



You can download this month's issue as a [PDF](#), read it online as a [virtual magazine](#), or review the contents below and click directly to articles and features.

Below Market Rate in California

Naphtali H. Knox, FAICP. How America's first inclusionary housing came to be built 46 years ago in Palo Alto — a place consistently ranked as one of the priciest enclaves in America. [Page 1](#)

Director's note

James Castañeda, AICP. What made you fall in love with planning? What's new for Northern Section APA this year? [Page 3](#)

Big Tech's affordable housing push doesn't let them off the hook

Gregory Scruggs. Big Tech is increasingly focused on housing policy. That attention is welcome news for local officials overwhelmed by the affordable housing and homelessness crises on their doorstep, for which tech companies are partly to blame. But too bad if Microsoft's announcement causes us to lessen our call for public investment. [Page 4](#)

Zoning ordinance adopted to make zoning consistent with General Plan may be rejected by Referendum

Sunny Tsou. [Page 5](#)

New Housing Element Annual Progress Report (APR) form

[Page 5](#)

Berkeley approves long-mired SB 35 application

The 142-unit project is a "continuum of housing integrated into the fabric of the downtown community." [Page 6](#)

At long last, SF's Central SoMa Plan is effective

[Page 6](#)

NPC19 offers local planning firms and nonprofits a special low price for exhibit booths

[Page 7](#)



Planning news roundup

Urban rooms: where people get to design their city's future | A's plan mixed use for old Coliseum site | Bay Area housing shortage intense, so news chain supersedes housing beat | ABAG executive board endorses ambitious CASA housing plan | San Jose, Stockton mayors boost SB 50 | Microsoft's leap into housing illuminates government's retreat | Microsoft will lend \$475 million for affordable housing in Seattle area | Tech helps cut commute times for Bay Area's workers | Disability rights group sues San Diego and scooter companies over 'onslaught.' [Pages 8](#) and [18-20](#)

Call for nominations, 2019 APA California Northern Section Awards

Deadline for submitting nominations is Wednesday, February 19, 2019. [Page 9](#)

Congratulations to Northern Section's new AICP members

[Page 10](#)

Where in the world

Photo by Kieulan Pham, AICP. [Page 11](#)

Who's where

Veronica Flores, Laura C. Russell, AICP, Aarti Shrivastava, AICP, and Lola Torney. [Page 12](#)

Get your mandatory Ethic and Law CM credits here and now

Libby Taylor, FAICP. [Page 13](#)

Smoke-postponed SF Urban Film Festival returns February 1, 2, and 10

Fay Darmawi. [Page 14](#)