

city fabrick



Strategic Plan
2025—2027





Mission

City Fabrick is a nonprofit multi-disciplinary design studio restoring, reshaping, and empowering communities through design, planning, and policy development.

Approach

Restore

We deliver immediate solutions to address social needs, designing new community assets that otherwise might not receive such care and attention.

Reshape

We work upstream toward sources of opportunities and challenges, crafting designs, plans, and policies that lead to systems change across communities.

Empower

We engage residents, stakeholders, and partners in shared learning, co-creating solutions, and empowering community self-determination.



Values

Partnership

We engage residents, stakeholders, and partners in shared learning, co-creating solutions, and empowering community self-determination.

Equity

We serve communities that have been historically marginalized, increasing resources and changing systems for them to thrive.

Inclusion

We serve diverse communities co-creating solutions toward greater environmental, social, economic, and health outcomes

Innovation

We have the fire to challenge the status quo, without fear of the unknown, accelerating forward with what works, and reinventing what does not.

Integrity

We are true to our mission with an unwavering moral compass to serve communities in need.

Excellence

Our work is comprehensively thoughtful, deeply creative, and executed to the highest quality.

Vision

We strive to create an equitable world where everyone can thrive. City Fabrick is a mission-driven organization dedicated to public interest work that improves the health and well-being of our communities and the environment. Our work weaves together the multifaceted aspects of community building to craft comprehensive solutions that leverage assets and opportunities to address our social challenges on local and system-wide scales. City Fabrick collaborates with partners to engage in the following spaces:

Everyone Home

Everyone has a stable, safe, healthy, dignified place to call home.

Great Parks and Places

High-quality public places and natural spaces are available within convenient distances for everyone.

Inclusive Economies

Public and private investment supports local communities and provides positive economic outcomes for all.

Resilient Environments

Communities function as sustainable and restorative ecosystems resilient to climate change and disaster.

Cultural Landscapes

Everyone can learn, enjoy, share, and celebrate the unique cultures of our diverse communities.

Thriving Communities

Residents have access to healthy food, educational opportunities, and healing places within their community

Moving People

Transportation systems move people effectively, safely, comfortably, and respectfully through communities.

Restorative Justice

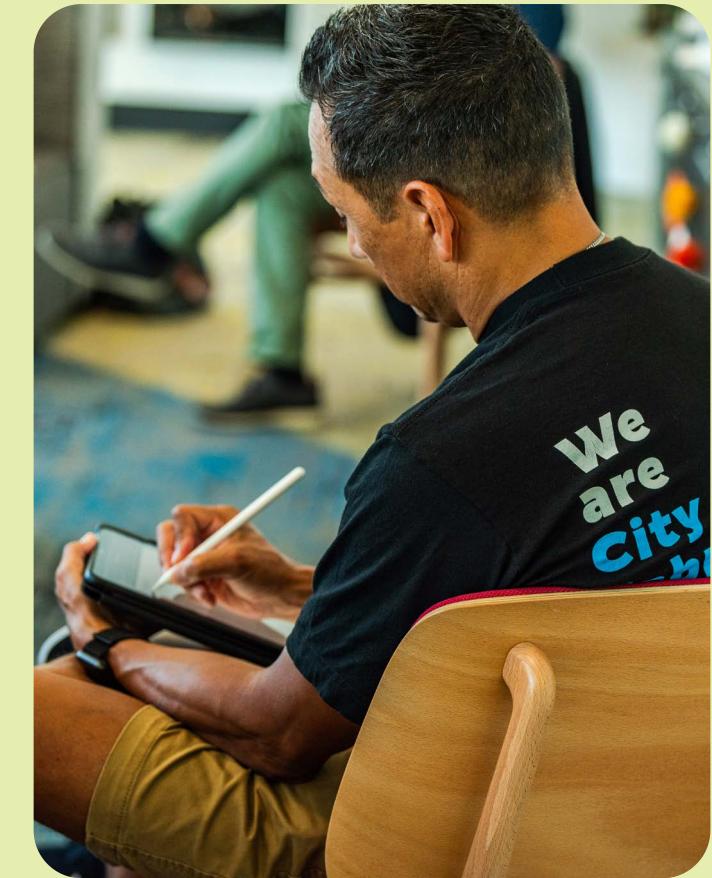
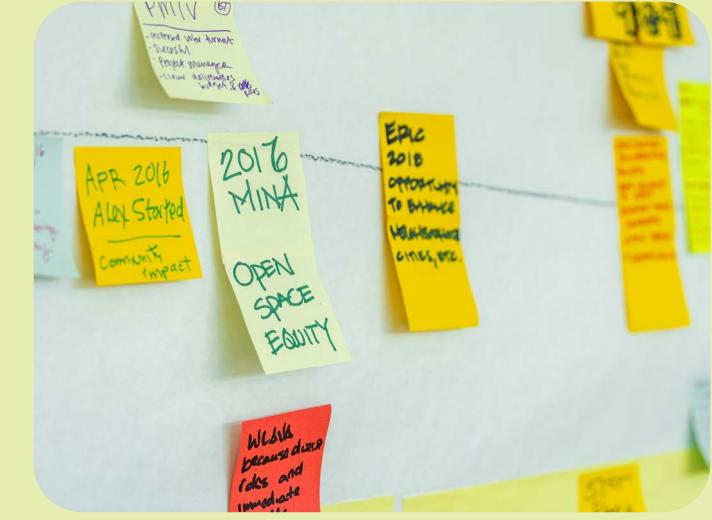
Individuals and communities can heal from the harm of crime and violence through accountability, mediation, and growth.

Where We Have Been

The three years of the peak of the COVID pandemic and uncertain economic conditions made for a complicated time of growth for City Fabrick. Despite the tumultuous waters that enveloped us and many of our partners, our team grew stronger, our reach broader, and our work more impactful. City Fabrick solidified our role as supporters of our community ecosystem, providing high quality technical and creative capacity to partners as social entrepreneurs.

Our team has grown from a small but mighty team of less than ten to nearly twenty staff reflecting a diversity of skillsets, talents, experience, and perspectives. With that growth of technical and creative capacity City Fabrick has been able to establish teams within the organization for landscape and environmental design, architecture and interior design, urban design and planning, and graphic design and communications, with leaders for each team. This has expanded our capacity to deliver a full range of professional services on larger-scale planning initiatives, engagement efforts and design projects.

Organizationally, we are investing energy and passion into City Fabrick – leveraging the creativity and commitment we invest in our partners into ourselves. This has included establishing committees related to storytelling, team development, standards, and social impact that creates greater ownership amongst our team. This also includes building a resolute operations team that tends to our organization as we care for our partners. Refreshing our brand and updating our strategic plan has also been heavy investments in ourselves what will pay dividends over the upcoming years. These systems and investments will continue to grow as our organization does.



Where We Will Go

Over the next three years City Fabrick will continue to expand our impact, our organization, and movement towards integrating social justice into the design industry.



We will expand our impact in the communities we serve.

We remain anchored in the Greater Long Beach/Harbor Area.

We extend our geographic reach into Southeast Los Angeles and Central Orange County.

We support communities to which we can physically and emotionally connect.

We support protected classes and populations.

We support community self-determination efforts like Community Land Trusts, Community Development Corporations, and other nonprofit organizations.

We form lasting partnerships with those with shared values.

We provide a full spectrum of services to our partners seeking to enhance communities.

We deliver embedded planning and design strategies leveraging our multi-disciplinary practice and fluid team structure.

We build capacity in communities through programs and shared resources.

We serve communities in need as determined by recognized metrics (including Disadvantaged, CalEnviroScreen, CDBG, Extreme Heat Vulnerability, etc.).

We will grow the capacity and capabilities of our team and team members.

We deliberately integrate our values into the work we do and how we do it.

We build our team to dynamically serve the needs of our communities.

We recruit interns, staff, and leadership from the communities we serve.

We nurture the next generation of socially conscious, effective, giving professionals through internship, mentorship, and development.

We build leaders within the organization who will guide the organization's future.

We have the operational infrastructure to support the health and growth of the organization and staff.

We engage funding partners beyond traditional grantor-grantee interactions to form lasting relationships.

We leverage public and private resources to support our work from conception through completion and stewardship.

We recruit board members, advisors, and supporters who expand our impact.

We measure the impact of our work to reflect, adapt, celebrate, and communicate.

We grow and diversify our revenue and reserves to be resilient to national and global events beyond our control.

We will lead our industry toward integrating social justice into design and planning.

We pursue opportunities for innovation that serve communities in need.

We deliver the highest quality work with and for our partners, without compromising our values in that work.

We engage in complex conversations with a balanced, thoughtful, humble voice.

We lead the design and planning industry, sharing our expertise in project typologies, methods, and approach.

We integrate co-creation, empowerment, sustainability and resiliency, public health, and social justice in all our work.

We lean into our foundational work to be experts in the field, centering innovation.

We explore untapped typologies, methods, approaches, problems, and solutions.

We are a mission-driven social enterprise that delivers a robust portfolio of services, partners, and typologies.

We clearly articulate how our work aligns with our mission and vision through our contracts, as well as internal and external communications.

We are a trusted voice who provides spaces for sharing knowledge and co-creating solutions.

Restore

Reshape

Empower

CF city
fabrick