



SEPTEMBER 2004

# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

## Water needs move water planning for the Monterey area into the sea

By Denise Duffy

The Monterey area is widely recognized as one of the most beautiful places in the world, so it poses unique challenges for planning any changes or development that might affect it. But a very basic issue among the many that can arise when one wants to build, expand or remodel, is whether water is available for the needs of the project.

Water availability is an increasingly common problem throughout California, but it has become a critical issue in the Monterey area. More than 30 years of planning for new water storage and supply facilities have

not yet yielded final results.

With no pipelines or canals from the Sierra Nevada or Central Valley to help, the

Monterey area has had to depend on local rivers fed by seasonal rains, granite bedrock and ground water aquifers. Millions of dollars have been spent pursuing new reservoirs to seasonally store more water for the residents, businesses and the visitors who are crucial to the local economy. Authorities have explored new dams to create instream reservoirs, pumps and pipelines to move heavy winter flows to offstream reservoirs, and ground water injection to fill underground reservoirs. More expensive alternatives to these storage projects, such as seawater desalination and recycled water, have also been studied and, in some instances, implemented.

In the meantime, wells have been relocated and drilled deeper, wastewater has been treated and used for outdoor irrigation, and conservation efforts have been tweaked to the point that the Monterey Peninsula is

now one of the thriftiest water users in the state — using an average of 1/4-acre-foot of water a year per household within the Monterey Peninsula Water Management District, half the average for California.

The peninsula district — which includes the cities of Monterey, Carmel, Pacific Grove, Seaside, Del Rey Oaks and Sand City, and the unincorporated communities of Pebble Beach and Carmel Valley — has had severe and complicated water restrictions in place for the past 15 years, since an Environmental Impact Report (EIR) found the primary source of water, the Carmel River, couldn't safely yield all that was needed for the build out plans within the district. The State Water Resources Control Board toughened that finding in 1995 and ordered cutbacks in the existing water withdrawals from the river.

Those restrictions have caused complications that have caught many people in a maze of confusing regulations, allocation searches, water-credit calculations and transferable rights debates for simple remodels on individual homes, as well as planned developments on a larger scale.

The water problem has become even more pressing as steadily increasing real estate prices add pressure to build more affordable housing. Workers — from those who check visitors into their hotel rooms to the police who patrol our streets — need to be able to live in the areas that rely on them. And families with growing children would like to see their kids — and eventually, their grandchildren — be able to live nearby. Without water, realizing that housing need will be compromised.

A boon was expected in the early 1990s when the Army decided to close Fort Ord, providing a training base the size of San Francisco for local reuses. The 28,000 acres

*More and more communities along the California coast are looking at the Pacific Ocean as the ultimate reservoir for municipal water.*

(continued on page 4)

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## DIRECTOR'S NOTE

Since the Bay Area did not vote favorably in the last governor's election, some are saying that the Governor is returning the favor on two major planning issues that will have long-term effect on everyone in the Bay Area: the skyrocketing cost to rebuild the eastern span of the Bay Bridge and the controversial Indian megacasino in San Pablo. These topics have almost pitted the Bay Area versus Southern California being that part of the dilemma is who should cover the costs of the Bay Bridge overrun? Should it be footed mainly by the drivers who use the bridge or should it be paid for by the state since it's a state run bridge and is being rebuilt for seismic safety reasons? How big of a gambling center do we need or want in our urban core? Naturally, there are many other issues underlying these two topics, but I would recommend that you voice your concerns to your state legislatures and to the Governor.

The first "First Fridays" sponsored by the East Bay RAC was very successful. We had over 30 people show up at Pacific Coast Brewing Company on August 6. It was good opportunity to join fellow planners for a fun social evening and unwind after the working week over drinks and good food. The next First Fridays is scheduled for October 1 at 5:30pm at the same location.

We have an opening on our Northern Section Board. If you are interested in coordinating the Awards program, please contact me.

The California Chapter APA Conference in Palm Springs is coming up next month on October 17-20. The theme is "Planning for Tomorrow's Bright Future". Please go to [www.calapa.org/PalmSprings2004/default.htm](http://www.calapa.org/PalmSprings2004/default.htm) for more information including links to download the conference brochure and how to register for the conference. Attending is also a great way to network with hundreds of planners from throughout California. This year's keynote speakers are Tom Mullen and Huell Howser. Tom's effort resulted in the creation of the largest Habitat Conservation Plan in the U.S. Huell is the host of six different series seen on PBS affiliates, including California's Gold.

At each state conference, the California Planning Foundation (CPF) holds an auction to raise money for student scholarships. This year's auction will be on October 18. If you or your company/agency would like to help out in this very worthwhile event - by donating an item to the auction (even if you're not attending the conference) - please contact me. Some of the more popular items in the past have been walking tours, balloon trips, bed and breakfast accommodations, old maps, and bottles of wine. Donations are only limited to the creativity of your spirit. All contributions are tax-deductible and will help guarantee the future of our profession by assisting top planning students. Over \$16,000 was raised in last year's auctions! This year, CPF is awarding over \$21,000 in scholarships!

—Hing Wong, AICP

## NEWSLETTER INFORMATION

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The deadline for submitting materials for inclusion in the **Northern News** is the 16<sup>th</sup> day of the month prior to publication.



# North San Jose: Area Development Policy Update

By Andrew Crabtree

The North San Jose Area Development Policy is one of the key land use policies affecting the development of San Jose's largest employment area. The North San Jose area is home to many of the City's high-tech industry companies, including Agilent, BEA, Sun Microsystems, Altera, Cisco, Hitachi, eBay, Atmel, Sony, KLA Instruments, Hynix, Canon, Samsung and Cypress Semiconductors.

As industrial land is a precious resource for San Jose, the City would like to make better use of the North San Jose area consistent with regional traffic management goals and smart growth planning principles. Intensification of the North First Street corridor will encourage greater use of the VTA light rail system and other existing infrastructure while reducing growth pressure upon the City's outlying areas. While updating the North San Jose policy has been on the City's "wish list" for some time, the issue became even more pressing last year when two big companies (eBay and BEA) approached the City with proposals to develop large, more urban corporate campuses in the policy area. Updating the policy was also identified as an important task during the "Getting Families Back to Work" study sessions conducted by the City Council.

Beginning in January of this year, a City staff team including members of Department of Planning Building and Code Enforcement, the Redevelopment Agency, the Department of Transportation, the Office of Economic Development and the Department of Public Works began working on the development of a new vision and policy for North San Jose. A critical task for this team is the modeling of future traffic conditions in order to fully identify and analyze the likely traffic and other environmental impacts of the proposed land uses. Based on the analysis, the team is identifying the specific roadway improvements needed to provide additional development capacity for North San Jose. The staff team is working closely with an environmental consultant (David Powers and Associates) and a traffic consultant (Hexagon) in order to complete this task. This team has determined that the best approach will likely be a set of policies that allow the intensification of industrial development along the North First Street

*(continued on page 5)*



Above and Below: Images of North San Jose today and in its potential future. (Images courtesy of Santa Clara Valley Transportation Authority)

The current Policy was adopted by the City in 1988 as part of a collaborative effort with Milpitas, Sunnyvale, Mountain View, Palo Alto and Santa Clara County



to address regional traffic problems and has 5 primary elements. The most visible of these is a Floor Area Ratio (FAR) cap that limits development to a FAR of 40% for sites located within 2000 feet of a light rail station and to a FAR of 35% for the rest of North San Jose. As a result of this restriction, typical development in the area is limited to one or two-story buildings and surface parking lots.

## Water ... *(continued from page 1)*

of land — which lies outside the Monterey Peninsula water district — comes with the Army's water supply, an allocation from the Salinas Valley, a recognized source supply separate from the Carmel River. The Army's transfer of the water means that realization of much of the Fort Ord reuse plans by the local land-use authorities — Monterey County and the cities of Marina, Seaside, Monterey and Del Rey Oaks—can be accomplished.

The Marina Coast Water District, which is now the water purveyor for the former Fort Ord property, is reviewing options for providing needed water for the redevelopment. The MCWD has drafted an EIR looking to the possibilities of seawater desalination and/or urban water recycling. (In the interest of full disclosure, Denise Duffy & Associates is the planning and environmental consultant working on the EIR for the MCWD. The draft is available at <http://www.mcwd.org>, click on the EIR for the Regional Augmentation Project). The Marina district, which now has a pilot plant that can provide 300 acre-feet of desalinated water per year, is looking at a 3,000 acre-foot plant to supply additional water to the Fort Ord lands. It is also considering an urban water recycling system that could provide 3,000 acre-feet of treated wastewater for outdoor irrigation and a combination of other alternative sources.

The MCWD certainly isn't alone in looking at seawater desalination as a possible source of municipal water. More and more communities along the California coast are looking at the Pacific Ocean as the ultimate reservoir for municipal water. There are currently 26 desalination projects under consideration, according to tallies of the California Coastal Commission and the Monterey Bay National Marine Sanctuary. In a regional breakdown, 15 of the projects are in Northern California, and six of them in Monterey County (see accompanying chart).

The Monterey Peninsula Water Management District proposed a seawater desalination plant in the early 1990s, but high costs

generally ruled it out at the time. Technology improvements since then have brought down the cost of desalinated water, while the costs of many other sources of water have been steadily rising. The fundamental truth is that there really is no more cheap — or easy — water.

Now larger plants are being considered in Moss Landing, at the northern end of Monterey County, where a desalination plant could utilize the existing seawater being pulled in and discharged by an energy company's local power plant as cooling water. The privately owned utility that actually pumps, treats and delivers most of the water to the residents and businesses on the Monterey Peninsula may team with Monterey County to explore ideas for building a plant that could produce more than 10,000 acre-feet of water a year.

At the same time, a local Community Services District — which serves rural portions of Northern Monterey County — has started early planning at a Moss Landing facility that could produce 4,500 to 25,000 acre-feet of desalinated water per year. The Monterey Peninsula Water Management District is now reviewing their options to team with this CSD for another desalination plant.

*(continued on next page)*



The Association of Environmental Professionals



The American Planning Association

*invite you to join your friends and colleagues at a mixer held at Pacific Municipal Consultants' New Offices on Cannery Row overlooking the Monterey Bay.*

**Place**  
585 Cannery Row, Suite 304  
Monterey, California 93940

**Date and Time**  
Thursday, Sept. 16, 2004  
4:30 pm - 7:00 pm

**RSVP**

Erika Spencer • [espenencer@pacificmunicipal.com](mailto:espenencer@pacificmunicipal.com) • 831-644-9174 x209  
by **September 13, 2004**

Mixer Sponsored by **PMC**

## JOBS

### City of Brentwood Planning Manager

The growing and vibrant Northern California City of Brentwood (population 40,000), located in eastern Contra Costa County, is seeking an upwardly mobile, experienced and creative planning and development professional to lead the City's Planning Department.

Reporting to the Director of Community Development, the new Planning Manager will exercise full responsibility for planning, organizing and directing the work of the Planning Division staff while serving as City liaison to the Planning Commission. The Planning Manager supervises a staff of eight including: Senior Planners, Associate Planners, Planning Technicians, Planning Intern, and Administrative Secretary. The Community Development Department's resources include a staff of 38 and an operating budget of \$7.7 million.

The ideal candidate is a sophisticated planning and development professional who has exceptional leadership, communication, management and interpersonal skills, and possesses broad experience in all areas of planning and development. In addition, candidates should have a working knowledge of productivity principles and practices and a proven track record of efficiency, creativity, and building strong relationships with the community, Planning Commission, and City staff. Bachelor's degree in planning or related field is expected. Masters degree is desirable.

The salary range for the position is \$92,724 to \$112,692 (a classification/compensation study is currently underway). In addition, the City provides an excellent management benefit package including PERS 2.7% @ 55 plan (City pays employee contribution). To be considered for this exceptional career opportunity, submit resume, cover letter with current salary, and three work-related references by Friday, October 22, 2004. CPS EXECUTIVE SEARCH, David Harris or Stuart Satow 241 Lathrop Way Sacramento, CA 95815 916 263-1401 Fax: 916 561-7205 Email: [resumes@cps.ca.gov](mailto:resumes@cps.ca.gov) [www.cps.ca.gov/search](http://www.cps.ca.gov/search) posted 09/02 top

## North San Jose *(continued from page 3)*

corridor between Brokaw Road and Montague Expressway. The team is exploring policies that would promote more urban land uses, including mixed-use development, additional pedestrian and transit amenities, and a refined street grid system within this core area. The image above provides a sample illustration of this type of development. This focus on a core area would in turn be balanced by a set of citywide transportation improvements to address future vehicle traffic, including upgrades to some key North San Jose intersections.

The project is nearing its halfway point with public outreach efforts anticipated to begin in full force in September. An Environmental Impact Report (EIR) for the project is scheduled to be distributed for public review sometime near the end of the year. It is anticipated that the San Jose City Council will consider this new policy (and a new vision) for North San Jose sometime in early 2005.

*by Andrew Crabtree, Senior Planner, City of San José—  
Planning, Building & Code Enforcement*

## RAILVOLUTION: BUILDING LIVABLE COMMUNITIES WITH TRANSIT

**Saturday, Sept 17th–Wednesday, September 22, 2004.**

The 10th annual Rail-Volution conference is coming to Los Angeles this Fall. This national conference brings together a diverse range of citizens and professionals to share valuable lessons on creating great urban places linked with transportation. Register early to save \$50 on the conference fee.

For more information and to register online, visit:  
<http://www.railvolution.com>



## Water ... *(continued from page 4)*

### 15 seawater desalination plants in planning stages in Northern California

- City of Fort Bragg
- Alameda County Water District
- Mendocino County property owners
- Marin Municipal Water District
- Monterra, north of Half Moon Bay
- City of Santa Cruz
- Soquel Creek Water District
- California-American Water Company with Monterey County
- Pajaro-Sunny Mesa Community Service District
- Marina Coast Water District
- Monterey Peninsula Water Management District
- City of Sand City
- Ocean View Plaza, Monterey
- Cambria Community Service District
- City of San Luis Obispo

(Sources: California Coastal Commission & Monterey Bay National Marine Sanctuary)

On smaller scales, the City of Sand City has plans for a desalination plant of its own to supply development within its borders, and a property owner on Monterey's Cannery Row has proposed a small plant for a commercial development there.

After more than 30 years exploring dozens of possibilities, the Monterey area, like other communities on the coast, is now looking seriously at the sea beside it to ensure a water supply to provide for its needs, including the pressing need for more affordable housing.

We will continue to look with interest on the outcome of these plans.

*Denise Duffy is the president and principal of Denise Duffy & Associates Inc., a land planning, environmental and resource consulting firm founded in Monterey in 1983. The firm's main office is in Monterey, with offices also located in San Jose and Reno, Nevada. Denise Duffy & Associates can be reached at 831-373-4341 via email at [info@ddaplanning.com](mailto:info@ddaplanning.com), or via regular mail at 947 Cass St., Suite 5, Monterey, CA 93940.*



## San José's Teacher Homebuyer Program

The San José Teacher Homebuyer Program, provides San José teachers with up to \$40,000 in zero-interest down payment assistance toward the purchase of their first home.

The San José Teacher Homebuyer Program is part of the City's efforts to support quality education in San José public schools. Recruiting and retaining quality teachers in San José schools has been a top priority for the City since 1999.

Since the program was established, 429 San José teachers have received up to \$40,000 in zero-interest down payment assistance through the City's Housing Department to help buy their first homes in San José. Over the last five years, the City has contributed over \$14 million in loan assistance to help San José schoolteachers.

"The high cost of living in California made me doubt that I could take part in the American dream of owning my own home. I had almost given up, but the City of San José helped me believe in

that dream and become a homeowner," said new teacher-homeowner Jason Black. Mr. Black has taught reading and drivers education at James Lick High School in the East Side Union High School District since 2003. Of the 400 teachers that have utilized this program, only one teacher has left San José.

In addition to the loan assistance, San Jose Housing Department uses loan and tax credit programs from other local, state, and federal agencies to leverage support for teachers. The Blacks combined the City's \$40,000 loan with assistance from the California Housing Finance Agency's assistance programs and the Housing Trust of Santa Clara County.

*For more information about the San José Teacher Homebuyer Program, eligibility, and housing assistance, contact the San José Housing Department at (408) 277-8486 or visit their website at: [www.sjhousing.org/program/thp.html](http://www.sjhousing.org/program/thp.html)*

## Mentors Needed

The College of Environmental Design, University of California, Berkeley, and the CED Alumni Association, are actively seeking professionals who would be willing to be mentors for the College's undergraduate and graduate students in the departments of Architecture, Landscape Architecture and Environmental Planning, City and Regional Planning, Urban Studies, and Urban Design.

Students have a broad range of interests and are looking for guidance for career choices, academic direction, and networking. Mentors and "mentees" define the terms of the mentoring relationship, connecting as schedules and work commitments dictate. You do not have to be a Berkeley alum to be a mentor. For more information on the CEDAA Mentorship Program, check out [http://www.ced.berkeley.edu/alumni/alum\\_relations/mentorship\\_prog.htm](http://www.ced.berkeley.edu/alumni/alum_relations/mentorship_prog.htm) A link to the mentor sign-up form is on that page if you would like to volunteer. Contact Kaye Bock, 510 643-9440 or [kbock@berkeley.edu](mailto:kbock@berkeley.edu) if you have specific questions.



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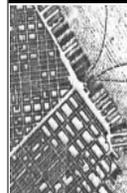
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# NORTHERN SECTION CALENDAR

## September

- 1** Northern Section Board meeting [6:30pm–8:30pm]  
Check norcalapa.org for location.
- 17–22** RAILVOLUTION: BUILDING LIVABLE COMMUNITIES  
WITH TRANSIT. See page 5
- 18** \* 2005 Local Host Committee - Full Committee  
[10 am–noon] MetroCenter Auditorium, 101 Eighth Street, Oakland
- 25** Northern Section AICP Exam Preparation Workshop #2  
Check norcalapa.org for location.

## October

- 17–20** California Chapter APA Conference, Palm Springs  
For more conference information on exhibiting/sponsorship/  
advertising opportunities and on-line registration/hotel information,  
please visit our website at [www.calapa.org](http://www.calapa.org) or contact Lynne Bynder,  
2004 Conference Planner at [lbynder@dc.rr.com](mailto:lbynder@dc.rr.com).

## November

- 4** Northern Section Board Meeting (6:30pm–8:30pm)  
Check norcalapa.org for location.

SEPTEMBER						
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OCTOBER						
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31						

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