

# Theses and Professional Projects Abstracts

## Master of City and Regional Planning

### City and Regional Planning Department, Cal Poly San Luis Obispo

*As the concluding phase for the Master of City and Regional Planning degree, the CRP department offers the student a choice between a final comprehensive planning studio, a thesis, or a professional project. The following abstracts represent the master's theses and projects approved in the 2011/2012 academic year which are available at Cal Poly's Kennedy Library at: <http://digitalcommons.calpoly.edu/theses>.*

#### **Getting on the Bus: Marketing San Luis Obispo's Regional Transit Authority**

*Jenna Higgins*

There is a growing recognition of the benefits of public transportation and the need to encourage it. While public transit agencies have not directed much energy or focus at marketing, seeking to use limited funds elsewhere. This work studies the effectiveness of public transit marketing and its application to the San Luis Obispo Regional Transit Authority (RTA) who services throughout the County. Case study interviews with the Intercity Transit (Olympia, WA) and The Orange County Transportation Authority (Orange County, CA), conversations with RTA, and a review of academic and professional sources have supplied information and guidance on the research questions. An analysis of 2011 ridership survey data provided an additional level of information. The research methods provided a range of findings and recommendations to the RTA, including: focus on consistent branding, establishing a system of more detailed ridership information, identification of segments and direct messages, and further develop new technology and social media tools.

#### **Joint Use Partnerships: Evaluating the Feasibility of a Joint Use Partnership between the City of San Luis Obispo and Cal Poly San Luis Obispo**

*Kathryn S. Mineo*

As demand for additional athletic fields continues to increase, the City of San Luis Obispo is struggling to meet the recreation needs of the community. This master's project evaluated the feasibility of a joint use partnership between California Polytechnic State University, San Luis Obispo and the City of San Luis Obispo for the shared use of the University's Sports Complex. Research included review of professional and academic literature on successful approaches to joint use partnerships; case study analyses of facilities with successful joint use partnerships, including Cal Poly's Performing Arts Center; and interviews of City and University officials to examine the

issues associated with establishing joint use agreements. The project includes recommendations for a joint use partnership between Cal Poly and the City of San Luis Obispo for the University's Sports Complex, and interim strategies the City can employ to address its current recreation needs.

#### **City of San Luis Obispo Monitoring Program and Procedures for Inclusionary Housing**

*Shannon Marie Blomst*

This work provides an analysis of the current affordable housing stock in the City of San Luis Obispo. It examines multiple case studies that look at exemplary designed affordable housing units as well as programs that serve as a guide to San Luis Obispo's monitoring program. A survey was administered to all the inclusionary units in the city on the quality and design of the current units, location to local services, mode of transportation and miles traveled to work. This thesis concludes with recommendations for future affordable housing and a program procedures manual to help preserve the current housing stock and ensure quality and sustainable affordable housing projects.

#### **Hungry No More: A Food System Study & Hunger-Free Community Plan for San Luis Obispo County**

*Jenny Cadigan*

San Luis Obispo County is rich in agricultural production but hunger is a growing problem indicating deficiencies in the local food system. One in six residents do not know where their next meal will come from. A high cost of living coupled with many low-wage jobs leaves many residents with few financial resources from which to provide food and other basic necessities. This thesis examines food systems and hunger in relation to city planning, and results in a draft strategic plan to address the food security and nutritional needs of San Luis Obispo County's most vulnerable residents. The work includes a review of current professional and academic literature on food systems, hunger, and planning; a case study on existing

hunger plans; the compilation of a background report on the County's existing hunger situation and community needs; and a collaboration with the San Luis Obispo County Food System Coalition to create the Draft Hunger-Free Community Plan for San Luis Obispo County. The Draft Plan and Background Report are organized into five themes: Food Access, Nutrition & Hunger, Local Agriculture, Community Resources and the SLO County Food System Coalition.

### **Policy/Practice Audit and GHG Emissions Reduction Strategy Recommendations**

*Cheryl Cochran*

In preparation for a Climate Action Plan, this policy and practice audit provides an overview of current city policies and practices with the potential to impact greenhouse gas (GHG) emissions reduction goals. The audit builds upon information previously collected in a GHG emissions inventory report to identify policies that are consistent or inconsistent with emissions reductions goals. Preliminary GHG emissions reductions recommendations address policy gaps and opportunity areas in suggesting strategies to achieve GHG emissions reductions.

### **Becoming Cittaslow: A City's Journey to Becoming a Cittaslow Member**

*Megan Alexis Elovich*

The project will explore Cittaslow as an alternative to traditional urban development. Sprawl and consumption of non-local resources are discouraged with Cittaslow and preservation of culture and history become the tangible benchmarks of the community. It will explore the history of Cittaslow as a movement and an organization; as well as its influences on existing member cities and the criteria used to distinguish them from others. The City of San Luis Obispo is used as a case study to determine whether existing conditions measure up to Cittaslow criteria.

### **City of Watsonville Local Hazard Mitigation Plan**

*Emily Margaret Lipoma*

The City of Watsonville is vulnerable to a number of natural and man-made hazards. This project analyzes this risk and vulnerabilities to critical facilities within the city, and make recommendations of mitigation strategies and implementation methods to address this risk. Analysis and data collection was conducted in coordination with the City of Watsonville Fire Department, and the resulting product will be given to the City for their use and potential adoption. The documents within this Local Hazard Mitigation Plan was developed to the standards and specifications developed by the State of California and Federal Emergency Management Agency for a Local Hazard Mitigation Plan in order to enable the City of Watsonville to use the information to develop a State and Federally-approved Local Hazard Mitigation Plan. The hazards analyzed within this document are as follows: earthquakes, wildfires, urban and industrial fires, flooding, hazardous materials, liquefaction, land subsidence, landslides,

unreinforced masonry, airport hazards, civil disturbance/terrorism, dam failure, drought, expansive soils, natural gas pipeline failure, vehicle collisions, tornados, and tsunamis.

### **Like Laws and Sausages: The tale of a mere portion of the process to develop the South Broad Street Corridor Plan**

*Amy R. Lopez*

The processes to develop community plans share certain standard activities and stages while remaining distinctive and without pre-scripted procedures. This study documents the process that yielded the South Broad Street Corridor Plan June 2012 draft. The objective is to present the decision-making processes and their connections to the final plan document along with the plan document itself.

### **Form-Based Codes, Design Guidelines and Placemaking: The Case of Hayward, CA**

*Cindy Ma*

Throughout history planning, codes and standards have been used to regulate the built environment for health, power, order, and economic reasons. More recently, in the urban design and planning field, planning codes and standards have become tools in the process of "placemaking." The concept of placemaking builds from the desire of humans to create places, not spaces, which are unique, attractive, identifiable, and memorable. It is a concept that is comprised of visual and social components, recognizing the need for both in the creation of successful places. Form-based codes (FBCs) and design guidelines have emerged as two types of planning tools for placemaking. This thesis explores the relationship between FBCs, design guidelines, and placemaking, through an extensive literature review and in the context of Hayward, California and the update of the City's Downtown design requirements and guidelines. This study used a methodology that combined quantitative and qualitative methods. Archival research was conducted to provide a historical narrative of the City and the Downtown area and a documents analysis was conducted to reveal information about existing Downtown policies and programs. Community participation through the crowdsourcing platform, MindMixer, was used to collect community input and feedback about concepts of place in the Downtown. The data analysis and findings were combined to help formulate recommendations for the update of Hayward's Downtown design requirements and guidelines document.

### **Political Feasibility of Implementing Smart Growth Development Strategies in the Monterey Bay Area**

*Kristin McKee*

California Senate Bill 375 mandates the development and implementation of a "Sustainable Communities Strategy" in order to plan regional land use and transportation in a coordinated fashion. In response, the Association of Monterey Bay Area

Governments (AMBAG) is developing the Regional Implementation Plan for Smart Growth Development Strategies to meet the 5% greenhouse gas emissions reduction target for the Monterey Bay Area. This project's major goal is to assist AMBAG in determining the political feasibility of smart growth development strategies and identifying the most feasible strategies for the region. Political feasibility was determined by two factors: 1) support from the public/stakeholders, 2) "low-hanging fruit" potential, and one technical criterion; the potential to reduce vehicle miles traveled and the associated greenhouse gas emissions. The analysis identified seventeen strategies that met a set of thresholds for political feasibility. Based on these results, it is recommended that AMBAG considers these strategies in the development of their plan by addressing the barriers to implementation, the conditions or circumstances for overcoming those barriers and gaining support from stakeholders, and developing the resources to assist jurisdictions with implementation.

### **Permitting and Interconnection of Solar PV Generators for the Marin Energy Authority Feed-in Tariff Program**

*Stephen Daniel Rogers*

Lack of access to information on the cost and timeframe for the permitting and interconnection of distributed renewable energy generation facilities hinders renewable energy capacity development. This issue is examined within the specific context of solar photovoltaic systems developed for participation in the Feed-in Tariff (FIT) program hosted by the Marin Energy Authority (MEA). A guide on the permitting and interconnection of solar PV generators for participation in the program was produced for the host agency. This guide seeks to assist property owners and solar developers in overcoming existing informational challenges. By providing an overview of the procedural requirements and process, as well as reference tools that highlights helpful resources and documents, the guide provides readers with an introductory tool for overcoming existing non-market barriers to participation in the MEA FIT program. A Recommendations Report provides the MEA with a discussion of existing procedural challenges faced by program participants. This report, which details the issues identified by stakeholders that participated in the development of the guide, concludes with a series of recommended actions for the MEA to enhance the ability of potential FIT participants to accurately estimate and plan for the costs and timeframes associated with permitting a solar PV facility.

### **Historically-Informed Development in the Civic Center South Area of Downtown Los Angeles**

*John Daniel von Kerczek*

The site today occupied by the Civic Center in Downtown Los Angeles evolved gradually over 150 years before being dramatically transformed in the early to mid 20th century. Understanding how this area evolved and was redeveloped can help guide efforts to restore physical and historical continuity,

and assist in identifying key opportunity sites within the area, such as Civic Center South, and in setting urban design goals for new development. Research for this thesis included a study of the area's historic development and a review of its current conditions, the examination of recent and proposed development in and around the Civic Center South site and recent policies, and the analysis of regulations for new development. This study ultimately provides an overview of the historic development context of the north end of Downtown Los Angeles as well as a review of the developments and regulations influencing development in the area.

### **The Future of Red Hook, Brooklyn: Learning from Evolving New York City Neighborhoods**

*Robin Lynne Wachen*

This master's thesis identifies the potential impacts of planning policies and key stakeholder groups on Red Hook, Brooklyn given current development trends and the neighborhood changes such as gentrification. The premise of this thesis is that through understanding the catalysts and impacts of social and economic change in similar neighborhoods, together with the analysis of current zoning, planning policies, and neighborhood culture and demographics in Red Hook, it is possible to identify how future changes may generate positive outcomes for the neighborhood. A review of planning literature provides a perspective on the disinvestment to reinvestment process seen in many New York City neighborhoods during the second half of the 20th century. The case study research method, relying primarily on qualitative data, is applied to gain a contextual analysis of the complex urban planning issues in Red Hook. A study of the planning and development impacts on three waterfront neighborhoods in New York City – Battery Park City, the Lower East Side, and Williamsburg – reveals the catalysts of neighborhood change in those neighborhoods and suggests the potential socio-economic impacts of future redevelopment in Red Hook.