trilogy project; the largest Specific Plan ever approved in Santa Barbara County located in Orcutt, CA. Coordinate a multi-disciplinary team of professionals to craft revisions in accordance with the original approval for this biologically sensitive project and work closely with County Staff to meet a variety of departmental requirements that create conflicting priorities, will maintaining policy consistency. Assist in neighborhood outreach and governmental relations.

Qualifications

City of Guadalupe

Mayor (12/11/12 – present)

Serves as highest elected official responsible to manage bi-monthly City Council Meetings; represent the City on several county-wide boards, commissions, and committees; participate in managing a \$3M City budget and budget deficit; deal with confidential personnel issues; be available included government affairs, public outreach, presentations and the permitting of wireless antennae sites.

Frances Romero

Director, FORMA Design, Inc.

Qualifications (cont.)

to citizens and staff; communicate with community by developing a monthly bulletin to be included in the water bill; represent the City at a variety of events and promote the community.

Urban Planning Concepts, Inc.

Senior Planner/Project Manager

7/2007-10/2/2013

Serve as project manager on a wide variety of development projects in Santa Barbara and San Luis Obispo counties to include, but not limited to: Specific plan revisions/development, master plans; Government and community outreach; Residential subdivisions; Tentative parcel and tract maps; Commercial development; Agriculture projects (coolers, wineries, and special event venues); School projects and non-profits; Environmental review; Contract staffing for municipalities; and Obtain building permits.

Dunes Center

Interim Executive Director

2/27/2011 – 12/31/2012

Assessed long-term organizational deficiencies and developed a plan to save the organization from financial insolvency. Responsible for oversight of day-to-day operations of an environmental education non-profit organization that delivers Science, Technology, Engineering, and Mathematics (STEM) education content aligned with California State Standards to K-8 students in Santa Barbara and San Luis Obispo Counties; implement policies and procedures; develop and manage a \$200,000 annual budget; reports to the Board of Directors; direct staff and manage human resources; prepared grant proposals; and promote the Dunes Center to members, potential donors, and the public.

Consultant - Land Use and Telecommunications

9/2006 – 7/2007

Clients included Cook Hill Properties of Newport Beach and Clearwire, LLC, Bellingham, WA. Duties

Parsons Corporation, Irvine

Planning Specialist

8/2006 – 2/2007

Perform zoning analysis for wireless sites on the Central Coast; work closely with a multi-disciplinary team to recommend the most efficient sites based on a variety of criteria provided by the client; prepare application packages for multiple jurisdictions; respond to staff requests; provide oral presentations to decision-makers and the public at meetings and hearings.

County of Santa Barbara

Planner II

10/2005 – 7/2006

- Analyze development applications to assess site compatibility with land use and environmental policies
- Manage an active caseload of over 20 cases in the Santa Maria/Orcutt planning areas

Nuevo Energy Company

Land Use Coordinator and Back-up Public Information Officer

2/2001 – 10/2002

Responsible for coastal land use matters in Santa Barbara and Ventura Counties

- Ensure compliance for the Pt. Pedernales Conditional Use Permit
- Work with local, State, and Federal agencies to obtain permits
- Forecast budget needs for upcoming projects and administer approximately \$750,000 of annual project expenses and agency fees

Santa Barbara County Parks Commissioner, 5th District

1/1999-9/2005

Four years as Chair (2001-2005)