

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Innovations in Planning and Design Work: Mission Bay Project

OCTOBER 2001

Planners, there is an alternative to the reams of paper generated by mitigation monitoring reports on large and complex projects. Take the solution used for the Mission Bay project in San Francisco, as an example.

For those not familiar with the Mission Bay project, it is a 20-year plus planning project, covering more than 300 acres. This comprehensive project features the following components:

- new residential communities, containing 6,000+ rental and for sale units, 1,700 of which will be affordable;
- up to 700,000 square feet of entertainment and neighborhood-supporting retail space;
- over 49 acres of parks and open space;
- a 500-room hotel;

- approximately 5 million square feet of corporate, science and technology campus facilities; and
- the new life sciences research campus for the University of California at San Francisco (UCSF).

RBF Consulting (RBF) received awards for "Outstanding Use of Innovative Technology" from the Northern California Section of the American Planning Association (APA) and the Association of Environmental Professionals (AEP) "Outstanding Public Involvement / Public Education Program" for their work on the Mission Bay Project.

RBF, in a joint effort with Catellus Development Corporation and the City of San Francisco, designed a state-of-the-art web page for on-going and "real-time" monitoring of mitigation measure implementation and status tracking of the Mission Bay project on the San Francisco Bay waterfront. The Mitigation Status Web Page has been designed to benefit not only the public, but also City and regulatory staff reviewing the measures, as well as the project team responsible for implementation of the measures (project engineers, planners, designers, architects and real estate investors, etc.). The web page enhances communication and provides an instant ability to understand concerns and address issues as they arise.

"The web site may indeed serve as a prototype for mitigation monitoring of complex, multi-faceted and multi-phased projects in the future," explained Laura Worthington-Forbes, Vice President of RBF San Jose's Office. "The web site's enhancement of the environmental process for the public, as well as for the myriad of public agencies, master developer/merchant builder(s), and numerous consulting teams has changed the



(continued on page 4)

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DIRECTOR'S NOTE

September was a rough month for us all; certainly it was a month that we will never forget. The events on the East Coast affected everyone in the U.S. and the world. My sincere sympathy to everyone who lost someone in the tragedy.

When I first wrote this column last weekend – it was upbeat and full of tales of summer vacation and events to come. Now, I frankly don't feel like talking about it or publishing it. I am still feeling shock. The only positive image that has been getting me through the week is how the human community pulls together to support and help each other. In the face of such adversity, the strength of people always overwhelms me with emotion. Be strong everyone.

I know that our communities will recover from this emergency. Our planning community must also pull together to support each other and to help each other understand what happened. Planners have a valuable job to do and our cities and towns still need us.

In this issue of the Northern News, we are calling for nominations for APA Section Treasurer and Director Pro Tem. Both of these positions are key positions on the Board of Directors. The positions are elected by the membership and serve a two-year term. I have to say that since I have been a member of the Board I have met some wonderful people and made some great contacts. The Board is a great venue to exchange information, mentor and give back to our planning community. If you are interesting in learning more about the positions, give me a call.

On October 19th I will be attending the State Board Meeting in Sacramento. I will report back any news in the next column. Hope to see all of you at the State Conference in Sacramento on October 20th – 22nd and at our next event when John Bilovitz from the City of San Francisco will present the Better Neighborhoods Initiative, October 11 in San Francisco. For more information, ask to be added to the event e-mail list by contacting Rebecca@dceplanning.com, and you will receive an e-mail giving the place and time of the event.



Don Rothblatt Retirement Party

A retirement party celebrating Don Rothblatt's 30 years of service to community, state and nation as San Jose State University, Urban and Regional Planning Chair will be held at Fum Lum Restaurant in Campbell on Friday, November 30 starting at 6:30 pm. For reservations and further information contact: Earl Bossard, Urban Planning Dept., SJSU, San Jose, CA 95192-0185; email bossard3@pacbell.net.



NEWSLETTER INFORMATION

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



Editor's Note

Today, I shared these encouragements with my Planning co-workers and I wanted to include them in this newsletter to acknowledge the nation's pain and to express my belief in the human spirit:

1. Planners play an important role in the community. We are often people's contact with state and local government. Our work is important in helping people, listening to their anxieties and pain right now, and helping restore the community's faith in law and justice. Say 'hello' to people and let them know you care.

2. Although it is normal to feel confused and helpless, going to work and keeping community processes on track, while being supportive of our co-workers' and clients' emotions, shows that we are strong and will not be defeated by fear.

3. If you can, give blood, donate resources and time, assemble at vigils, and pray or meditate. Be aware of the strain that this crisis will take on everyone. Rest and take care of yourself. Your needs are important, too.



Northern Section Board Elections Coming: Nominations Needed for Two Important Positions!

The Northern Section is seeking a few good people (actually, two) to serve as **Section Director Pro-Tem** and **Section Treasurer**.

Elections are scheduled for **January 2002** and the Nominations Committee requests all nominations by December 10, 2001, so that ballots can be printed and distributed to the membership. *Each position is for a two-year term, beginning in January, 2002.*

The Director Pro-Tem presides at Section meetings in the absence of the Director and also assists with special programs, such as the yearly retreat. This position will sharpen your leadership skills. Somya Parthasarathy successfully filled this position for the past two years.

The Treasurer is responsible for keeping accurate financial records, managing Northern Section funds, receiving checks for APA special events (such as the holiday party), paying expenses and preparing monthly financial reports to the Board. Hing Wong has done an outstanding job with this role for the past two years.

Both positions require APA membership and a time commitment to attend regular Northern Section Board meetings.

Please support the local APA by volunteering to run. Contact Jeri Ram, Section Director, if you have an interest in one of these positions. Jeri can be reached at her office at (925) 833-6617, or e-mail to jeri.ram@ci.dublin.ca.us.

Planners' Casebook: Call for Manuscripts

Do you have a planning success story to tell? Perhaps you have a planning project that wasn't successful at all but other planners should learn from it? Are you looking to publish your work about planning practice, and earn \$500 for it? Then here's an opportunity to tell your story!

Planners' Casebook, the quarterly publication of the American Institute of Certified Planners, is currently seeking manuscripts for upcoming issues. Casebooks present lessons learned from innovative, controversial, or challenging programs in an easy-to-read format geared for the practicing professional. Each case study examines the process, the key players, and strategies involved in planning implementation. An important component of each Casebook is the detailing of lessons learned, which are often transferable from one planning situation to another.

Authors of published case studies receive a \$500 stipend. Prospective authors should submit a 250 to 400-word abstract to the editor for evaluation. Abstracts should present a clear overview of the proposed article, including its scope, major issue involved, outcomes, and—in particular—the "lessons learned" from your case study. Manuscripts are typically about 2,000 words, including abstract and author biography, plus maps, photos, or other graphics as appropriate. If you wish to submit an abstract or would like more information about Casebook, please contact:

Jerry Weitz, Ph.D., AICP,
Planners' Casebook Editor
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Planning in the News

If you are interested in being added to an e-mail distribution list to receive planning and planner-related news stories, please contact pmacdonald@ci.berkeley.ca.us

Mission Bay ... *(continued from page 1)*

mitigation monitoring process..." The web site, which Ms. Worthington-Forbes called, "a dynamic, fluid tracking tool," has undergone several iterations and will continue to be modified as layers of complexity are created by the development process.

RBF's client, Catellus, and the City of San Francisco, were willing to allow the project team to replace the piles of mitigation monitoring reports, which were previously being prepared on a bi-weekly basis, with a website. Due to the size and complexity of the MMP, the website allows for a substantial cost savings. As described by Ms. Worthington-Forbes, "These reports were being produced at a cost of nearly \$1,000.00 per document, due to the volume and pace of development. There are 244 mitigation measures on 88 city blocks over 6 phases of development and entitlement processing. As a result, there are literally thousands of possible combinations of mitigations that are applied to any given site at any given time."

Steve Bein, P.E., Vice President of Geographic Information Systems (GIS), explained "with an online mapping and database environment, complex and voluminous data can be presented in a simple to use format while stripping away the bulk of the information and leaving only what's necessary to make informed decisions. The web makes it possible to bring the most current information not only to a few, but into the offices and homes of everyone with interest in the project."

Besides providing environmental monitoring services via the web, RBF is also providing regulatory permitting compliance, civil engineering and various landscape architectural services for the Mission Bay Project.

This unique "work in progress" can be accessed via <http://db.rbf.com/catellus>.

Contributed by Laura Worthington-Forbes, RBF Office Manager of the San Jose Office. She can be contacted by calling (408) 993-9224 or visiting www.RBF.com

October Professional Development Event Better Neighborhoods Initiative

John Bilovitz from the City of San Francisco will be featured at the APA October Professional Development Event, October 11. He will present the City's Better Neighborhoods Initiative.

Mr. Bilovitz described highlights of his talk, saying "The larger policy ideas regarding housing density (no limit within building envelopes), parking (no minimum, but a maximum standard) and person movement over vehicle movement as an evaluation criteria are good general topics. We could also talk about some of the particulars for individual neighborhoods such as the restoration of neighborhood structure by repairing damage done by the failed freeway infrastructure, mixed-uses on transit infrastructure sites, and industrial versus residential property demands."

The October 11 event will be in San Francisco. For more information, ask to be added to the event e-mail distribution list by contacting Rebecca@dceplanning.com, and you will receive an e-mail giving the place and time.

The APA Northern News is the premier periodical for communicating planning news to the APA membership in Northern California. The APA Northern News reaches over 3,000 planners in the public and private sectors. If you are working or doing business in the Planning industry and are not using the Northern News' advertising services, you are missing out on a great opportunity. Advertise today!!

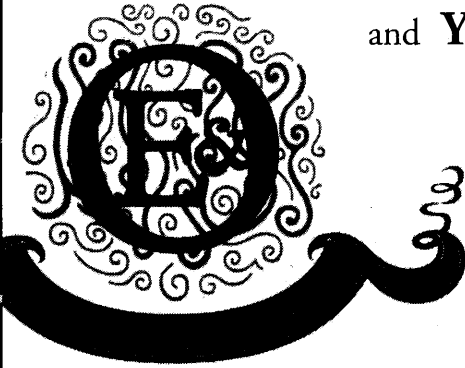
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Changes and updates to the business card advertisements while they are in publication cost \$50. Business card ads MUST be within these dimensions: 1" high X 2-1/2" wide. Preferred formats are: Editable eps, with all fonts conformed to outlines, and including all logo art; Mac PageMaker or Quark XPress file, including all fonts plus all logo art; or 'Camera-ready' artwork (please also include electronic file if possible). All pictures, photos, and scanned artwork must be at least 300 dpi (1200 preferred).

Contact us. If you would like to place an advertisement in our newsletter, please email the business card or employment ad to me as an attachment to radams@ci.el-cerrito.ca.us.

Deadline is the 16th of the month prior to the month of publication. November/December will be a combined issue.



Preparations are under way for the
APA Northern Section Holiday Party
and **You are Invited!**

December 6, 2001

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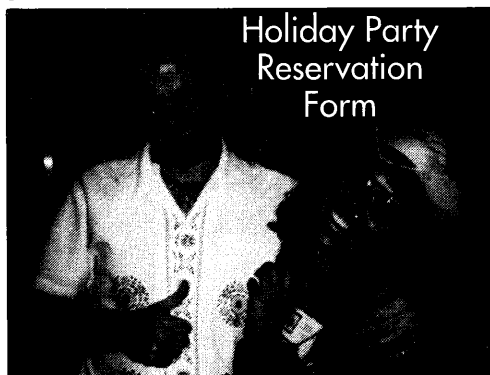
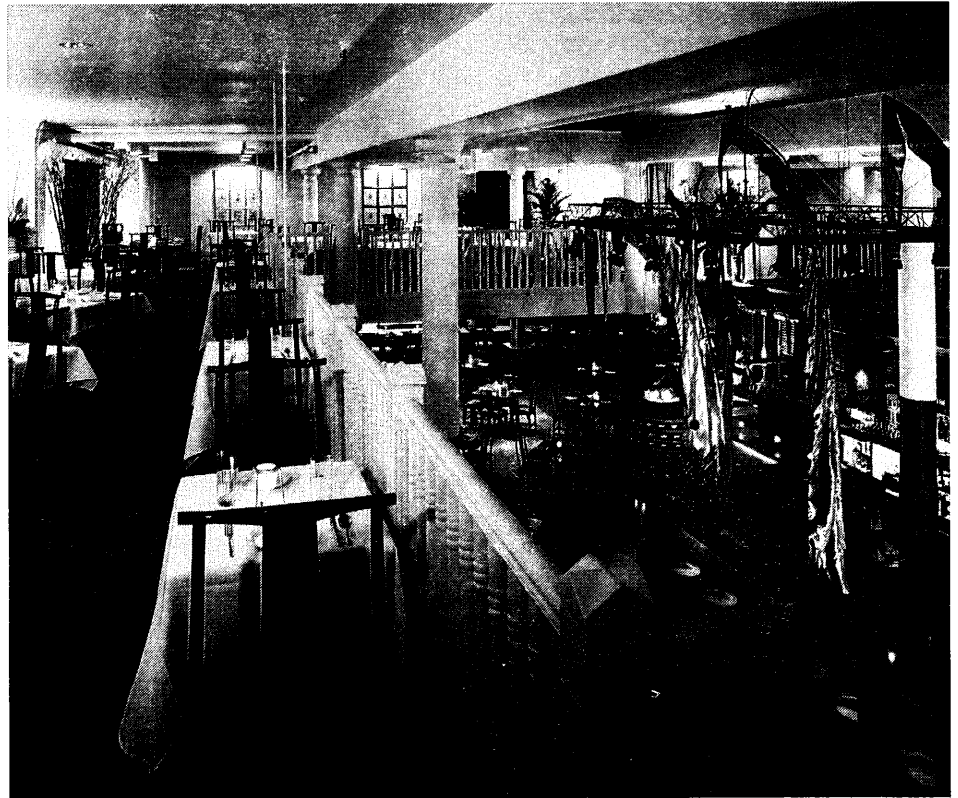
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OFFICE SUBLET OR SHARE WANTED

Urban and environmental planner/writer/editor seeks office space to sublet or share. San Francisco, East Bay, or southern Marin preferred. Contact Natalie Macris at (415) 474-2514 or nmacris@worldnet.att.net



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October

2-5 California Main Street/California Downtown Association Conference, Sacramento

11 John Bilovitz from the City of San Francisco speaks at APA Professional Development Event

20-22 California APA State Conference, Sacramento

27 Heart of the City Seminar presented by Eco-City Builders, Gaia Building, 2116 Allston Way, Berkeley

November

30 Don Rothblatt Retirement Party

December

6 APA Holiday Party, E&O Trading Company

10 2002 AICP Exam Application Submission Deadline
Nominations deadline for Director Pro-Tem and Treasurer

January 2002

26 The regular registration deadline for the APA National Conference

Upcoming

March 4, 2002: 2002 AICP Exam Site Registration Form Submission Deadline

April 13-17, 2002: National Conference, Chicago, IL

OCTOBER

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	1	2	3	4	5	6
7	8	9	10	11	12	13
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NOVEMBER

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