



OFFICE OF MAYOR JERRY SANDERS  
CITY OF SAN DIEGO

MEMORANDUM

DATE : January 6, 2009

TO : Council President Ben Hueso & Honorable Members of the  
San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointment and Reappointment to the Planning Commission

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It is my pleasure to appoint Mary Lydon and reappoint Robert Griswold to the Planning Commission, subject to your confirmation.

Mary Lydon has more than 15 years experience in community, economic, and real estate development, and a strong commitment to affordable housing and community revitalization in urbanized areas of the city. Ms. Lydon is the Executive Director of the Urban Land Institute San Diego/Tijuana, a nonprofit educational and research institute dedicated to providing responsible leadership in the use of land in order to enhance the total environment. As Executive Director, Ms. Lydon oversees all operations of the Urban Land Institute and supports the efforts of the Urban Land Institute San Diego/Tijuana District Council. The Council provides forums and an open exchange on urban planning, growth, and development to ultimately impact the real estate and development industries to create and sustain thriving communities. In 2002, Ms. Lydon established M<sup>3</sup> Strategies, a consulting firm, to represent, consult, and provide services for Business Improvement Districts and Community Development Corporations. Her consulting expertise and achievements include securing a development partner for a \$100 million mixed use affordable housing Transit-Oriented Development, securing a \$1.5 million Smart Growth Improvement Grant from CALTRANS, and securing a \$300,000 CALTRANS grant for a pedestrian master plan. Ms. Lydon has also worked as a Business Development Director for Highland Partnership Builders, and Smith Consulting Architects.

From 1996-1999, Ms. Lydon was the Vice President of the Downtown San Diego Partnership and successfully managed the process and campaign for a \$3 million property-based Business Improvement District. Under her stewardship, Ms. Lydon also managed and strengthened various committees including Urban Design & Development, and Parking & Transportation. She also launched an International Business Committee and a

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High Tech Committee to position downtown as an international business center, as well as a high tech business community. She also created the Social Action Collaborative as a forum to discuss homeless issues. Ms. Lydon has been acknowledged for her land use planning and community development expertise and was part of a team to receive a planning award from the San Diego Section of the American Planning Association in 2003. In addition, Ms. Lydon is a monthly columnist for the San Diego Daily transcript. She has co-authored the "Building for Optimization" column since 2006.

Ms. Lydon has been an avid civic and community volunteer and has made an impact on the San Diego community through her years of service on various civic, business, and community boards. Currently, Ms. Lydon is a member of the Lambda Alpha International, an honorary society for the advancement of land economics. Previously, she was the Past Chair of the Urban Land Institute San Diego Tijuana District Council, Past Board Member of the Gaslamp Quarter Historic Foundation, Past President of the Friends of Downtown, Past Board member of the Hillcrest Association, and Past Secretary and member of the Downtown San Diego Rotary Club. Due to Ms. Lydon's civic achievements, she was selected as the "Woman of the Year" in 1997 by the Friends of Downtown.

Ms. Lydon holds a Bachelor of Science degree in Nutritional Sciences from the University of Wisconsin. She will replace Barry Schultz, who is termed out, for a term expiring January 28, 2013. Ms. Lydon resides in South Park.

Further, I would like to thank Barry Schultz for his many years of service on the Planning Commission, and serving as the commission's Chair since 2005. With Mr. Schultz's departure from the Commission, it is my pleasure to designate Eric Naslund as the new Chair of the Planning Commission. As Mr. Naslund was serving as the Commission's Vice Chair, it is my pleasure to designate Mr. Tim Golba as the new Vice-Chair.

I ask that you confirm this appointment and reappointment and join me in acknowledging these individuals for their willingness to give of their time and expertise to serve the City of San Diego.



JERRY SANDERS  
Mayor

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cc: City Attorney Jan Goldsmith  
City Clerk Elizabeth Maland