



Jeffery C. Baird, AICP

Baird + Driskell Community Planning

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Overview

Jeffery C. Baird, AICP has more than 30 years experience providing long-range and current planning services to public agencies and private clients. He has managed and collaborated on numerous city and regional plans, developed innovative regulatory tools, and served as special advisor responsible for project processing and the development of land use plans incorporating smart growth principles, and covering economic development, housing, community design and environmental issues.

Mr. Baird 's focus is on creating livable and sustainable communities that blend the economy, design, environment, and social needs within a successful planning framework. He combines state-of-the-art planning knowledge with an expertise in information management, integration of evolving technologies, participatory processes, organizational development, and project management.

Qatar's first long-range Physical Development Plan (PDP) is an example of Mr. Baird's ability to provide a fresh approach in developing responsive and responsible strategies for complex planning issues. Mr. Baird served as project manager and lead planner for the \$4.5 million project to establish a GIS-based national planning system in Qatar. The result was a completely integrated and coordinated planning system at four geographic levels of the country — National Plan; Metropolitan Area Plan for Greater Doha; Local Area Plans for Inner Doha and the City of Al Khor; and Detailed Area Plan (primarily a design plan) for a 60 hectare area within Inner Doha.

Mr. Baird spent a total of five years living in North Africa (Tunisia), West Africa (Togo), and the Middle East (Qatar). He grew up in New York City, and has also lived in Washington, D.C., Southern California and Northern California. He is married and has two children. His wife, Barbara Collins, is the Executive Director of the Marin County Housing Authority. His son, Bryan, recently graduated from the University of California, Santa Cruz. His daughter, Lauren, is a sophomore at San Diego State University. Mr. Baird speaks French and has a lower level knowledge of Arabic.



Education

Master of Urban and Regional Planning (1979)

George Washington University, Washington, D.C.

Bachelor of Arts — Sociology (1971)

Moravian College, Bethlehem, Pa.

Work History

Principal

Baird + Driskell Community Planning

Fairfax, CA (1998–Present)

Project manager for a wide range of public agency and private developer planning projects, including comprehensive plans, specific area plans, zoning and other ordinance development, project processing, organizational development, design analyses, environmental analyses, economic development plans, and development and implementation of long-range strategic plans addressing complex issues. Responsible for process management, presentations and interactions with decision-makers and stakeholders.

Principal

Jeffery Baird & Associates

San Anselmo, CA (1983–1998)

Project manager and consultant to public agencies and private developers on plan preparation and implementation. Projects covered a full range of planning services (land use planning, zoning ordinance preparation, design and development review, etc.). Two exclusive contracts during this time included (1) management of projects and business opportunities in the Washington, D.C. area for the Berkeley, California-based planning firm of Moore, Iacofano, Goltsman (1989–1990); and, (2) project management for the Country of Qatar Physical Development Plan (PDP) under an exclusive contract with Louis Berger International, Inc. (1996–1997).

Senior Planner

City of Novato Community Development Department

Novato, CA (1979–1983)

Senior Planner in charge of preparation of the award-winning City of Novato General Plan (APA Meritorious Program Award), development of ordinances, regulations and special area studies, and interactions with developers during the processing of major projects proposed in the city.



Project Planner

City of Thousand Oaks Planning Department

Thousand Oaks, CA (1976-1977)

Planner responsible for project review and processing of development proposals. During this time, the City of Thousand Oaks was the fastest growing city in California. Critical issues included concurrency of infrastructure improvements with development, environmental protection, design review, development of performance standards for project review, and site and neighborhood planning concerns.

Planner I

Monterey County Planning Department

Salinas, CA (1974-1976)

Planner in the newly established environmental planning and processing section of Monterey County per the California Environmental Quality Act (CEQA). Responsible for interaction with developers on major projects proposed in the county, including the plan for Del Monte Forest (Pebble Beach) and Carmel Valley Ranch Resort, among over 15 such major projects. Responsible for negotiations with developers, analysis of project proposals for decision-makers, public presentations, etc. Developed one of the first programs nationwide requiring dedicated open space easements as part of new development.

Planner and Teacher

U.S. Peace Corps

Tunisia, North Africa and Togo, West Africa (1971-1974)

Volunteered for the Peace Corps immediately upon graduation from college. Taught elementary and secondary school, and assisted with work at a provincial planning office. All work was conducted in French and Arabic.

Professional Memberships

American Institute of Certified Planners (AICP)

American Planning Association

Committee of 100 on the Federal City (Washington, D.C.)



Awards

**U.S. Department of Housing and Urban Development (HUD)
Robert L. Woodson Jr. Award (2005)**

Town of Corte Madera Affordable Housing Overlay Zoning

<http://www.hud.gov/content/releases/pr06-067.pdf> — see page 6

**American Planning Association Outstanding Planning Implementation
Award for a Large Jurisdiction (2005)**

Napa County Housing and Land Use Strategy and the County of Napa, Cities of Napa and American Canyon Housing Agreements

American Planning Association Advocacy Planning Award (2002)

San Francisco Bay Area Blueprint 2001: Housing Element Ideas and Solutions

<http://www.abag.ca.gov/planning/housingneeds/blueprint.html>

American Planning Association Focused Issue Award of Excellence (2002)

Marin County Housing Workbook

**American Planning Association Award of Merit — Planning
Implementation (2002)**

City of Napa Housing Element

San Mateo County Economic Development Association Award (1996)

Genentech Research and Development (R&D) Overlay Zoning

National Capital Area American Planning Association Award (1990)

Chapter Service Award

American Planning Association Distinguished Program Award (1989)

City of San Rafael General Plan

City of San Rafael Award (1988)

Special Recognition for the City of San Rafael General Plan

American Planning Association Meritorious Program Award (1982)

City of Novato General Plan

City of Novato Award (1982)

Special Recognition for the City of Novato General Plan

Northern Virginia Board of Realtors Research Award (1978)

The Effects of Subsidized Housing on Residential Property Values



Teaching and Lectures

Stanford University (Palo Alto, California)

Instructor for Urban Studies 187 — "Community-Based Planning."

University of California (Davis, California)

Instructor of planning in the professional development curriculum.

University of Natal (Durban, South Africa)

Invited lecturer to Durban, South Africa to speak to local government and private sector officials about the utilization of Geographic Information Systems (GIS) in city and regional planning.

Neighborhood Reinvestment Corporation Training Institute (Philadelphia, Pennsylvania / San Antonio, Texas)

Developed curriculum and trained participants in organizational planning, housing economic feasibility studies, and community involvement techniques.

League of California Cities (Monterey, California)

Presentations on housing needs, form based codes, environmental and social sustainability, green building technologies, economic development strategies, infrastructure needs, and effective policy implementation.

The George Washington University (Washington, D.C.)

Lectures on community participation strategies and techniques to students in the Urban and Regional Planning advanced degree program.

University of California (Berkeley, California)

Lecture on neighborhood level planning techniques to students in the City and Regional Planning advanced degree program.

American Planning Association (Santa Barbara, California)

Presentation on the purposes, strategies legal requirements for local housing elements.

The George Washington University (Washington, D.C.)

Graduate Teaching Fellowship — Urban Design Studio in the Urban and Regional Planning advanced degree program developing student skills in urban design and strategic graphics thinking.

California Department of Housing and Community Development (Monterey, California)

Presentations on techniques for planning and community development strategies, economic development, design review, management and application of planning standards in the review and approval of development proposals, infrastructure planning, working with the private sector, and effective monitoring and implementation tools and procedures.