



**Kevin L. Maevers, AICP, CNU, RE**  
President / Director of Community and Economic Development

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**Education:**

**Antelope Valley College**

Lancaster, CA – Associate of Arts

**Chapman University**

Orange, CA – Bachelor of Arts in Social Sciences

**Chapman University**

Orange, CA – Master of Arts in Organizational Leadership

**Marylhurst University**

Marylhurst, OR – Graduate Cert. in Sustainable Development

**University of Phoenix**

Phoenix, AZ – Doctor of Management in Organizational Leadership

**Registrations / Certifications:**

**AICP** – American Institute of Certified Planners

**CNU** – New Urbanist Professional

**FIGP** – Fellow in the Institute of Green Professionals

**RE** – Certified Revitalization & Resilience Facilitator

**Professional Affiliations:**

**American Planning Association**

California Chapter – I.E. Section  
Arizona Chapter  
Western Central Chapter  
Economic Development Division  
Small Town and Rural Planning  
Sustainable Communities Div.

**American Institute of Certified Planners**

**Association of Environment Prof.**

California Chapter

**Community Builders**

**Congress for New Urbanism**

San Diego Chapter

**Lincoln Institute of Land Policy**

**Project for Public Spaces**

**RECONOMICS Institute**

**Smart Growth America**

**Sonoran Institute**

**Strong Towns**

**Profile and Qualifications:**

To every client and to every project, Kevin brings over thirty years of experience in multi-disciplined professional environments (land use planning, economic development, affordable housing, civil engineering, land surveying, environmental assessment), overlapped with years of public service and a decade of university-level teaching. These diverse experiences provide Kevin with the ability to bring a unique perspective to the clients and community that he serves. To every project and position, he brings over thirty years of land use, public policy, and environmental planning expertise. His specialty area is the communities and the unique environment of the deserts and mountains of the Western United States. To further demonstrate his commitment to excellence, Kevin has over a decade of knowledge and experience in education as an instructor and department chair for the University of Phoenix in subjects that range from environmental science, to technical writing, to sustainable business & management. This additional expertise enhances his ability to coach, mentor, and train new staff.

Kevin has a commitment to finding solutions to the challenges that face our communities. He has studied and implemented plans for increasing project, community, and regional sustainability. His background includes the application of CEQA and NEPA guidelines for determining the environmental effects of development projects. He has a passion for historic preservation, cultural resource management, and downtown revitalization. Over the course of his career, he developed a commitment to finding solutions to the challenges that face our western communities. With a solid understanding of the housing, employment, and revitalization needs for each community, Kevin works to develop a Strategy for Successful Program Implementation by using the principles of sustainability; Economic Viability & Resilience, Social Responsibility, and Environmental Stewardship.

To ensure that Kevin's skill set continues to grow, and so that he can better serve his community, clients, and peers, Kevin maintains a strong commitment to continuing education and community involvement. In 2015, he applied to the University of Phoenix to pursue and receive a degree as a Doctor of Management in Organizational Leadership. The skills that he learned in this program were immediately applicable to day-to-day business operations. Additionally, he gained insight into a wide variety of leadership techniques that inspire individuals to solve problems in a creative and collaborative manner. Kevin's dissertation involved a case study of the economic, environmental, and social benefits resulting from the effective implementation of a comprehensive downtown revitalization program in a desert community.

Kevin is a recognized expert in Practical Urban Planning, Community Revitalization, and Economic Development Strategies. His ability to envision the opportunities, where others only see obstacles, then apply practical and time-tested techniques to achieve a positive outcome, has given him a high level of professional credibility with both the public and private sectors.



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**Areas of Expertise:**

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- Community Revitalization
- Economic Development
- Environmental Compliance
- Land Use Planning
- Entitlement Processing and Permitting
- Public Policy Creation
- Sustainable Design and Development
- General Plans
- Master Plans; Specific Plans
- Corridor and Circulation Plans
- Mixed-Use Development
- Marketing and Business Development
- Organizational Leadership
- Professional Development
- Team Leadership
- Program and Project Management
- Personnel Management

**Public Service:**

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- **American Planning Association**, Vice Director of Policy - Inland Empire Section; California
- **City of La Quinta**, Chairman – Historic Preservation Comm.
- **Marine Corps Air-Ground Combat Center – 29 Palms, CA**, Chairman - Green Council, Land Use and Environmental Planning
- **Coachella Valley Assoc. of Govt. Palm Desert, CA**, Steering Committee for Healthy Living Project
- **Building Industry Association**, Palm Desert, CA Legislative Affairs Committee
- **City of Palmdale**, Downtown Business Enhancement Commission; Urban Design Circulation Sub-Committee
- **City of Palmdale**, Hillside Ordinance Development Committee – Land Use and Zoning Sub-Committee

**Select Project Experience – Municipal Planning:**

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**Zona Central, Coachella, CA**

Zona Central is the next evolution in the development of the near downtown areas surrounding Pueblo Viejo. Kevin took personal responsibility for the design and development of the Land Use Plan for this 200+ acre area northeast of the current downtown. In addition to the Land Use Plan, Kevin prepared a City Initiated Zone Change and Mitigated Negative Declaration. Following the completion and approval of the Zone Change, the City of Coachella may begin working on a new Master Plan for Zona Central similar to Pueblo Viejo.

**Pueblo Viejo, Coachella, CA**

The Pueblo Viejo Revitalization Plan creates a new vision for the old downtown of the City of Coachella. Following years of decline, the City contracted with a number of Consultants and Sub-Consultants to assist in revising the old downtown to create a beautiful, walkable, sustainable urban core that pays homage to the City's past but looks toward a bright future. Kevin's team worked directly with the City and other consultants to develop the revitalization plan, provide community outreach, and provide staff support for implementation.

**Downtown Overlay Zone, Palmdale, CA**

Kevin's appointment to the Downtown Business Enhancement Committee by then Mayor Pete Knight of the City of Palmdale was specifically to address the zoning and patterns of development that were leading residents away from the core of the City. Kevin's team was determined to create a plan for a pedestrian friendly central core that would resurrect the old downtown and create an environment that would support sustainable business involvement. Kevin's involvement included bringing new ideas for the revitalization of the downtown, and to work with City staff in the creation of a downtown redevelopment overlay zone.

**Staff Support (Cannabis Development), Needles, CA**

Following the passage of the Commercial Cannabis Ordinance in the City of Needles, Kevin's team was contacted by City Manager to provide staff support, project review, and CEQA Compliance services to the City. Upon approval of the contract Kevin personally worked with the City Manager to develop new implementation procedures to streamline the design and development approval process, including CEQA review and documentation. Following approval by the City Council of new implementation procedures, Kevin also provided staff mentoring, training, and support.

**Commercial Cannabis Overlay Zone, Coachella, CA**

Following the successful implementation of the initial phase of Cannabis development, the City Council authorized the development of an Overlay Zone that would allow for the controlled expansion of cannabis Facilities Development. Kevin worked directly with City Staff to develop and implement the overlay zone in several industrial areas within the City.

**Select Project Experience – Municipal Planning (cont.):**

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**Avenue S Corridor Area Plan, Palmdale CA**

Avenue S is the primary east-west arterial for the southern portion of the City of Palmdale. From Tierra Subida (west end) to 47<sup>th</sup> Street East (east end), Avenue S provides access to thousands of homes and is a major thoroughfare for shopping, dining, and entertainment. Because the City did not have a Planning Director at the time, and because of the successful working relationship Kevin had created with the City of Palmdale, Mayor Jim Ledford and Public Works Director Steve Williams asked that Kevin perform peer review and editorial services of the documents created by the consultant team. The final document, approved by the City Council, contains many revisions, edits, and comments made by Kevin.

**Downtown Lancaster Specific Plan, Lancaster, CA**

The Downtown Lancaster Specific Plan creates a new vision for the old downtown of the City of Lancaster. Following years of decline, and a number of minor efforts to recreate and revitalize the area, the City of Lancaster contracted with a RBF Consulting / Urban Design Studio and a number of Sub-Consultants to assist in revising the old downtown to create a beautiful, walkable, sustainable urban core that pays homage to the City's past but looks toward a bright future. Kevin team worked directly with the City of Lancaster Staff and RBF Consulting to develop the Specific Plan, provide community outreach, and provide staff support for implementation. Kevin was also involved in the actual redevelopment of Lancaster Blvd. by providing support services and interpretive guidance to contractors and the Land Surveyor (Quality Surveying).

**Note!**

The implementation of the Downtown Lancaster Specific Plan and *The BLVD Revitalization Project* is the subject of Kevin's Doctoral Dissertation: SUSTAINABLE COMMUNITY DESIGN AND DOWNTOWN REVITALIZATION: A QUALITATIVE DESCRIPTIVE CASE STUDY. The completion of the case study is expected in early 2020.

**Hillside Development Ordinance, Palmdale, CA**

As the City of Palmdale continued to develop to the south and west, there was increasing pressure to preserve the native species (plant and animal) as well as protect the scenic views of the San Gabriel mountains and lower foothills surrounding the City. Because of his successful completion of the Downtown Development Overlay, Kevin was appointed as a planning and environmental technical advisor to create a Hillside Development Ordinance in the City of Palmdale. The implementation of the ordinance has successfully provided a buffer between the urban environment of the valley floor, and the suburban environment of the lower foothills.

**City of Lancaster General Plan Update, Lancaster, CA**

Kevin's appointment to the Land Use Sub-Committee was as the Liaison to the Development Community. His responsibilities were specifically related to concerns of project owners that were expressed relative to significant revisions in the land use element. The City had major concerns about the ability to provide services to outlying areas of the City, specifically, police and fire service, facilities maintenance (sewer and storm drain), as well as adequate transportation, circulation, and environmental concerns. It was Kevin's responsibility to research, and determine the potential impact that the down-zoning would create when weighed against the huge capital outlay that many developers had made in preparing Specific Plans and other Master Planned Developments in the City.

**City of Palmdale General Plan Update, Palmdale CA**

Kevin was appointed as the Chairman of the Land Use Sub-Committee for the General Plan Amendment by Mayor Jim Ledford. As Chairman, his role was to see that the process of creating a new, updated, land use element kept moving forward in a manner that would lead to completion within the two-year time frame allotted by the City Council. Traffic circulation, environmental compliance, development patterns, and most all other areas of land use planning were addressed by his committee.



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**Select Project Experience – Residential and Mixed Use**

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**Stevenson Ranch, Santa Clarita, CA**

Kevin acted as Program Manager and Senior Planner for the master developer, Lennar Communities. Kevin's team followed the master planning for the development and created a number of single-family, multi-family, and commercial development areas. Stevenson Ranch is an award-winning project that has become the primary destination for upscale homebuyers, shopping, and entertainment in the Santa Clarita Valley. Kevin's team provided the planning, design, entitlement processing, and engineering for many of the housing elements within Stevenson Ranch including apartment complexes, condominium projects, and single-family residential development.

**Virada Specific Plan, Indio, CA**

Virada is a new, master-planned community set into the Indio Hills area of City of Indio, California that sets a new standard for healthy, sustainable, community living. The project has been completely redesigned to incorporate the latest, most innovative, community design standards, relies heavily on sustainable design techniques that will provide significant reductions in water and energy usage, while simultaneously affording the residents of the community a wide variety of options for creating an active, healthy lifestyle.

With a total planning area of approximately 656 acres, Virada is designed to integrate seamlessly into the natural desert environment. Over 166 acres of the project is undisturbed, open space set into the Indio Hills. A Community Park featuring hiking trails, plus areas for both active and passive recreation is set adjacent to the natural open space and will provide for another 107 acres of recreational opportunities. A Community Demonstration Garden will feature the bold colors and water efficiency that can be found among the palette of natural, desert plants, trees, and shrubs. A Community Center and Clubhouse will provide a place for the residents to gather and will be a focal point for community events. Smaller, neighborhood parks are easily accessible from all of the neighborhoods within the Virada community via trails and paseos. When combined, the total open space for Virada, including parks, gardens, paseos, trails, and easements, is in excess of 420 acres, or 64% of the total project site.

**Montevera Specific Plan, Palm Desert, CA**

Montevera is another new, master-planned community located in the City of Palm Desert, California. The project site, formerly the location of the Santa Rosa Golf Club, has been completely reimagined and redesigned to incorporate the latest, most innovative, community design standards, and relies heavily on sustainable design techniques that will provide significant reductions in water and energy usage, while simultaneously affording the residents of the community a wide variety of options for creating an active, healthy lifestyle. Additionally, Montevera is only minutes away from world-class shopping and dining on El Paseo, the award-winning McCallum Theatre, and the Palm Desert campuses of College of the Desert, California State University San Bernardino, University of California at Riverside, and the University of Phoenix.

With a total planning area of nearly 80 acres, Montevera is designed to integrate seamlessly into the natural desert environment, while preserving the qualities that define the neighborhood character of the surrounding communities, and promote the active, healthy, Palm Desert lifestyle. Over 20 acres of the project (more than 25%) is set aside for both passive and active recreational pursuits. Nearly two miles of walking trails connect all five of Montevera's beautiful neighborhoods to community recreation areas that feature sparkling pools, outdoor pavilions, public and private BBQ areas, and comfortable outdoor seating with fire pits that can turn any evening into a romantic rendezvous. The recreation areas and pavilions will provide a place for the residents to gather and will be a focal point for community events. The gardens and landscaping of Montevera will feature the bold colors and water efficiency that can be found among the palette of natural, desert plants, trees, and shrubs.



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**Select Project Experience – Residential and Mixed Use (cont.)**

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**Victoria Arbors Master Plan, Rancho Cucamonga, CA**

Kevin acted as Program Manager and Senior Planner for the master developer, American Beauty Development. Kevin's team created the master development for Victoria Arbors in Rancho Cucamonga, CA. This award-winning project includes the Victoria Gardens mall/lifestyle center and has become the primary destination for upscale shopping and entertainment in the Inland Empire. Kevin's team provided the planning, design, entitlement processing, and engineering for many of the housing elements within Victoria Arbors including apartment complexes, condominium projects, and single-family residential development.

**Southern Oaks Specific Plan, Santa Clarita, CA**

Kevin provided his land planning expertise to John Laing Homes on this project. The Southern Oaks project is a major component of the community of Stevenson Ranch, located in northern Los Angeles County, CA. The project consists of 600 semi-custom home sites, mini-parks, trails, and dedicated open space. This project contained some of the most difficult environmental constraints that Kevin ever encountered; from 400-year-old oak trees to major drainage courses and open chaparral, together with the historical significance of a possible Native American settlement. All of these factors had to be balanced with the public safety, access, and the economic constraints of the development.

**Austin Estates Specific Plan, Imperial County, CA**

Imperial County is set to become one of the fastest growing areas in California, and the City of El Centro is the hub of the activity. Austin Estates is a Master Planned Community that revolves around the equestrian and agricultural lifestyle. The project was designed in full by Kevin and his team, and includes over 200 residential units on lots ranging in size from 15,000 s.f. to over one acre; several interior parks that provide flood control as well as recreational amenities; trails for equestrian, pedestrian, and bicycle use; and facilities for sanitary sewer, water treatment and distribution, and storm water collection, treatment, and infiltration, on 320 acres of former agricultural land in the unincorporated territory of Imperial County, adjacent to the City of El Centro.

**The Preserve Master Plan, Chino, CA.**

Kevin provided his land development services on this project. Covering over 5000 acres in the southeastern portion of the City of Chino, The Preserve is truly a city within the city. Over 2200 acres of developable land are anticipated with a complete variety of home sites, from apartments to estates, commercial uses, parks, schools, and all the other facilities needed to operate a small city. This is truly the single most impressive project that he has ever worked on. Since the specific plan had been previously approved prior to his arrival on the project, his personal involvement has been limited to the design of the residential subdivisions and the associated infrastructure.

**Hettinga Specific Plan, Ontario, CA**

Kevin provided his services on this smaller specific plan located within the New Model Colony of the City of Ontario. The project contains 15 residential neighborhoods of varying lot sizes for a total of 1263 dwelling units. Interior parks and curvilinear streets add to the small town feeling of the plan with the center of the project being a pair of large parks and school sites. His personal involvement was to assist the site architect in writing and preparing the specific plan, paying particular attention to development details.

**West Haven Specific Plan, Ontario, CA**

Kevin provided his expertise on this small specific plan within the New Model Colony of the City of Ontario. Much like the Hettinga Specific plan this project contains a variety of residential neighborhoods of varying lot sizes for a total of 1037 dwelling units. A series of interconnected trails and mini-parks and school sites form the core of the development. His involvement was in the drafting of the specific plan and to provide input on the development scenario to follow approval.





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**Select Project Experience – Commercial, Industrial, and Cannabis**

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**Date Palm Business Park, Coachella, CA**

Kevin led a team of Planners, Environmental Scientists, and Engineers to create the largest Commercial Cannabis facility in the City of Coachella. The final plan encompassed more than 80-acres and provided for the development of over 1.2 million square feet of Cannabis Cultivation facilities, with additional area for manufacturing, processing, and ancillary facilities (offices parking, etc.). The project incorporated a number of design efficiencies including centralized retention basins that served as passive parks, collector streets that provided for NEV use, interior storm drains that reduced grading operations, and transplanting of native date palms into enhanced landscape areas irrigated with reclaimed water. Additionally, the business park included a 3.3-acre site for the construction and operation of a 120MW Substation for enhanced power delivery through Imperial Irrigation District's Power Division.

**Concours Plaza, Ontario, CA**

Kevin provided his land development expertise on this project. Located in the City of Ontario, Concours Plaza is a mixed use, professional office and retail center with a condominium component. Totaling over 250,000 square feet of mixed retail and professional office, this project incorporated a "campus" feel with the buildings arranged in a manner as to create a central courtyard area with room for walking, relaxing, and to just get out of the office for a few minutes during the day. Kevin personally followed this project from concept through to final approval and occupancy, including the recording of the final map and condominium plans.

**Cultivation Technologies, Inc., Coachella, CA**

Cultivation Technologies, Inc. (CTI) hired Kevin and his team to assist in the development of the First Commercial Cannabis Facility in the City of Coachella. The facility totaled 115,000 s.f. on approximately 6-acres of land that was a former wrecking yard. In addition to being the first project of this type in the City, there were additional environmental concerns related to soil remediation, water quality, and greenhouse gas emissions that had to be addressed prior to approval of the project.

**Mariposa Specific Plan, Lancaster, CA**

Kevin provided his land planning expertise and land development services on this project. This project was one of the first major land development specific plans to be approved in the City of Lancaster. In 1987, when he presented this project to the City Council, it was only the second specific plan to ever be brought to the City of Lancaster. It was his professional presentation, as well as his ability to address the concerns of the founders of a newly created City (Lancaster was Incorporated in 1977) that led to a successful approval.

**Rychebosch Industrial Park, Lancaster, CA**

The first, and to date, the only, heavy industrial, rail served, Industrial Park in North Los Angeles County. Located in the City of Lancaster. Following the successful completion of the Mariposa Estates Specific Plan, Kevin was asked to represent the interests of the private property owners in the creation of this heavy industrial park. This project involved the participation of the City of Lancaster to create the Community Facilities District (CFD) as well as the property owners who agreed to work together to form this 300-acre project. His direct involvement on behalf of the property owners, none of whom were professional land developers, kept the City of Lancaster from creating a financial burden on the property owners while simultaneously clearing the path for significant industrial development.

**Del-Gro, Coachella, CA**

Sited immediately east of the CTI project, Del-Gro is three times larger than CTI and has the added burden of both environmental clean-up (soil) remediation and the revitalization of three existing buildings. When completed the Del-Gro site will contain nearly 350,000 s.f. of commercial cannabis facilities on 20 acres in the heart of Coachella's cannabis district.