



NORTHERN NEWS



American Planning Association
California Chapter
Northern
Making Great Communities Happen

A Publication of the Northern Section of the California Chapter of APA



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EDITORIAL

APA Elections: VOTE NOW

Two separate APA elections are underway.

NATIONAL—OUR REPS IN WASHINGTON. On March 2, National APA ballots were emailed from <planning.ballot@intelliscaninc.net> to all APA members, subject “American Planning Association’s 2010 Election Ballot.” **Find the email and click on the link** (valid only for your APA member number). **March 30 is the firm deadline for National to receive ballots.** The Chapter Board reviewed APA President-Elect statements from **Jeffrey Lambert, AICP**, and **Mitchell Silver, AICP**. Jeffrey Lambert’s message of focusing on the members resonated with our Board. And in Region VI, two people are running to represent California and Nevada on the national APA Board, and two are running for AICP Commissioner. Candidate statements are available at <http://www.planning.org/elections>.

STATE—TO LEAD OUR CHAPTER. You received an email the week of March 22 on how to access your California Chapter ballot and the candidates’ biographical information. Online voting opens Monday, March 29, and closes at midnight April 9. Two candidates are running for APA California President-Elect: Northern Section’s **Hing Wong, AICP**, and **Kevin Keller, AICP**. The Northern Section board voted to endorse Hing Wong. His outstanding record of service to APA at the national, state, and section levels is second to none: over 10 years on the Northern Section board, then the California Chapter board. He has given countless hours of service to the organization and to planners who asked for his help. His devotion to students is evident in his continuing work with the California Planning Foundation and courses he gives at San José State University.

APA California needs to rethink its budget—this year and long-term. We need a strong, detail-oriented leader who understands how our nonprofit, professional organization is managed and can help our chapter run more efficiently. At the National level—as a member of the Chapter Presidents—Hing will support measures that enhance our chapter’s visibility and improve service to our members.

VOTE in the State election and consider Hing Wong as your choice for President-elect. Northern is the largest section in the state with 1,500 members (29 percent of the state membership); yet we have had only one Chapter president from north of the LA basin in the past decade. If you want your voice heard at the state level, Hing Wong is right for the job. ■

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(Directory continues, next page)

DIRECTOR'S NOTE

By Darcy Kremin, AICP



More election news! In case you missed the front page editorial, APA California Chapter is holding elections this month. It's time for Northern Section to be represented and heard. You should have received an email the week of March 22nd on how to access your CalChapter ballot and candidate information.

If you're reading this but **did not** receive a ballot for either the state or national APA elections, please check to be sure APA has your current email address. Go to <http://www.planning.org/myapa>, login, and update your profile.

Online voting opens Monday, March 29, and closes at midnight April 9. APA California Chapter is **your Association**, and voting for the Chapter officers is a privilege of your membership.

Two candidates are running for APA California President-Elect: **Hing Wong, AICP**, and **Kevin Keller, AICP**. After review and deliberation, the Northern Section board endorsed Hing Wong, AICP. Hing's outstanding record of service to APA is second to none. APA California needs to rethink its budget this year and long-term. For that we need a strong, detail-oriented leader like Hing. And as a member of the Chapter Presidents, Hing will support measures that enhance our national visibility and improve our chapter's service to its members.

We strongly encourage you to vote in this upcoming election and to consider Hing Wong as your choice for President-elect.

On a different note, I'd like to thank **Kristopher Hartley** and **Michael McCormick, AICP**, for their service on the Northern Section Board. Kris served as student representative from UC Berkeley this past year, and Michael McCormick was Communications Director. We appreciate their hard work. In March, the board appointed **Kim Lucas** as our newest student representative. Please join in welcoming her to our Board. She already has some good ideas for her fellow students and our Section members.

April means it's again time for the APA National conference, to be held this year in New Orleans, April 10-3. See our calendar, [page 20](#), for useful links to the conference program and registration. The conference will host a delegate assembly at which APA will be voting on a new surface transportation policy guide and discussing an update to the policy guide on takings. Our Section's Director-elect **Hanson Hom, AICP**, will be attending the assembly as one of California's 16 delegates. He looks forward to seeing many of you in New Orleans!

Finally, I'm probably not the only one excited about this year's Census. Be sure to fill out your form if you haven't already. Forms were sent mid-March and should be returned at your earliest convenience. Go to <http://2010.census.gov/2010census> for more information. ■

Darcy Kremin

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The American Planning Association, California Chapter Northern, offers membership to city and regional planners and associated professionals primarily living or working in California, from Monterey County to Del Norte County, including the nine county San Francisco Bay Area and Lake and San Benito Counties. APA California Northern promotes planning-related continuing education and social functions in order to:

- Provide an arena for communication and exchange of information about planning related activities;
- Raise member awareness and involvement in APA affairs;
- Increase public awareness of the importance of planning;
- Encourage professionalism in the conduct of its members; and
- Foster a sense of community among the members.

APA California Northern publishes *Northern News* online in PDF 10 times each year as a medium for the exchange of ideas and information among its members. Circulation (complete web downloads per issue) is 8,500.

Northern News welcomes comments. Letters to the editor require the author's first and last name, home or work street address and phone number (neither of which will be published), and professional affiliation or title (which will be published only with the author's permission). All letters are subject to editing. Letters over 250 words are not considered.

The deadline for submitting materials for inclusion in *Northern News* is the 15th day of the month prior to publication.

Permission to reprint is granted. Please credit "Northern News," APA, California Chapter.

Charting the future under SB 375 Suburban cities and infill development

By Naphtali H. Knox, FAICP, and Justin Meek

Well-regarded planning author **William Fulton** engaged a large audience in the Palo Alto city council chambers on February 15th in an illustrated discussion of how built-out suburban cities are accommodating infill development. Cities throughout the state have been expanding their efforts to incorporate appropriate infill development in response to recent State policy guidance, including AB 32 (the California Global Warming Solutions Act of 2006) and SB 375 (the California Sustainable Communities Bill). SB 375 encourages regional transportation and land use planning with the objective of reducing greenhouse gas (GHG) emissions.

Early on, Fulton ticked off a number of points.

- In the new world, whether we like it or not, climate-change concerns will drive virtually all new development.
- The kind of physical world that emerges looks something like downtown Palo Alto.
- AB 32 set a goal of reducing GHG emissions 20 percent from 2006 levels by 2020. Success would take us back to 1990 levels.
- A proposed statewide initiative, backed by Meg Whitman, would suspend AB 32 and other GHG laws in California.

The 2020 reduction in GHGs to 1990 levels means cutting approximately 30 percent from business-as-usual emission levels projected for 2020, or about 10 percent from today's levels. On a per-capita basis, that means reducing our current annual emissions of 14 tons of carbon dioxide for every man, woman, and child in California down to about 10 tons per person by 2020.

But the 2020 goals are just the start—not the end of the State's effort. Climate scientists say emissions need to be reduced by 80 percent from 1990 levels to stabilize the amount of carbon dioxide in the atmosphere and prevent the most severe effects of climate change.

The major thrust of SB 375 is for us to drive less. That poses two separate questions: How would we actually drive less? How do we comply with the law?

In terms of driving less, "Everyone needs to behave as if they live in Rockridge/Berkeley." That translates into everyone driving no more than roughly 14,000 miles per year. (Residents of San Francisco drive an average of 7,000 miles per year, while Danville residents drive roughly 30,000.)

As a result of lobbying by the League of California Cities, there is no link between SB 375 and general plans. And as a product of

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Charting the future under SB 375 *(continued from previous page)*

lobbying by the building industry, local projects that conform to SB 375-required Sustainable Communities Plans may be exempt from CEQA.

So much suburban land use is already in place that vehicle miles traveled (VMT) can only be driven down (no pun intended) just so far. Those areas are built around the car. "There is a floor to how much people can reduce their driving."

So we need to increase the ability of the environment to "absorb" less driving. How do we do that?

Mobility is not the answer; access is. Provide the things that people need closer to where they live or work. That makes concentration your friend, dispersal your enemy.

Creating more of just one thing doesn't help (e.g., more offices at higher densities; or more housing at higher densities). Cities must have both density and diversity—everything in proximity. While TOD (transit-oriented development) may work in urbanized areas, POD (a parking oriented district) may be more appropriate for suburban areas. Consider how many different places you park your car in a single day. Focus on a mix of neighborhood services, and create a "park once" strategy (the POD). The idea is to get lots of people to one place and get them out of their cars to do more things without driving. (Also see *"It takes more than parking meters to save a village,"* [page 11](#), re "park once.")

Don't allow any one use to occupy more than 50 percent of the land. Leverage the presence of civic institutions. Intensify housing for people who live there and who will walk (more than they drive) to or for the things they need to do or buy. Promote horizontal mixed use. (Vertical mixed uses are sometimes misplaced, as is the planners' tendency to emphasize them.)

Instead of focusing on land uses, think in terms of different businesses and locations where services are provided. Planners should better understand the drawing power of individual businesses (e.g., Trader Joe's).

Why should residents accept more concentration? Because the neighborhood will change; the question is how. And will the benefits of concentration outweigh the costs? What are the tradeoffs? The objective is to retain a habitable world as we gain more people and activity. Throw away some of the old stereotypes of how we do communities. Use the concentration well to minimize driving.

Question. Is sustainable growth an oxymoron?

Answer. We live extremely inefficiently. We can be much more sustainable than we are now. Consider aggressive government action to target and assist desired businesses. As desirable as they are, downtowns like Palo Alto cannot possibly be supported by the single-family homes that surround them.

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Charting the future under SB 375 *(continued from previous page)*

Question. We have these incredibly high requirements from ABAG, and Palo Alto is getting concentrations of high density housing near the freeways. No one there will use transit.

Answer. Housing concentrated near freeway interchanges (as opposed to pockets of density located elsewhere in the community) will reduce VMT, which is the very goal of SB 375. Housing Elements haven't produced more housing, but they may have pushed us to build a greater variety of housing types. Variety is what we need to make the housing market work.

William Fulton, AICP, is a principal in the planning firm Design, Community & Environment. He is the author of several books on planning: "A Guide to California Planning" with Paul Shigley (Solano Press, 1991, 1999, 2005); and "The Regional City" with Peter Calthorpe and Robert Fishman (Island Press, 2001). Fulton is editor and publisher of the California Planning & Development Report, which he founded in 1986, and currently serves as mayor of the City of Ventura. He can be reached at billf@dceplanning.com. ■

Where in the world?



Photo by Jason M. Burke, AICP, Oakland

(Answer on [page 7](#))



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Free parking is a bad idea

By Naphtali H. Knox, FAICP, with assistance from
Theresa Alster, Riad Elbdour, Justin Meek, and Steve Ross

Evangelical, enlightening, and entertaining, UCLA urban planning professor Donald Shoup charmed an overflow audience of more than 200 at San José City Hall on February 24th. With cartoons, videos, jokes, and quotes, he talked about the ways central city parking is mismanaged and how appropriate pricing policies could reduce traffic congestion, help the environment, improve urban design, reduce housing costs, and grow hair.

"We pay for parking dearly every day of our lives as consumers, developers, and citizens, whether we use it or not," said Shoup. "Parking is available and free at the end of 99 percent of all vehicle trips. It is the major land use in most American downtowns." Showing an aerial photo of the buildings and vast parking lots of a former Cisco campus in Milpitas, he quipped, "Cisco headquarters is one of the best places on earth to be if you're a car."



*Above the 237/880 interchange looking southwest
(From Prof. Shoup's presentation)*

Shoup also took aim at APA's *Parking Standards* (2002, Michael Davidson and Fay Dolnick, PAS 510/511) describing it as a listing of parking requirements for every conceivable land use without any theory behind it.

"We've made two big mistakes regarding parking. One, we keep curb parking cheap, and two, we require a lot of off-street parking," said Shoup. He showed samples of parking requirements from urban zoning ordinances. "It all looks so scientific, but it's not, and it

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Answer to "Where in the world?" (Page 5)

Náměstí Svobody (Freedom Square),
Brno, Czech Republic

Photo by Jason M. Burke, AICP, Oakland

Free parking is a bad idea (continued from previous page)

constitutes a great parking disaster." He explained that free parking is expensive and wrong and causes the following:

- skews travel choices
- distorts urban form
- degrades urban design
- raises housing costs
- impedes the reuse of older buildings
- limits home ownership, and
- damages the economy.

Shoup recommended three reforms in parking policy.

1. Charge for curb parking at the lowest rate that allows for an 85 percent occupancy.
2. To ensure popularity for this policy, return a portion of the revenue to the generating neighborhood.
3. Reduce or remove off-street parking requirement minimums.

Of these, "The most important thing to talk about is revenue return. Connecting the meter revenue directly with public services and local control are largely responsible for the success of the metering program. Parking meters with revenue return contributed greatly to the remaking of Old Pasadena: 690 meters run from 11 AM until midnight and on Sundays. They generate revenues of \$80,000 per block per year for added public services and improved infrastructure in the immediate district."

"The Old Pasadena Parking Meter Zone Advisory Commission determines where the money will be used. It is a nexus between the city, merchants, property owners, developers, and residents that gives them a say in how the money will be used. They recommend parking policies and set spending priorities for public services."

(Ed. note: While parking meters and their revenue were undoubtedly an important part of the Old Pasadena revitalization strategy, the construction of three public parking garages in the mid-1980s played a huge role. See "It takes more than parking meters to save a village," [page 10](#).)

Shoup cited examples of pricing mechanisms in the new [SFpark](#) program, but pointed out that San Francisco won't know the right price until they determine what rate will result in an 85 percent curbside occupancy rate. "That means the spaces will largely be used, yet remain reasonably available."

"Some people will be discouraged from coming by higher parking rates, but their places will be taken by others who are willing to pay for the benefits." There will be less cruising because a few spaces will always be available at their destination. "And the people who are

(continued on next page)

REDWOOD CITY's parking changes got started when a traffic engineer for the city brought an article by Donald Shoup to Daniel Zack's attention. Zack is the downtown development coordinator for Redwood City. The city went through a public workshop process to determine needs and discuss potential solutions. In the end, the city decided to enact five recommendations, almost all of which are recommended in Shoup's book:

- Remove all time limits on parking downtown.
- Establish market parking prices to achieve an 85 percent occupancy target rate.
- Use new pay-by-space meter technology.
- Dedicate meter revenue to downtown parking and other improvements.
- Modify the parking permit program.

Source: Michael Perkins, October 6, 2008,
<http://greatergreaterwashington.org/post.cgi?id=1292>

Redwood City's downtown parking meter ordinance has been effect for just over four years. It —

- Provides a process for adjusting downtown meter rates and managing the use and occupancy of parking spaces in the Downtown Meter Zone.
- Sets a target occupancy rate of 85 percent.
- Requires a not-less-than annual survey of average occupancy in each parking area in the Downtown Meter Zone.
- Establishes a maximum hourly meter rate not to exceed \$1.50 without express approval of the city council.
- Allows meter rates to be adjusted up or down in twenty-five cent increments to achieve the target occupancy rate.

To view or download the 19-page ordinance, [click here](#). Also see <http://www.redwoodcity.org/bit/transportation/parking/meters.htm> ■

willing to pay more for parking also may be willing to pay more for goods and meals—and leave better tips.” Unfortunately, “People will say things about parking that they would never say about anything that they really knew about.”

“In Redwood City (where **Daniel Zack, AICP**, is the downtown development coordinator) the city council adopted a parking policy ordinance that establishes 85 percent curbside occupancy as the goal.” [See sidebar]

“Most people in the U.S. have no idea of the technical improvements made in the rest of the world for paying for parking,” said Shoup, showing examples from Canada and other countries. “Prices can be changed remotely by hour or by location.”

As for the United States, “There is so much parking mismanagement. The goal is the *right* price in *that* location at *that* time. Most of the downtowns we admire (San Francisco, Chicago, New York City) have parking caps—not minimums (as in Los Angeles). Everybody will pay one way or another for the masses of required parking, whether they use it or not. L.A. traffic—a result of parking policy—looks like a mass evacuation before a hurricane.”

“The biggest change we could make in the U.S. is to change every parking minimum requirement into a maximum requirement, without changing the numbers.” The current “minimum parking requirements are a stand in favor of the single occupancy vehicle.”

To download Shoup's PowerPoint presentation in PDF from the Greenbelt Alliance website, [click here](#).

Following the presentation and a question-and-answer session, *Northern News* approached several members of the audience for reactions. Their comments are below:

San José City Councilmember Pierluigi Oliverio. “Professor Shoup did a fantastic job of laying out a common-sense way to look at parking.” It is mindless how many times we will drive around cruising for parking, “but I wish that advocates for this type of parking would come and speak to the city council, because typically we only hear from the people who oppose projects.”

San José City Councilmember Sam Liccardo. In dealing with proposals that may affect people's mobility and living conditions in a city designed around the car as San José is, “we are not going to suddenly convert people who live in single-family development.”

Asha Weinstein Agrawal, associate professor and associate chair, Department of Urban and Regional Planning, San José State University. “One thing we can learn from Don Shoup

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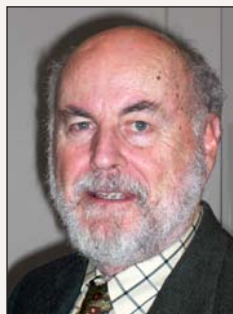
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Free parking is a bad idea *(continued from previous page)*

is the potential for paid parking to be a very powerful source of a lot of revenue that could replace other kinds of tax revenues (that have been lost)."



Donald C. Shoup, FAICP, is the author of *The High Cost of Free Parking* (2005, APA Planners Press). He can be reached at shoup@ucla.edu. The free event, "Why free parking is a bad idea," was co-sponsored by Greenbelt Alliance, the Great Communities Collaborative, Silicon Valley Bicycle Coalition, TransForm, the City of San José, San José State University's Urban and Regional Planning Department and Urban Planning Coalition, Mineta Transportation Institute, and the American Planning Association (California Chapter-Northern). ■

FAICP inducts 37—two are from California

The FAICP Selection Committee convened in Washington, DC, in January to make recommendations for new inductees to the AICP College of Fellows. Thirty-seven AICP members were selected and will be inducted at the National Planning Conference in New Orleans. Two are from California: **Jeanette Dinwiddie-Moore, AICP**, Oakland; and **Al Zelinka, AICP**, planning manager, City of Fullerton.

As of January, the national roster showed 15,371 members of AICP and 332 Fellows of AICP. In California, there were 2,032 in AICP (13.2 percent of the national total) and 54 Fellows (16.3 percent of the national total).

The Class of 2010 induction ceremonies will take place on Saturday, April 10th, at the Hotel Monteleone in the French Quarter. The ceremony and a catered reception following are black tie optional. The ceremony is open to anyone who would like to attend. If you are already registered for the national planning conference, simply add *AICP Fellows induction ceremony* to your conference schedule. ■



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It takes more than parking meters to save a village

By Theresa Alster

"If someone wants to develop in a desert, it takes more than putting a water pipe in the sand and waiting for something to happen," explained Marsha V. Rood, FAICP. And parking meters didn't spawn the rebirth of Old Pasadena. As development administrator for the City of Pasadena (1982–2000), Rood knows what she is talking about. She was responsible for revitalizing the city's central district, which includes Old Pasadena.

Donald Shoup's suggestion that parking meters revitalized Old Pasadena is considerably overblown. (See "*Free parking is a bad idea*," [page 6](#).) "I wish it were as easy as Don seems to think—just put in parking meters and 'poof'—Old Pasadena is revitalized! Nothing could be further from the truth," explained Rood.

Old Pasadena was well on its way to revitalization before meters were installed in late 1993. By then, over 100 historic buildings in 75 percent of the blocks had been rehabilitated, and sales volumes had increased to \$102 million from \$10 million in 1983. Also, Old Pasadena had been recognized as a location for national and regional businesses as part of "One Colorado," a square block in the center of Old Pasadena. The development included 17 historic structures, a system of historic alleys, and a new AMC theater in 1991–92 to complement a Cineplex that had opened in 1986.

"But the three public parking garages that opened between 1984 and 1988 were the most important factor in the revitalization of Old Pasadena, period," said Rood.

Rood began working in Pasadena in 1982, following more than a decade of very successful redevelopment there. However, the stand-alone *Plaza Pasadena* proved to be the death of that form of redevelopment in the city. This regional mall—built in downtown Pasadena in the 1970s—resulted in the demolition of 35

buildings, many of which were prominent and historic, plus the relocation of 122 businesses after a significant investment of \$60 million in redevelopment funds. The mall with its streetfront brick wall disrupted the city's "City Beautiful Civic Center."

Building on community opposition to the Plaza Pasadena, a community-based effort was initiated to save Old Pasadena, which had been slated for obliteration to accommodate 14 new office headquarters buildings. In response to a petition with 10,000 signatures gathered in two days, the redevelopment agency was abolished in 1981 and its duties assumed by the city council.



Marsha V. Rood,
FAICP

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Now in PDI Advisor

Our East Coast colleague **Leonardo Vazquez, AICP**, advises that there's a small book's worth of tips, ideas, and insights in PDI Advisor—more than 35 articles cover topics ranging from the 21st century economy to professional writing, on subjects such as inclusive planning, land use, leadership, and reporters. You can search by keyword, browse the archive by title, or search by topic area.

Leo says he tries to update PDI Advisor weekly, and “please feel free to comment publicly on anything you read in PDI Advisor.” If you have a professional development tip you want to share, just [email Leo](#). ■

It takes more than parking meters to save a village (continued from previous page)

Because of that history—“revitalizing by amputation”—the city's newly established development department had to carry out redevelopment in the face of skepticism and distrust.

Fortunately, “Creative people banded together to save Old Pasadena with a different form of redevelopment,” said Rood, using redevelopment not to destroy, but to save about 1.6 million square feet of historic buildings. “The road was paved by merchants, preservationists, property owners, and the city's planning and development departments.”

By 1983, the task was to figure out how to provide sufficient parking for what had developed as a transit-oriented area around the Red Car system at the turn of the last century with very little parking. An assessment district had been tried, but failed to pass. Instead, a shared parking analysis reduced the city parking requirements by 25 percent to accommodate what was to emerge as a mixed-use district. Despite the shared parking, there was a dearth of spaces to accommodate prospective businesses and adaptive reuse of historic buildings.

Public improvements were necessary to enable private investment in existing buildings. “If you invest in the public realm, it allows the private to go forward. To support keeping the historic buildings, the city needed to develop parking.” A redevelopment area with very limited eminent domain was established in 1983 to provide funds for public improvements, including parking.

Rood drafted the redevelopment agreement for the first garage, which opened in 1986, and worked “essentially as the developer” for construction of the next two public garages between 1987 and 1988. Parking in the three garages was made available for a minimal fee to businesses and developers who could claim spaces by means of “zoning credit” contracts in order to meet parking requirements.

An added benefit of shared parking in public garages and contracting with prospective tenants and developers for parking spaces was that it enabled the city to recalibrate the zoning ordinance and revamp the requirements for parking as the district evolved. This provided owners and tenants the flexibility to change lower intensity business uses (e.g., retail) to a higher intensity (such as restaurants) because the parking was not directly and physically associated with the uses originally approved.

“The concept was to ‘park once’ in an area that was made safe with active walkways so people weren't afraid to walk three blocks from the garages to the restaurants,” explained Rood. Once the garages were under construction—proof that the potential customers of the businesses/developments “could be parked”—banks began lending to entrepreneurs. The garage exteriors were designed with an “urban edge” of restaurants and retail space that added lease revenue—and lighting and activity at night for enhanced safety.

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Minimum Qualifications

Professionals with a masters degree in urban and regional planning or a related field. One to two years' experience in city or urban planning, urban design, or a related field is desirable. Skills should include computer proficiency (Microsoft office, AUTOCAD, Adobe illustrator, Adobe Indesign, Photoshop and PageMaker), graphics, and design.

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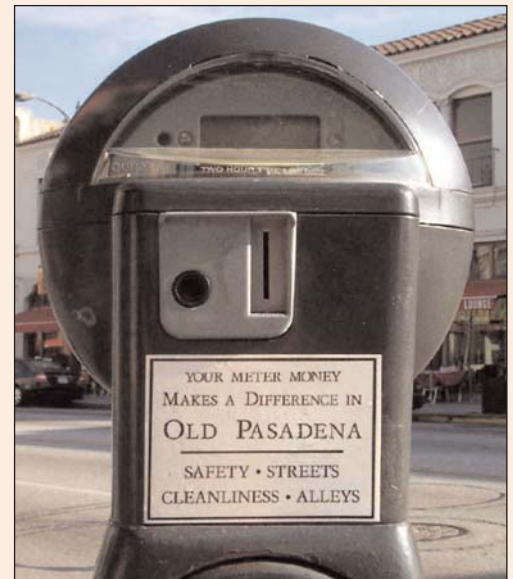
Submit a cover letter and résumé to Rob Eastwood, International Director, rob.eastwood@pln.sccgov.org or (408) 288-9198 (FAX). Additional information on the Internship program is available at http://www.norcalapa.org/pages/career/career_volunteer.htm ■

It takes more than parking meters to save a village
(continued from previous page)

The first garage was financed by industrial development revenue bonds; the second and third with certificates of participation. Debt service was paid from net operating income, retail and restaurant garage leasing space, fees from parking entitlements for zoning purposes, and tax increment funds. For “park once” to work in existing downtowns, there needs to be a clean, safe, animated pedestrian-environment to link the garages to the businesses. (Also see “Charting the future under SB 375,” [page 4](#), re “park once.”)

With the success of Old Pasadena—and to boost general fund revenues and better manage parking—the city’s public works department proposed installing parking meters in 1991. Facing significant opposition in Old Pasadena, however, the city council rejected the proposal. Rood worked with the Old Pasadena community and the city administration to invest the net parking meter revenue in Old Pasadena, with the city keeping the parking fines. In this way, parking meter revenue from customers and visitors would be used to fund pedestrian-friendly streetscapes and alleys in Old Pasadena. The deal was cut, and meter money was pledged to cover the capital costs of public streetscape and alley improvements, with a portion designated for operation and maintenance of the improvements. The city kept proceeds from the meter fines.

In October 1993, the Old Pasadena Town Parking Meter Zone Advisory Commission was formed to assure the Old Pasadena community that the parking meter revenues would be used as promised by the city. In July 1995, the *Old Pasadena Streetscapes and Alley Walkways Plan* was approved by the city council. Benches, trash receptacles, directories, and pedestrian signage were selected, and functioning and walkable alleys were repaved in 1997 and 1998. Historic streetlights and alley markers have since been added. Stickers on the meter heads indicate that meter money goes to street improvements, cleanliness, safety, and alleys.



Old Pasadena parking meter
(From Prof. Shoup's presentation)

(continued on next page)

Planners seeking employment

APA California Northern wants potential employers to know about urban, regional, and environmental planners who are unemployed and available. Members of Northern Section APA can post a brief ad here (67 words maximum). Ads for the May issue must be received no later than 5 PM Wednesday, April 14th, at Editor, *Northern News*, knoxnaph@gmail.com.

Land Planner/CEQA/Project Management.

Over 25 years experience. Previous employers: City of Alameda (17 years), Alachua County Florida (3 years), Pasadena Texas (5 years), San Joaquin County (4 years). MS Environmental Management, University of San Francisco, BA Inter-American Studies, BA Human Ecology. Contact comstockeliason@yahoo.com or (510) 483-1666.

Land Planner/Urban Designer. 9 years experience in project entitlement and neighborhood and commercial layout, specific plans, and graphics. Part- or full-time, flexible availability. Recent Employers: MacKay and Soms, Pleasanton (3 years); Randall Planning and Design, Walnut Creek (2 years). Salary history on request. AICP, LEED AP. Master in City Planning, MIT. BS, Planning and Development, USC. Contact kelsey_moldenke@yahoo.com.

Land Planning & Entitlements; Advance Planning/General Plans; Community Planning/Specific Plans; CEQA; LAFCo.

25 years experience. Recent employers: Arnaiz Development Co. Inc., 6 years; City of Stockton, 5 years; County of Sacramento, 14 years. Salary history upon request. MA and BA Geography, California State University, Fresno. Contact ttruskowski@comcast.net or (831) 915-1980.

Northern News reserves the right to reject or edit ads, and to place them as space permits. Northern Section and Northern News reserve the right to cancel this service at any time, or to charge a nominal fee for posting an ad, or to limit the number or type of ads in any way. ■

It takes more than parking meters to save a village (continued from previous page)

"Meters are more acceptable if there is a clear nexus between the fees and what they are paying for," said Rood. "You are getting something back—it doesn't just disappear into the city coffers."

The parking meters made sense because on-street parking needed to be better managed in relationship to the garages. The garages are free for the first 90 minutes to draw people into spaces that are generally less desirable than on-street parking. Although many cities price their garages from the moment of entry while keeping street parking free, "It should be just the opposite," said Rood, "because the price needs to reflect the perceived value of the different parking supplies. It also discourages a lot of cruising for free on-street parking," she said.

Rood applauds Shoup's work, but feels he may have over-emphasized metered street parking as *the* major revitalization tool. "Parking, including parking meters, is not a revitalization strategy in and of itself, no more than is the installation of streetscapes would be. It is misleading to claim otherwise. To Shoup's credit, he has legitimized the study of parking as an academic pursuit and is sharing the findings from his long-time efforts with communities, professional planners, and engineers."

The success of Old Pasadena took over three decades of hard work that included strategic public, private, and nonprofit partnerships; a shared community vision; and clearly defined programs and projects to make it happen. The parking meters, while important for funding streetscapes and alley improvements and managing the parking supply, were not the critical factor.



Theresa Alster serves on the City of Campbell planning commission and site and architectural review committee. She holds bachelor of journalism and master of urban planning degrees from San José State University. Theresa has worked for newspapers and magazines as a writer, editor, and graphic designer, and plans to work in corporate or government communications.

She interviewed Marsha Rood in early March specifically for this *Northern News* article. You can reach Theresa at morrissey94@gmail.com. ■

What others are saying

Slideshow, “Tons of Machinery, Blowing in the Wind. Today's wind turbines, though far more sophisticated than the windmills of centuries past, apply the same principle: they transform wind into energy. General Electric makes nearly half of the wind turbines used in the United States. In Pensacola, Fla., G.E. workers assemble the hub, or nose cone, of the machine, along with the nacelle, which attaches to the hub and houses the turbine's operating 'brains.' The blades, meanwhile, are manufactured at a plant in Newton, Iowa. Eventually, all parts of the turbine, made in dozens of locations, are sent to the site of operation for final assembly.” —Photos by Stephen Mally and Gary Tramontina for the *The New York Times*, *Sunday Business*, February 21, 2010. [Click here for the slideshow](#). See the September 2009 issue of *Northern News* for a related article about wind turbines, “WIND POWER: Boons, hazards, eyesores, or emblems?”

Are you a contract employee? “Federal and state officials, many facing record budget deficits, are starting to aggressively pursue companies that try to pass off regular employees as independent contractors. More than two dozen states also have stepped up enforcement, often by enacting stricter penalties for misclassifying workers. Many workplace experts say a growing number of companies have maneuvered to cut costs by wrongly classifying regular employees as independent contractors, though they often are given desks, phone lines, and assignments just like regular employees. Moreover, the experts say, workers have become more reluctant to challenge such practices, given the tough job market. Workers are generally considered employees when someone else controls how and when they perform their work. In contrast, independent contractors are generally in business for themselves, obtain customers on their own, and control how they perform services.” —Steven Greenhouse, “[U.S. cracks down on ‘contractors’ as a tax dodge](#),” *The New York Times*, February 17, 2010.

The climate changes for climate change agreement.

“China and India formally agreed [on March 9] to join the international climate change agreement reached in December in Copenhagen, the last two major economies to sign up. They join more than 100 countries that have signed the accord, which calls for limiting the rise in global temperatures to no more than 3.6 degrees Fahrenheit beyond pre-industrial levels. The agreement also calls for spending as much as \$100 billion a year to help emerging countries adapt to climate change and develop low-carbon energy systems, to bring energy technology more quickly to the developing world, and to take steps to protect tropical forests from destruction. —John M. Broder, “[Climate goal is supported by China and India](#),” *The New York Times*, March 10, 2010.

Experts will review findings of UN Climate Panel. “A small number of errors, ... which include projections of retreats in Himalayan glaciers, ... have been seized on by climate skeptics opposed to the U.N.-led efforts to conclude a legal international agreement on global warming this year.” Now the InterAcademy Council of 15 nations' national academies of science has agreed to review the research and management practices of the U.N. climate change panel. The InterAcademy Council “will focus on how the [U.N.] panel does its job, in light of the unsettling errors that have surfaced recently. The review is being paid for by the United Nations, but [the InterAcademy review] group will operate completely independently [to complete a] peer-reviewed final report.” The intent is “to ensure the quality of IPCC reports in the future, including the U.N. panel's next scientific assessment due in 2014.”

—Seth Borenstein, Associated Press, “[World's top scientists to review climate panel](#),” *The New York Times*, March 10, 2010. ■

Onward and upward

Jeanette Dinwiddie-Moore, AICP, is one of two Californians to be inducted into the College of Fellows of the American Institute of Certified Planners in 2010. Jeanette has been the principal and owner of Dinwiddie and Associates since 1981. For more than 30 years, she has been a tireless, committed, and passionate advocate for good community planning, particularly for the disenfranchised and communities of color. She has effectively advocated for improvements within the profession to ensure that the planning decision-making process is inclusive of those individuals and their needs. Jeanette served on the APA California board for over six years and was vice president of administration.



Kimberly Lucas, a first year masters of city planning student (transportation) at UC Berkeley is the newly elected UC Berkeley representative from the Planning Student Association to APA. She joins Justin Meek as Student Representative on the Northern Section Board. Before entering UC, Kim worked in the Arlington County, Virginia, Transit Bureau, managing the bus stop and shelter program. She has a BA in psychology/history of art from the University of Virginia, Charlottesville.



Akoni Daniels, planner and CEQA and NEPA expert, has joined David J. Powers & Associates, Inc., as a principal project manager. For the past seven years, Mr. Daniels was a principal planner for the City of San José, responsible for preparing CEQA and NEPA documents; managing the city's environmental review, historic preservation, urban runoff management, and green building policy programs; and serving as lead city staff in the Santa Clara Valley Habitat Conservation Plan process. Prior to that, he was a project manager in development review in the city's department of planning, building, and code enforcement. Daniels holds a bachelor's degree in geological and environmental sciences from Stanford and a master's degree in city and regional planning from UC Berkeley. ■



Northern California roundup

“Effort underway to suspend California’s global-warming law. Republican politicians and conservative activists are launching a ballot campaign to suspend California’s landmark global-warming law, in what they hope will serve as a showcase for a national backlash against climate regulations. The measure would halt proposed regulations until the state’s jobless rate dips to 5.5 percent or below for a year. That’s a level that California has not seen since 2007. California has one of the nation’s highest unemployment rates, 12.4 percent.” —Margot Roosevelt, *Los Angeles Times*, February 06, 2010. [Read more.](#)

Really hard times in Lake County. “The economy in Lake County, never hearty in the best of times, has gotten so bad that it had the 14th worst economy in December among the nation’s 3,141 counties with at least 25,000 inhabitants. It ranked worse than the notoriously devastated economies of Riverside County and Wayne County, Michigan, home to Detroit. In the past two years, unemployment has more than doubled, to 18.5 percent. The foreclosure rate has quadrupled to 3.7 percent. Plus, the county’s tourism sector relies heavily on lower-income visitors, who have dramatically cut their spending. The 2009 summer tourism season never materialized, according to Lakeport merchants.” —Nathan Halverson, **“Lake County: A community in crisis,”** *The Press Democrat*, February 8, 2010.

Silicon Valley losing race for R&D funds. “As the Obama administration makes ‘a series of mega-investments in the future,’ Silicon Valley trails regions such as Huntsville, Alabama, in procuring funds,” according to CEO Emmett Carson of the Silicon Valley Community Foundation. “Carson said the Valley is getting none of the \$2 billion in federal funds now being disbursed for research in vehicle batteries and only \$4 million of a \$184-million federal investment in energy storage. Silicon Valley got none of the \$3.5 billion going to smart-grid technology, and just \$38 million of the \$16 billion going to energy efficiency and renewable energy, he said. Carson spoke at a conference convened by the Community Foundation and Joint Venture: Silicon Valley Network, a non-profit ‘analysis and action’ group.” —Chris Kenrick, **“Valley losing federal ‘mega-investments’ race,”** *Palo Alto Weekly*, February 16, 2010.

Local process for Healthy Planning featured in February issue of *Planning magazine*. “In North Fair Oaks, California, a small unincorporated community in San Mateo County, a planning process that aims to maximize transit and infill

(continued on next page)

California Planning Foundation scholarships awarded

Congratulations to the 2009–10 CPF scholarship winners from APA California – Northern. They will be recognized at the Northern Section Awards Program to be held May 14th at the Sir Francis Drake Hotel in San Francisco.

CPF Outstanding Student Scholarship, First Place, \$5,000

Emily Ehlers, UC Berkeley

PBS&J Scholarship, \$1,000

Jorge Rick Gosalvez, San José State University

CPF Northern Section Scholarships, \$1,000 each

Monica Altmaier, UC Berkeley

Justin Meek, San José State University

Nathan Rogers, San Francisco State University

CPF Honorable Mentions

Kristopher Hartley, UC Berkeley

Paul Hierling, San José State University

Andrew Ross, San José State University

Adrianne Wheeler, UC Berkeley

Ayrin Zahner, UC Berkeley

CPF Continuing Student Scholarships, \$1,000 each

Lisa Char-li Chen, UC Berkeley

Lauren Doud, San José State University

CPF Graduating Student Merit Awards

Taryn Hanano, San José State University

Philip Keith Olmstead, UC Berkeley

CPF expects to bestow another \$48,000 in scholarships, awards, and APA memberships this year. The CPF Scholarship Committee will be interviewing students in May to select recipients for the 2010–11 scholarships.

Northern California roundup *(continued from previous page)*

development to improve health and quality of life is just beginning. Over the last few years, a growing body of research and a core of public health advocates and experts have argued that public health should be expressly addressed through planning and community design.” The article asks, “How do we do it? What are the practices, strategies, and programs that actually support this work?” The answers are given in “Healthy planning in action,” by Heather Wooten, senior planning and policy associate with Planning for Healthy Places at Public Health Law & Policy, Oakland, as she reports on the planning process. APA members must login to read the article at <http://www.planning.org/planning/2010/feb/healthyplanning.htm>

Pleasanton housing cap violates law. An Alameda County Superior Court ruled on March 12 that “Pleasanton’s voter-approved cap on residences violates a state law requiring all cities to take on their share of regional housing needs. The ruling is the first by a California judge to require a city to change its zoning to accommodate new housing. Pleasanton can’t build its fair share of housing because of a 1996 ballot measure, reaffirmed by voters in 2008, that allows no more than 29,000 units in the city.” The judge ordered “the city to disregard the limit and remove regulatory barriers to construction of about 4,000 new housing units” by 2014. The city’s lawyers have argued that the housing limit is a valid exercise of municipal land-use authority. —Bob Egelko, **“Pleasanton housing cap violates law, judge says,”** *San Francisco Chronicle*, March 16, 2010.

Seven more housing elements certified; total now 32.

California jurisdictions along the north coast and in the San Francisco and Monterey Bay areas were required to adopt updated housing elements in 2009. Congratulations to those newly added to HCD’s list of communities with **certified housing elements** as of March 4, 2010: CONTRA COSTA COUNTY and the cities of HEALDSBURG, PORTOLA VALLEY, SAN CARLOS, SAN RAMON, WALNUT CREEK, and WINDSOR. Previously certified jurisdictions in the Northern Section are Del Norte and Sonoma counties and the cities of Arcata, Campbell, Cloverdale, Dixon, Fairfield, Fort Bragg, Fremont, Gonzales, Greenfield, Hillsborough, Hollister, Lakeport, Marina, Monterey, Napa, Oakley, Petaluma, San José, Soledad, Suisun City, Sunnyvale, St. Helena, and Yountville. ■

Small steps toward reducing parking requirements

By Alyssa Sherman, MUP Student, San José State University

The day following Dr. Donald Shoup's rousing public discussion about what's wrong with parking policies in the United States, he discussed his theories about how to address the problem with a group of 40 planners, analysts, and students from the City of San José's planning, redevelopment, parking, and transportation departments, Santa Clara Valley Transportation Agency, Greenbelt Alliance, Silicon Valley Bicycle Coalition, and San José State University.

Shoup theorizes that population density mixed with high parking requirements is a recipe for congestion. He focused on several moderate, easily implementable policy changes that cities can make to begin altering parking policy. To begin addressing the negative impacts of congestion and meeting AB 32 emissions reductions requirements, he put forth the following recommendations for parking policy reforms.

Look at SB 518. On January 28, the State Senate passed SB 518, a bill encouraging cities to adopt parking policy reforms that diverge from the traditional practice of minimum parking requirements. The bill includes a variety of quick, easy, and progressive parking policy suggestions that are assigned point values. A city that accumulates 20 points in reforms would be eligible for State Air Resources Board credit toward meeting AB 32 goals or preference for state grants. For example, a city could earn two points for eliminating a prohibition on mechanical parking stackers or five points for requiring that developers separate or "unbundle" the cost of a parking space from the cost of rent in residential rental buildings with five or more units. Shoup noted that the bill's policy suggestions could help people realize that it's not difficult to reach 20 points. The text of the bill, sponsored by Senator Alan Lowenthal of Long Beach, is posted at www.legislature.ca.gov.

Public in lieu of private parking. Dr. Shoup suggests that cities adopt policies allowing developers to pay a fee *in lieu* of providing the minimum number of parking spaces required, both downtown and citywide. The idea is that cities could set the *in lieu* fee for each private parking space at the rate necessary to build one parking space in a public garage, thus shifting the parking supply from private to public.

Eco Passes instead of required parking. Eco Passes are transit cards offered by employers or developers who provide users with unlimited rides on participating public transportation systems. Shoup suggests that cities adopt policies allowing developers to provide Eco Passes to building

tenants rather than requiring a minimum number of parking spaces. In this way, Eco Pass programs help reduce the demand for parking rather than increasing the supply. Specific related benefits include increasing transit ridership, saving developers upfront capital costs, and reducing demand for commuter parking in cities.

Encourage sustainable transportation. A city policy reducing minimum parking requirements for developers who provide covered or secure bicycle parking such as bike cages is another small step to reduce the oversupply of parking. Grant's Pass, Oregon, has already adopted such a measure, reducing the parking requirement by two spaces for every four covered bicycle parking spaces a developer builds.

"That sounds so reasonable, I don't see how lenders or owners can say, 'no, that's a bad idea,'" Shoup said. "It's just a step toward reducing parking requirements which are an impediment to having higher density without having more traffic congestion."

Parking benefit districts with performance-based pricing. Performance-based pricing refers to a parking pricing scheme where street parking meters are set at a rate that will achieve a near-constant 85 percent occupancy rate, with the remaining 15 percent of meters open and available to those who need to run quick errands in the area and are willing to pay more for the convenience. An optimal performance-based parking scheme includes lower-priced parking garages on the periphery of downtown, where people who don't want to pay high rates for street parking can easily find inexpensive parking rather than "cruising" to find a space.

Paired with a parking benefit district, this concept is one of Shoup's favorites. The parking benefit district will return revenues from street meters to the neighborhoods where they are collected for local public services and improvements such as maintenance, pedestrian lighting, and street furniture. Parking benefit districts and performance-based parking schemes can help reduce congestion and improve the desirability of urban areas.

Conclusion. Dr. Shoup encouraged those in attendance—particularly the students—to retrofit our society by adopting some of the moderate reforms he had proposed. "If we can make these little changes, like having parking cash-outs or giving parking reductions for bicycle sheds," he said, "ultimately, they'll add up. They won't be revolutionary, they will be evolutionary; and slowly things will get a little bit better." ■

Notes on California high-speed rail

HSR will lure passengers from local airports. “The San Francisco-to-Los Angeles bullet train expected to begin operation in 2020 could cause San Francisco International, Mineta San José, and Oakland International airport operations to drop 6.1 percent, according to SH&E, a Virginia-based aviation firm. The three airports would carry slightly more than 100 million total passengers without the bullet train, but each would carry about 2 million fewer if high-speed rail is built as planned. California airports have long been supportive of the rail project. Stations are planned at the BART stop from SFO in Millbrae, and in San José. Nearly all the fliers lost would be travelers headed to the Bay Area from Los Angeles to San Diego. Two-thirds of SFO and San Jose airport travelers headed to the Los Angeles and Burbank areas would switch to high-speed rail, and about half the Oakland passengers would do the same.” —Mike Rosenberg, “[High-speed rail would swipe 6 million Bay Area airport passengers, report says](#),” *San Mateo County Times*, February 25, 2010.

Will California high-speed rail deliver on promises? “There are intensifying concerns—even among some high-speed rail supporters—that California’s proposed bullet train may not deliver on the financial and ridership promises made to win voter backing in 2008. Estimates of ticket prices between Los Angeles and San Francisco have nearly doubled in the project’s latest business plan, pushing ridership projections down sharply and prompting new skepticism about data underpinning the entire project. And some government watchdogs are concerned that a linchpin commitment to taxpayers in the bullet train’s financing measure—that no local, state or federal subsidies would be required to keep the trains operating—may be giving way. That is feeding fears that a larger state commitment, beyond the \$9 billion in construction bonds approved by voters, could be sought to complete the 800-mile project.” Some believe “lawmakers are likely to overhaul the high-speed rail agency and move it more directly into state government.” —Rich Connell and Dan Weikel, “[Some fear California’s high-speed rail won’t deliver on early promises](#),” *Los Angeles Times*, February 28, 2010.

HSR Peninsula alternatives report delayed. In a February 24th email to stakeholders, the Peninsula Rail Program—a partnership between the California High-Speed Rail Authority and Caltrain—announced, “Due to the ongoing review by numerous agencies of our Draft Alternatives Analysis Report for the San Francisco-San José section, we will not be presenting [it as scheduled] on March 4, 2010. The ongoing environmental and engineering project-level work will proceed as planned, and we are maintaining our schedule goal for completing a draft environmental impact report in December 2010. The Context Sensitive Solution (CSS) dialogue is ongoing, and community meetings, workshops, and other informational opportunities will continue as scheduled. Every attempt will be made to provide the most current additional information as soon as it is available.” The delayed report, expected to be released on April 1, will look at various options for the Peninsula segment of the rail line.

Public comments due April 26 for “[Bay Area to Central Valley Revised Draft Program Environmental Impact Report](#)” on HSR. An EIR/EIS released by the High-Speed Rail Authority in 2007 examined the environmental impacts of the proposed system connecting the San Francisco Bay Area and Central Valley within the broad corridor including Altamont and Pacheco Passes. The Authority certified the Final EIR in July 2008 and selected the Pacheco Pass Alignment for serving San Francisco via San José as the preferred HSR connection between the Bay Area and the Central Valley. Following a legal challenge filed in August 2008, a California Superior Court ruled that the Final EIR, while sufficient in most respects, needed corrective work. The revised draft EIR is being circulated for public and agency comment for 45 days ending at 5 PM April 26. Comments can be sent to the California High-Speed Rail Authority (subject “Bay Area to Central Valley Revised Draft Program-Level EIR Material Comments”) by U.S. Mail to 925 L Street, Suite 1425, Sacramento, CA 95814, Attention: Dan Leavitt; or via email to comments@hsr.ca.gov; or via Fax to (916) 322-0827. ■

Calling all AICPs: Last chance for CM credits!

April 30th is your last chance to log all 32 CM credits for the reporting period of January 1, 2008–December 31, 2009. You still have time to obtain and record credits. Free podcasts can be downloaded from the [AICP website](#). You can also [follow this link](#) for a comprehensive listing of CM-approved events for the past two years. You may have credits coming that you didn't record or even know you had! For questions, contact Tania Sheyner or Christina Ratcliffe at TSheyner@esassoc.com or Cratcliffe@PMCWorld.com.

NORTHERN SECTION CALENDAR

ONGOING

Planning for Healthy Places with Health Impact Assessments. Now through Tuesday, June 30, 2010.

A how-to guide for conducting health impact assessments (HIAs) developed by the American Planning Association and the National Association of County & City Health Officials and sponsored by the Centers for Disease Control and Prevention. This free online course—available through June 30, 2010—will explain the value of and the steps involved in conducting an HIA. To participate, visit

<http://professional.captus.com/Planning/hia/default.aspx>

CM | up to 6.0

MARCH

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MARCH 2010

3/25 Got (new) CEQA Guidelines? A Conversation with the Bay Area Air Quality Management District. Bay Area Planning Directors Association, Spring meeting. 8:30 AM–1 PM, David Brower Center, 2150 Allston Way, Berkeley (two blocks from Berkeley BART station). Continental breakfast and lunch will be served. Discuss draft CEQA Guidelines, their use in the context of the Priority Development Areas, the Sustainable Communities Strategy, and climate action plans with the Air District's Henry Hilken and David Vintze. Cost: \$40. Reservation deadline March 22. To reserve and pay online:

<http://www.abag.ca.gov/abag/events/BAPDA>. For more information contact Dayle Farina at daylef@abag.ca.gov or (510) 464-7993

CM | pending

3/27 AICP Exam Prep Workshop. 10 AM–3 PM, San José State University. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915.

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APRIL

4/6–4/8 Public workshops, Bay Area Draft 2010 Clean Air Plan. 1:30 PM–4:30 PM, Petaluma, Santa Clara, and Oakland. The Bay Area Air Quality Management District is hosting public workshops to present drafts of the Clean Air Plan, Program EIR, and Socio-Economic Analysis. Staff will present an overview and key findings, answer questions, and receive public input and suggestions. **Dates/locations:**

- Tues. April 6, Petaluma Regional Public Library, Community Meeting Rm, 100 Fairgrounds Dr.
- Wed. April 7, City of Santa Clara Council Chambers, 1500 Warburton Av.
- Thur. April 8, County of Alameda, 1221 Oak Street, Rm 225, Oakland.

[Click here](#) to download the Draft Clean Air Plan and related documents (aspx>PDF). Questions? Contact David Burch, Principal Planner, BAAQMD, dburch@baaqmd.gov or (415) 749-4641.

4/8 Planning jobs without Planning titles. 6 PM–8 PM, ABAG, 101 8th St., Oakland. Join YPG for a meeting and panel discussion with planners who have found fulfilling work in positions other than but related to planning. Free event. For more information and to RSVP, contact Natalie de Leon or Lindsey Virdeh at norapaypg@gmail.com or (408) 313-2662 or (909) 204-1886. And be sure to visit us on [facebook](#)!

4/10–4/13 APA National Planning Conference, New Orleans. Hundreds of sessions and workshops on leadership strategies, financing tools for lean times, and a major focus on sustainability. Follow these links:

- Conference overview, <http://cts.vresp.com/c/?AmericanPlanningAsso/eb510d0282/4805a93304/40f89e8e92>
- Conference program online, <http://www.planning.org/conference/program>
- Download the printed preliminary program, <http://www.planning.org/conference/program/pdf/preliminary.pdf>
- Register online, <http://www.planning.org/conference/registration.htm>
- Reserve housing, <http://www.planning.org/conference/neworleans/housing>

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4/14 Demystifying Bay Area Brownfields. 7–8 PM. San José State University, Clark Hall, room 101. Ignacio Dayrit, Center for Creative Land Recycling (CCLR) goes beyond the theory of brownfields to discuss which programs and tools exist for redeveloping opportunity sites. This workshop is an introduction to brownfields, funding, programs, and policies. Free event. Light refreshments provided. To reserve your seat, [click here](#). For more information contact Rick Gosalvez at rickgosalvez@gmail.com or (408) 984-0503.

4/19 Implementing SB 375 at the Local Level. 12–1:15 PM. San José State University, MLK Library, Room 255/257 ([campus map](#)). Join in discussing how regional Sustainable Communities Strategy, local general plans and housing elements, and streamlined CEQA processes can work together to promote SB 375 objectives. Panelists include Laurel Prevetti, City of San José; Steve Ross, County of Santa Clara; and Hing Wong, ABAG. Free event; brown bag lunch. Sponsored by Urban Planning Coalition and APA. Space is limited; [click here](#) to RSVP by April 12. For more information, [download the flier](#) or contact Justin Meek at justin.meek@gmail.com or (831) 430-6796.

CM | pending

4/23 Walking tour, “Living with LID: Are you ready to go with the flow?” 8:30 AM–1 PM. Meet at HMH, 1570 Oakland Road, San José. Presentation 8:30 AM; Tour 9:30–11:45 AM; BBQ lunch provided by HMH, Noon–1 PM. Join APA California – Northern and HMH for a presentation and walking tour to discuss implications of the Bay Area’s new Low Impact Development (LID) based regulations for stormwater management. Visit four recently constructed local projects that exhibit LID principles. Free event. RSVP by Tuesday, April 20, to Katja Irvin, katja.irvin@pln.sccgov.org or [click here](#). For more information, contact Mike Campbell or Bill Sowa at (408) 487-2200.

CM | 3.0 pending

4/24 AICP Exam Prep Workshop. 10 AM–3 PM, San José State University. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915.

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MAY

- 5/6** **UPC Happy Hour.** 6:30–7:30 PM, San José location TBD. Urban Planning Coalition’s monthly no-host get-together where San José State MUP students meet with fellow graduate students and young planning professionals. For more information, go to [UPC’s Calendar of Events](#) or contact Caitlin Russell at Caitlinrussell117@gmail.com.
- 5/6** **APA California – Northern, Regular Board Meeting.** 6 PM–9 PM, PMC, 500–12th Street, Suite 240, Oakland. RSVP to Hanson Hom at hhom@ci.sunnyvale.ca.us.
- 5/14** **2010 Awards Celebration, APA California – Northern.** 6:30 PM, Sir Francis Drake Hotel, 450 Powell Street, San Francisco. For further information, [click here](#) to download the flier. To reserve via PayPal by May 12, [click here](#). Or contact the Awards Co-Directors: Eileen Whitty, ewhitty@ebmud.com, or Andrea Ouse at Andrea.ouse@lsa-assoc.com.
- 5/15** **AICP Exam Prep Workshop.** 10 AM–3 PM, San José State University. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915. ■