



LAND USE, CONSTRUCTION & HOUSING

Land Use, Construction, and Housing Council October 31, 2012 Agenda

1. **Welcome and Self Introductions**

2. **Discussion on the County's General Plan Update**
 - Overview of the County's General Plan 2035
 - *Richard Bruckner, Director of Planning, LA County Department of Regional Planning*
 - Also featuring: *Leon Freeman and Mitch Glaser, LA County Department of Regional Planning*

 - Business and Development Community Perspective on Proposed Changes
 - *Holly Schroeder, Chief Executive Officer, Building Industry Association of Southern California - Los Angeles-Ventura Chapter*

 - Audience Q&A

3. **CEQA Work Group Update**

4. **Action Item**
 - Millennium Hollywood Project
 - *John Luciano, Millennium Partners/Argent Ventures*
 - *Alfred Fraijo, Jr., Sheppard, Mullin, Richter & Hampton, LLP*
 - *Bill Roschen, Los Angeles City Planning Commission*

Next Meeting

Wednesday, November 28, 2012

11:45 – 1:30 PM



Los Angeles Area
Chamber of Commerce

Richard J. Bruckner
Director
Director of the Department of Regional Planning

Richard J. Bruckner was appointed Director of the Regional Planning Department of Los Angeles County in 2010. The Department of Regional Planning is responsible for land use planning and the enforcement of local use regulations with the unincorporated areas of Los Angeles County. Prior to this appointment, Mr. Bruckner was the Director of Planning & Development Department for the City of Pasadena. He was responsible for citywide economic development, planning, building, code enforcement, cultural affairs, real estate, and the management of eight redevelopment projects areas. Before his appointment in Pasadena in 1999, he was the Deputy Executive Director of the Community Development Department for the City of Anaheim, California.

Education

The Ohio State University, Columbus, Ohio, Master's Degree in City and Regional Planning.

Hartwick College, Oneonta, New York – Bachelor of Arts Degree, Urban Studies.

Professional Associations

American Planning Association

California Redevelopment Association – Past President (2004-2010)

Urban Land Institute

Organizations

First Tee, Pasadena – Board of Directors

Planning Commission, City of Arcadia (1996-2001)



Los Angeles Area
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Holly Schroeder
CEO
Building Industry Association

Holly Schroeder joined the Los Angeles-Ventura Chapter as Chief Executive Officer in 2005. In this role, she oversees the day-to-day operations for the Chapter, including long-range planning, member services, community partnerships and communications outreach. She is focused on building and expanding on the chapter's public affairs efforts and developing new outreach opportunities to address issues that affect the home building industry and, at the same time, increase BIASC/LAV's recognition and influence.

Previously, Schroeder was with the Oregon Department of Environmental Quality (DEQ), where she was responsible for managing the agency's Water Quality Division. She worked for the DEQ for nearly a decade in various roles, including organization improvement coordinator for the agency's Management Services Division and policy manager. Schroeder also worked for Waste Management Inc. in a variety of positions, including environmental compliance and policy development.

Born and raised in Ohio, Schroeder has a bachelor's degree in chemistry and French from St. Olaf College in Minnesota, and a master's degree in applied information management from the University of Oregon.



Los Angeles Area
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Alfred Fraijo, Jr.
Partner
Sheppard Mullin Richter & Hampton LLP

Alfred Fraijo is a partner in the Real Estate, Land Use and Natural Resources practice group in the firm's Los Angeles office. He is a leader of the firm's Latin America Practice Group, a global initiative to provide specialized legal representation to Hispanic/Latino-owned companies and companies focused on the U.S. Latino market. Mr. Fraijo represents public, private and nonprofit developers and multi-national corporations in the United States and abroad in cutting-edge real estate development transactions. Mr. Fraijo has significant experience in obtaining and negotiating land use entitlements for complex housing and mixed use development projects throughout California, including advising clients with innovative, urban renewal projects in the inner-city and other sectors with emerging markets. His real estate and land use expertise extends to transmission towers permitting, green energy facilities development and permitting educational campuses for charter schools.

Mr. Fraijo advises public and private sector clients on state and federal land use and environmental laws, including the Subdivision Map Act, California Community Redevelopment Law, California Environmental Quality Act, National Environmental Policy Act, Clean Water Act, Endangered Species Act, CERCLA, RCRA, California Superfund Law and the Polanco Redevelopment Act. Mr. Fraijo also has significant experience in working closely with clients and consultants on due diligence review of land use issues, which includes local zoning ordinances, general plans, redevelopment agency plans, and related land use restrictions. He recently was featured in "Newsmakers" by the *Los Angeles Business Journal*.



Los Angeles Area
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John Luciano
Director of Operations
Millennium Partners

John Luciano joined Millennium Partners, the nationally recognized developer of mixed-use properties that integrate five-star hotels with luxury condominiums, in 2001 as their Director of Operations. Mr. Luciano has been responsible for all operational aspects of the firm's mixed-use developments of Ritz Carlton's in New York City and Washington DC. He successfully completed the sell-out of the Residences at the Ritz Carlton in Washington DC and Georgetown. In 2006, Mr. Luciano relocated to San Francisco to play a major role in the construction, development and overall operations of Millennium Tower, a 60 story luxury condominium located in SOMA.

Mr. Luciano also oversees the firm's west coast assets located in California including 706 Mission Street in San Francisco and the Capitol Records building and surrounding surface lots in Los Angeles. Mr. Luciano operated the property located at 706 Mission Street in San Francisco and will be instrumental in the entitlement and construction of this future development.

Mr. Luciano is in the process of creating a Community Benefit District (CBD) in the Rincon Hill neighborhood of San Francisco and he will sit on the steering committee of this CBD striving to ensure its successful creation.



Los Angeles Area
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Bill E. Roschen
President
Los Angeles City Planning Commission

Bill Roschen's career manifests the new paradigm of "citizen architect" as civic leader who can engage communities in the thoughtful conversations required to advance infill and redevelopment projects that make neighborhoods sustainable, affordable, livable, and healthy. His appointment as President of the Los Angeles City Planning Commission culminates three decades of practice. In 1987, he established a "place-based" urban architectural practice at Hollywood & Vine, working on affordable housing, historic preservation, and mixed-use transit-oriented development projects.

In his most recent appointment, Bill serves as Co-Chair of Mayor Villaraigosa's newly formed citywide Cabinet on Transit Oriented Districts and Developments. As President of the Los Angeles City Planning Commission, he has taken the lead on introducing for citywide consideration a Health Element as a component of the Los Angeles City General Plan Framework and has initiated partnerships with the County Department of Public Health. He founded the Streets for People (S4P) Program, and is building unprecedented working relationships between planning and health and other government departments.

Bill holds a Masters degree in Architecture from Columbia University, with an emphasis on urban architecture, historic preservation and philosophy of aesthetics, and a Bachelor of Architecture from Arizona State University, with an emphasis on sustainable design. He currently teaches a graduate seminar in crafting forward-thinking public policy at Woodbury University School of Architecture.