



Office of the Mayor
Laurel Lunt Prussing

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April 2, 2015

To: Urbana City Council

From: Laurel Prussing

Re: Appointment of Lorrie L. Pearson as Planning Manager

Dear Diane, Mike, Dennis, Bill, Aaron, Eric and Charlie,

I am pleased to recommend the appointment of Lorrie L. Pearson as Planning Manager in our Community Development Department.

She is an excellent candidate as you can see from her attached resume and the letter from Libby Tyler. Lorrie is returning to this area from Evanston, Illinois. In addition to her education and professional experience, she also is familiar with Urbana and this part of Illinois, which is a significant advantage.

Sincerely,



Laurel





DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Administrative Division

m e m o r a n d u m

TO: Mayor Laurel Lunt Prussing

FROM: Elizabeth H. Tyler, PhD, FAICP, Director

DATE: April 2, 2015

SUBJECT: Planning Manager Appointment

I am very pleased to recommend the appointment of Lorrie L. Pearson, AICP, LEED AP, as Planning Manager for the City of Urbana.

Lorrie has 14 years of experience as a planner, working for a variety of local and regional governments. She served as the Land Development Manager for the City of Champaign from 2008 to 2014 and is currently the Planning and Zoning Administrator for the City of Evanston. She holds a Master's in Urban Planning from the University of Illinois at Urbana-Champaign and a Bachelor of Special Studies from Cornell College.

Lorrie's specialties include development review, site planning, sustainability, and zoning. She is a strong advocate for progressive and sustainable development and has a sterling local reputation among both neighborhood planners and land developers. Lorrie's skills and abilities will help the City of Urbana to achieve its goals in building our tax base, revitalizing our downtown, and expanding our developed areas in a sensitive and thoughtful manner.

The search process for this key position has extended over several months and has involved a number of City departments, along with the Chair of the Urbana Plan Commission. Appointment of Lorrie Pearson to the Planning Manager position is strongly endorsed by those involved in the search process.

Attached to this Memorandum is a resume for Lorrie Pearson, highlighting her background and her accomplishments.

Lorrie L. Pearson AICP, LEED AP (ND, BD+C and Homes)

525 Kedzie Street #305, Evanston, IL 60202

lorrie.pearson.us@gmail.com

217.550.1022

Professional Summary

Urban planning professional with 14 years of experience at the city, county, and regional levels and previous experience in environmental law and federal programs for non-governmental organizations. Municipal planning work has focused on incorporating multi-modal transportation features and sustainable practices within policies and developments.

Work History

Community Development Department, City of Evanston, IL Planning & Zoning Administrator

May 2014 – Present

- Manage Planning & Zoning Division of the Community Development Department as member of Department management team.
- Supervise 4 full-time professional staff and 1 intern.
- Responsible for \$786,000 FY14 division budget.
- Oversee zoning enforcement, variance, long-range planning, and development approval activities.
- Review staff reports prior to distribution to boards, committees, and Council.
- Represent department at Council in absence of director.
- Vice Chair of the Design and Project Review Committee.

Planning and Development Department, City of Champaign, IL Land Development Manager

Feb 2008 – May 2014

- Led development proposal solicitation and negotiation of development agreement and planned development for the sale and redevelopment of prime City property (worth \$3.94M) near the University of Illinois. Resulting private development will include the first hotel in Campustown and a privately-owned and operated public parking garage with little City financial involvement. Managed City team during negotiations consisting of Deputy City Manager for Development, Finance Director, Planning and Development Director, and Assistant City Attorney, among others. Involved multiple reports and presentations to City Council.
- Completed negotiations for an incentive agreement of \$6.2M to move and upgrade two automobile dealerships to a new location within the City and encourage the redevelopment of the former dealership site into a walkable development with a hotel, grocery store, and hardware store as anchors.
- Wrote new Zoning Ordinance section to codify concepts in new small area plan; incorporates form-based elements and LEED for Neighborhood Development principles for a 590-acre area adjacent to the new I-57 and Curtis Road interchange.
- Processed complex and controversial zoning and annexation applications, such as a planned development for a 550-bed student housing development within a diverse, lower-income neighborhood; a special use permit for a soup kitchen; and annexation agreements with the University of Illinois for areas within the South Research Park.
- Managed work of 3 staff: Zoning Administrator, Planner II, and Planning Intern.
- Chaired the Development Services Team, with representatives from City Manager's Office, Engineering, Building Safety, Fire, Neighborhood Services, Park District, Transit District, and Planning and Development.
- Guest lectured at multiple courses and provided professional guidance for class projects for planning students at the University of Illinois at Urbana-Champaign Department of Urban Planning.
- Introduced the region to Bike to Work Day and assisted with planning Bike to Work Day events.

Dept. of Community Planning, Housing, and Development, Arlington Co., VA Sept 2005 – Feb 2008
Senior Site Planner (Sep 2006 – Feb 2008) and
Special Use Permit Planner (Sept 2005 – Sept 2006)

- Successfully negotiated the approvals for Central Place development, allowing approximately 1 million square feet of mixed-use development within two towers requiring approval by the Arlington County Board, Washington Metropolitan Area Transit Authority (Metrorail), and the Federal Aviation Administration; and review by and coordination with the Arlington Plan Commission, National Park Service, Rosslyn BID, and the Site Plan Review Committee.
- Reviewed and negotiated development projects and special use permits, including writing staff reports and conditions of approval, formulating staff recommendations, and presenting the staff recommendation to Plan Commission and the County Board.
- Worked collaboratively with the Arlington County School District and Public Library to gain County Board approval for the new combined Reed School and Westover Branch Library.

Department of Planning and Zoning, City of Alexandria, VA Feb 2003 – Sept 2005
Urban Planner

- Reviewed site plans and processed special use permit applications, including coordinating and negotiating comments from other departments and writing staff reports.
- Reviewed building permits and staffed the zoning counter.
- Assisted in staffing the Potomac Yard Design Advisory Committee.

Metropolitan Washington Council of Governments, Washington, DC May 2001 – Feb 2003
Environmental Planner II

- Managed contract for and work product from public outreach consultant Clean Air Partners.
- Primary media contact for bad air quality days (live and taped TV/radio and newspaper interviews).
- Served on regional air quality/transportation technical committees.

Education

Master of Urban Planning
University of Illinois at Urbana-Champaign, Urbana, IL

Bachelor of Special Studies (Environmental Studies, International Relations, and Politics)
Cornell College, Mount Vernon, IA

Professional Memberships and Accreditations

American Institute of Certified Planners (AICP)
American Planning Association (APA)
Leadership in Energy and Environmental Design Accredited Professional (LEED AP) in 3 specializations:
Neighborhood Development (ND), Building Design and Construction (BD+C) and Homes

Leadership Activities and Awards

APA-IL Chapter, Secretary 2015 – 2017
Youth Umbrella Organization, Explorer Program Mentor, 2014
Women in Planning and Development, Outreach Committee, 2014 – present
APA-IL Illinois State Section, Regional Coordinator 2011, Secretary 2011 – 2014
Champaign County Design and Conservation Foundation, Urbana, IL, Board Member 2012 – 2014
C-U One-to-One Mentoring, Champaign, IL, Mentor 2009 – 2013
United Way of Champaign County, Emerging Community Leader 2010 – 2011, Program Funding Selection 2012
Forty Under 40, Central Illinois Business Magazine, 2010