

## ***Navigating the Regulatory Environment and Entitlement Process in California***

Thursday, August 6, 2020



### **Instructors:**



#### ***Mark Persico, Assistant City Manager, City of West Covina***

Mark Persico is Assistant City Manager at the City of West Covina where he assists the City Manager, City Council, City staff, and community in overseeing an array of city functions including public works, parks and recreation, and community development. Prior to this role, Mr. Persico was Chief Operating Officer/Sr. VP at Kosmont Companies. Mr. Persico has a passion for community and economic development and served in the capacity of Community Development Director for 15+ years in five socio-economically diverse cities ranging from Calabasas, West Hollywood, Seal Beach, Temple City, and San Bernardino. Additionally, he managed his own consulting practice and served as Director of Community Planning for SunCal Companies, an Irvine based master developer. Mr. Persico holds a Master of Planning degree from the University of Southern California, a Bachelor of Science degree in Urban and Regional Planning from California State Polytechnic University, Pomona. Additionally, he is certified by the American Institute of Certified Planners.



**COLE | HUBER** LLP  
ATTORNEYS

#### ***Steven Graham, Senior Principal Cole Huber LLP***

Mr. Graham is an attorney with Cole Huber LLP who focuses on municipal law. He began his career in the San Bernardino City Attorney's Office during a period of dramatic transformation, including the city's Chapter 9 bankruptcy, as a member of the city's legal team. A collaborative attorney that has worked with city staff and special counsel on diverse and complex issues, Steven has advised internal teams responsible for drafting local cannabis regulations, litigating wastewater issues, and updating development codes. Steven assists clients by providing advice on an array of municipal legal issues requiring expertise in land use, real estate, contracts, construction, public utilities, transportation, CEQA, and Proposition 218. He is the City Attorney for the City of Canyon Lake and serves as special counsel on land use issues for several of the firm's municipal clients.

### **Course Description:**

This advanced course in navigating the regulatory environment and entitlement process will provide students with a detailed understanding of the various regulatory issues that most

economic development practitioners in California face. A focus on CEQA and how to interface with state agencies will be included in the instruction. The session will also provide an overview of state and local governmental agencies' regulatory process including the resources available to assist with resolving permitting issues. In addition, the course will highlight best practices in the field that streamline the permit process and improve a community's regulatory climate.

## Course Core Competencies:

- Overview of regulatory issues most relevant to economic development practitioners
- CEQA from an economic developer's perspective
- Overview of state and local governmental regulatory permit processes and effective strategies to interface these agencies
- Use of third-party facilitators to resolve permitting issues
- Best practices that streamline the permitting process

## Student Outcomes:

After successful completion of this course, students will have:

- An understanding of CEQA and effective ways to manage projects within this complex regulatory framework
- A working knowledge of state and local governmental regulatory agencies' permit requirements and resources available to assist communities navigate this landscape
- Suggestions on ways to improve your community's business environment through streamlining the regulatory compliance process

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