



# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

## Welcome to the San Francisco Bay Area!

FEBRUARY/MARCH  
2005



**Fellow Planners**, on behalf of the 2005 Local Host Committee and members of the Northern Section California Chapter APA in conjunction with the California Chapter APA, we welcome you to the National Conference! We look forward to the chance to show you and your family just how much there is to see

and enjoy—from the Golden Gate Bridge and crashing waves of the Pacific Ocean to the vibrant multi-cultural communities ringing the San Francisco Bay. Our region and the State of California boast a vast array of planning issues and opportunities from which you can learn a great deal. You will be able to witness firsthand the implementation of smart growth, affordable housing

development, as well as open space and recreational amenities. Both the thrill of success and the agony of defeat will be displayed for your learning experience.

The diversity of the region is seen in its geography and topography as well. Climb the hills of San Francisco, then venture to the East or North Bays to enjoy bike rides in the wine country and open spaces. The Local Host Committee has developed outstanding conference sessions and mobile workshops covering the challenges and opportunities facing the entire region. There will be countless other opportunities for you to explore on your own using the “Planners Guide” created by the Local Host Committee. Our wish is that your experience at the “Conference of a Lifetime” recharges your synapses, and expands your sense of the possibilities of the planning profession.

## 2005 NORTHERN SECTION AWARDS PROGRAM

*Request for Nominations.  
March 31 Deadline Approaching!*

You have worked long and hard on your outstanding planning effort; and

now is the time for some positive recognition for you, your elected and appointed officials, and your customers and clients. Please submit your application for a 2005 Northern Section award. Each year the American Planning Association, through its sections and chapters, conducts the awards program to acknowledge outstanding efforts and individuals in the profession. The Northern Section has been quite successful over the years in obtaining state and national recognition for its nominees who have won local awards, and encourages individuals, planning agencies and consulting firms to submit applications for 2005.

Awards are granted in several categories, and in many cases the categories include awards for both small and large jurisdictions. The categories are:

- Comprehensive Planning**
- Planning Implementation**
- Planning Projects**
- Innovative Use of Technology**
- Focused Issue Planning**
- Advocacy Planning**
- Contribution to Women**
- Education Projects**
- Academic**
- Distinguished Leadership**
- Distinguished Service**
- Journalism/Media**

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## DIRECTOR'S NOTE

by Hing Wong

The Northern Section and the California Chapter sends out a warm welcome to all who are coming to the APA National Conference. We expect over 5,000 fellow planners from throughout the United States. When you pick up your registration packet, be sure to sign up for our special evening events: Beach Blanket Babylon, Wine Tasting Extraganza, and Evening at the Empress.

There are over 90 mobile workshops and hundreds of conference sessions to whet your planning appetite. If you need some directions or helpful hints on San Francisco or the Bay Area, visit our hospitality booth. You don't want to leave the conference without some memento as a reminder of your fabulous trip to the City by the Bay, so stop by the merchandise booth.

This conference would not have been possible without the coordination and help of hundreds of local volunteers from the planning field. There are also numerous sponsors that we would like to thank: Dahlin Group Architecture Planning; LSA Associates; RBF Consulting; Wallace Roberts & Todd; Arup; Christopher A. Joseph & Associates; Dyett & Bhatia; EDAW; Edenbridge; Environmental Science Associates; The Schoennauer Group; Willdan; Bay Area Economics; Duc Housing Partners; Goldfarb & Lipman; Higgins Associates; McGill Martin Self; Meyers Nave; Mintier & Associates; Stanley R. Hoffman Associates; Lennar; Pacific Municipal Consultants; Signature Properties; Skidmore, Owings & Merrill; and others.

I would finally like to express my appreciation for the concerted efforts of the Holiday Party sponsors and the Holiday Party Committee, spearheaded by Northern Section Director Pro-Tem, Juan Borrelli. A sold-out crowd of APA members and guests enjoyed a smashing 2004 Holiday Party and Pre-Conference Kick-Off last December 10. APA members came to meet and mingle from as far away as Sonoma County. Many thanks to the generous donations made by Wolfe Mason Associates; Design, Community & Environment; LSA Associates; Square One Productions; Korve Engineering; Pacific Municipal Consultants; WRT Planning and Design; Environmental Science Associates; EIP Associates; Shared Living Resource Center; RBF Consulting; Mark Hopkins Hotel; and Lorie Garcia. These donations helped raise important funds for the Local Host Committee. Bidding was fierce for such tempting prizes such as: nights at the Argonaut Hotel and St. Francis Hotel, a case of wine, a gift certificate for UC Berkeley Extension, and extravagant tours of San Francisco.



## NEWSLETTER INFORMATION

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# APA National Conference



## Bay Region Youth Charrette

Saturday, March 19, 2005

9:00 AM – 4:00 PM

Spend a day working with young people and other planners exploring regional issues from a youth perspective. Participants will share best practice stories about engaging youth in planning. Learn how young people serve as advocates for the healthy communities and to make connections among professional, institutional and non-profit partners. Join a visioning exercise in which the Bay serves as a resource, linking ecological, economic, design, and planning perspectives to learning and advocacy. Price includes lunch. To register for this workshop visit

[www.apa2005sf.com](http://www.apa2005sf.com).

Location: SPUR Urban Center, 645 Mission Street

Architectural Foundation of San Francisco High School Classroom

## Workshop Highlights

### Transforming the Presidio into the Letterman Digital Arts Campus

by Michele Rodriguez,  
Principal Planner Marin County

The San Francisco Presidio rests at the foot of the Golden Gate Bridge, an expanse of 1,480 acres of land rich with cultural history. In 1994, jurisdiction over the Presidio was transferred from the U.S. Army to the National Park Service, and it became part of the Golden Gate National Recreation Area. In 1996, the Presidio Trust was created to oversee the interior 1,100 acres of the Presidio, and was charged with managing it in such a way that the Trust could operate and maintain the park without annual federal appropriations after 2012.

In response to this, an obsolete high-rise hospital “Letterman Hospital” and laboratory buildings were demolished and are now being replaced by five low- to mid-rise buildings on 23 acres. The resulting complex - which will be known as the Letterman Digital Arts Campus — will be occupied by one of the Bay Area’s foremost creative artists and entrepreneurs, George Lucas of Lucasfilm, Ltd. The Trust’s plans for the site have been fulfilled, and when it opens, the Letterman Digital Arts Campus will house a high-energy, high-profile tenant in about 850,000 square feet of office space. Best of all, the new campus will generate significant revenues to fund operation of the Presidio as a national park site. The Center will become a reality in 2005; housing many of the Lucasfilm divisions and establishing a premiere digital entertainment facility in the Bay Area. For an insider’s look into the Presidio Trust’s activities to balance economic development and historic preservation through a unique relationship with digital arts, you can tour the facility through the 2005 National American Planning Association conference being held in San Francisco from March 19th through the 23rd. To register for this workshop visit [www.apa2005sf.com](http://www.apa2005sf.com).

### Working Together for Agriculture and the Environment

by Curtis Havel,  
Planner Marin County

Approximately 45 percent of the total land area in Marin County is dedicated to agricultural production. However, economic pressures/competition and rising property values have made it increasingly difficult for local agricultural producers to continue with traditional agricultural operations. In response to these challenges, agricultural producers in Marin County are banding together to highlight the various niche markets that are evolving in Marin County, such as organic row crop farming, grass fed beef, and high-end cheeses and olive oils. An exploration of the “new agriculture” occurring in West Marin County will be held as part of the 2005 National American Planning Association (APA) conference. The one day workshop will include visits to various agricultural producers (dairies, cheese production facilities, and row crop operations). Over the course of the tour, participants will be educated on the efforts being undertaken by Marin County, members of the agricultural community, and community groups to preserve agricultural lands through zoning, easements, and development restrictions while keeping agriculture in Marin economically viable. Members of the Marin County Agricultural Advisory Committee, the local agricultural community, and County staff will provide insight on Marin’s unique products and the delicate balance that is maintained between the environmental community, the agricultural community, and the use of National Seashore lands for agricultural operations. To register for this exciting day-long workshop and the APA conference visit [www.apa2005sf.com](http://www.apa2005sf.com).

# Tsunamis on the Northern California Coast

by Donald D. Treadwell

Although infrequent, tsunamis are a significant natural hazard with great destructive potential. Tsunamis can rapidly and violently inundate coastlines, causing property damage, injuries, and loss of life. The 26 December 2004 earthquake offshore the island of Sumatra produced the largest transoceanic tsunami in over 40 years and killed more people than any tsunami in recorded history. The worldwide tsunami death toll during the past 250 years is thought to be more than 600,000.

The most destructive tsunamis to hit the United States have occurred on the coasts of Hawaii, Alaska, Washington, Oregon, and California. Since 1812, the California coast has experienced 14 tsunamis with wave heights higher than three feet. The tsunami that resulted from the 1964 Alaskan earthquake caused 12 deaths in northern California.

Tsunamis are a series of very long waves generated by rapid, large-scale disturbances of the sea. Most tsunamis are generated by sudden vertical displacements of the ocean floor caused by major offshore earthquakes. In deep water, tsunamis typically have very low wave heights but travel very rapidly across the ocean, perhaps at speeds of more than 500 miles per hour. In shallow coastal waters, velocity decreases and wave height increases. Although many tsunamis are small, tsunami waves have been known to crest to heights of 100 feet or more as they approach the shore and to quickly surge more than a mile inland.

Minutes after the first tsunami wave in the series hits the coast, the water will drain away as the trough of the wave arrives, sometimes exposing large sections of the ocean floor. The water will then rush onshore again, causing additional damage. This destructive cycle may repeat many times before the hazard finally passes. Persons caught in the path of a tsunami have little chance to survive; they can be easily crushed by debris or may simply drown.

Due to geologic factors, it is generally agreed that remote source tsunamis pose the greatest threat to northern California. On the west coast of the United States, movement along the earthquake faults is largely strike-slip, having little vertical displacement, and the movement produces few local source tsunamis. However, evidence suggests that large earthquakes capable of producing local source tsunamis in the northern California coastal region recur every three hundred years or so.

Death and destruction similar to that recently suffered by the people of Sumatra, Sri Lanka, Thailand, and other Indian Ocean locations could occur here. In 1700, according to the United States Geological Survey, a similar incident inundated the relatively uninhabited and undeveloped west coast of the United States, dropped parts of it by 5 feet, and washed away homes as far away as Japan. The estimated 9.0 magnitude earthquake occurred along an offshore thrust fault (the Cascadia Subduction Zone) running north-south from Vancouver Island near Seattle to northern California, with a rupture length of about 600 miles.

In northern California, coastal population centers such as Crescent City, the Humboldt Bay area, Stinson Beach, Pacifica, and the Monterey Bay area are exposed to the greatest potential tsunami danger. Experts believe that the warning network will most likely detect tsunamis from distant sources in time to implement effective evacuations. For local source tsunamis, however, emergency man-

*(continued on next page)*

Web Pick of the Month

Cool Town Studios



[http://](http://www.cooltownstudios.com)

[www.cooltownstudios.com](http://www.cooltownstudios.com)

"Catalyzing urban villages for creativity and innovation"

This web site will energize and expand your vision of the possibilities for Main Streets. Developed by Kennedy Lawson Smith, the former Director of National Trust for Historic Preservation's "Main Street" program and Neil Takemoto, the founder of "The Town Builder's Collaborative" it contains a wealth of ideas on what makes a town vibrant and how to achieve this vitality for your local Main Street.

## Healthy Cities and Smart Growth Conference

April 21-22

Berkeley California.

Sponsored by California Healthy Cities and Communities (CHCC). For information visit

[www.civicpartnerships.org](http://www.civicpartnerships.org).

## Planners on the Move

**K.L. (Dan) Wong**, AICP, Senior Transportation Planner with the San Francisco Airport Commission and Chair of the APA-Transportation Planning Division's Airports Committee has been recently appointed to the Federal Aviation Administration's new Airport Compatibility Planning Committee.



## Northern California APA-AICP Exam Prep Workshop

For the past two decades the Northern Section of the CAL Chapter of the APA has evolved a training system which prepares qualified candidates practicing in the urban planning profession for certification by the American Institute of Certified Planners.

The exam is now taken on a computer and offered twice per year.

The Exam Prep system meets monthly four times on Sundays from 10 am to 3 pm with expert planners covering all the domains of the exam. Study groups are set up and all the materials needed to pass the exam are provided. Invited speakers have included Prof. Tom Jacobson, AICP, JD; David Storer, AICP; Prof Fred Etzel, JD, AICP; Vivian Kahn, FAICP; Russell Leavitt, AICP; Christina Ratcliffe, AICP; Leon Pirofalo, AICP; Hanson Hom, AICP; Don Bradley, Ph.D., AICP; and others who have recently passed and joined AICP ranks. The \$100 fee covers all printing costs of materials and sessions.

For information call Don Bradley, Planning Consultant, 2995 Woodside Road, #400, Woodside, CA 94062, phone 650-592-0915 or email at [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net)

## Tsunamis ... (continued from page 4)

agement professionals agree that if you feel a strong earthquake that lasts a long time when you are on the coast, you should:

- Take action immediately; do not wait for an official warning.
- Protect yourself during the earthquake. Duck, cover and hold if inside and watch for falling objects if outside until the earthquake is over.
- Move to higher ground immediately. Gather your family and friends and evacuate quickly. Leave everything else behind. A tsunami may be coming within minutes.
- Go on foot if at all possible. If there is no high ground, move inland away from the coastline.
- Stay away from the coast. A later wave may be higher than the first; damaging waves may continue to arrive even hours later.
- Listen to your radio. Wait until an official

announcement has been given before returning to low-lying areas.

The coastlines of northern California, especially low-lying areas, are vulnerable to the destructive forces of tsunamis. It is vitally important that we understand the hazard and learn how to protect ourselves. Among the many useful sources of tsunami information are web sites operated by the Association of Bay Area Governments, the National Oceanic and Atmospheric Administration, the United States Geological Survey, and the Federal Emergency Management Agency.

*This article was prepared by Donald D. Treadwell, a registered civil and geotechnical engineer in California and a Fellow of the American Society of Civil Engineers. A consultant based in San Francisco, Dr. Treadwell has contributed to the evaluation and/or design and construction of major coastal structures in California, Hawaii, Greece, Portugal, Spain, Canada, and the Virgin Islands.*

## Awards... (continued from page 1)

This year, the Section will have a new award category for Distinguished Leadership by a Student Planner. And the State will have a new award category for Section Activity, going to one of the eight California sections for an activity or program of unusually high merit. Self nominations are allowed only for this category.

Award nominations are rated against criteria such as innovation, transferability, originality, quality and implementation by a jury of planners from the Northern Section. Successful

nominations are then forwarded to the state jury for consideration of state awards.

**The deadline for application is Thursday, March 31, 2004.**

For further information and application materials, please check on the Northern Section website at [norcalapa.org](http://norcalapa.org) or contact: Pat Collins of Winzler & Kelly, 495 Tesconi Circle, Santa Rosa, CA 95401

Tel: 707-523-1010 x 229 / Fax: 707-527-8679 / Email: [patcollins@w-and-k.co](mailto:patcollins@w-and-k.co)

## BULLETIN BOARD

### March 24-25 Resolving Land Use Disputes Seminar at South Lake Tahoe

A Lincoln Institute seminar with a special rate including travel to and from South Lake Tahoe, lodging, and the seminar, is being offered for national conference attendees. Contact Mike Harper at [mharper@mail.co.washoe.nv.us](mailto:mharper@mail.co.washoe.nv.us) or 775-328-3604.

### March 11

**The National Environmental Policy Act, Your Definitive and Practical Guide**". The Fairmont, San Francisco. Speakers include authorities on NEPA, including Nicholas Yost, former General Counsel of the President's Council on Environmental Quality (CEQ) and one of the authors of the 3rd edition of the NEPA Deskbook. For information: CLE International at <http://www.cle.com/dev/> or contact Robert D. Thornton, 949-833-7800

## Costs to Implement New Energy Code Offset by Financial Incentive Programs

When planners initially communicate with developers and home builders, information dissemination is critical. On many occasions, implementation of certain codes and policies may be perceived as resulting in an increase in development costs. However, there are great programs, sponsored by many of California's utility providers, which promote energy efficiency in new development and yet provide financial incentives to developers.

In Northern California, the California Energy Star New Homes program, offered by Pacific Gas and Electric Company (PG&E), is designed to encourage single-family and multi-family developers and builders to construct units that reduce energy usage through a combination of financial incentives, design assistance and education.

The new 2005 Energy Code (known as Title 24) includes new design and installation requirements that require field inspections by personnel certified by the California Energy Commission. Promotion of energy-efficiency programs is a great way to familiarize the development community with the new Energy Code and new processes that accompany its implementation. For example, builders and developers accustomed to working with energy analysts are typically aware that plans and energy calculations are required to be submitted to utility plan check agencies for acceptance into the energy-efficiency programs and thus, are usually better prepared at the onset of the development process.

The California Energy Star New Homes Program is a coordinated effort among the utilities to minimize the amount of

electricity and natural gas needed to operate new homes in California. The financial incentives can be enticing: Single-family residential developers that build homes at least 15% more energy efficient than Title 24 requirements can receive \$400 to \$500 per unit, depending on the climate zone. Multi-family residential developers can receive a \$150 per unit incentive for a 15% increase in energy efficiency from Title 24 requirements. An additional incentive of \$50 per unit (up to \$6000 per project) is available to help offsets costs associated with the required certified inspections.

And that's not all: If multi-family residential developers have an in-house energy expert or use an outside energy consultant, there is an additional rebate of \$40 per unit (up to \$5000 per project) available to offset costs associated with such services.

Promoting these programs to the development community creates the best of a win-win-win-win situation:

- Builders win by receiving financial incentives to help deliver a more energy efficient product;
- New homeowners win by living in a more comfortable, energy efficient home that reduces their utility bills;
- Utilities win by helping reduce demand at peak load times; and,
- Officials in the planning and building communities win by working with builders that are familiar with the new energy codes and by reducing energy demands in the community.

*For information call 1-800-342-7737.*



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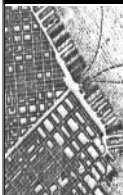
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## NORTHERN SECTION CALENDAR

### February 28 to March 2

California Main Street and California Main Street Alliance Winter Network Meeting 2005, Davis, California. For information, contact Laura Cole-Rowe, CMSM, at (530) 756-8763 or [ddba@davis.com](mailto:ddba@davis.com)

### March

2 "The World's Best and Worst Parks" at the Little Fox Theatre, 2209 Broadway, Redwood City, CA 6 p.m. For information, contact Dan Zack, City of Redwood City, at (650) 780-7363 or [DZack@redwoodcity.org](mailto:DZack@redwoodcity.org)

11 "The National Environmental Policy Act, Your Definitive and Practical Guide", The Fairmont, San Francisco. (See page 5.)

15 Application submission deadline for May 2005 AICP Exam

13-15 Innovative Communities, City and Regional Planners Seminar, Riverside, CA . For information go to <http://www.ies-apa.org/>

19-23 2005 APA National Conference, San Francisco.  
Visit [www.apa2005sf.com](http://www.apa2005sf.com) for more information.

24-25 Resolving Land Use Disputes Seminar at South Lake Tahoe.(See page 5.)

31 Submittal Deadline: Request for Nominations: 2005 NORTHERN SECTION AWARDS PROGRAM (See page 1.)

### April

13-15 League of California Cities Planners Institute. Pasadena Conference Center. For more information visit [www.cacities.org/events](http://www.cacities.org/events)

### FEBRUARY

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