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Top: Atlanta, Georgia. 2010 metro, 5,269,000.  
Photo: Juan Borrelli, AICP

Bottom: Perth, Western Australia. 2010 metro, 1,696,000. Photo: Linton Atlas

## Who's where



**Dr. Ralph B. McLaughlin** will join the San Jose State University planning faculty this Fall, teaching regional planning, private development, and urban planning, among other courses. Dr. McLaughlin is currently Assistant Professor, Urban and Regional Planning, University of South Australia. He holds a B.S. in geography and regional development (University of Arizona) and a Ph.D. in planning, policy, and design (UC Irvine). McLaughlin has worked on the effectiveness of land use regulations and growth management programs in both an intra and inter-regional scale. His primary research focuses on the impact of metropolitan and local land use policies on housing supply, affordability, and sustainable development patterns. A native of Mountain View and San José (and a graduate of Piedmont Hills High School), McLaughlin brings both deep local knowledge and also a fresh international perspective. He is the author, most recently, of "Land use regulation: Where have we been, where are we going?" in *Cities*, Volume 29, March 2012. ■



## VOTE, VOTE, VOTE

If you haven't yet cast your APA votes, please do! Balloting for the National APA Board and AICP

Commission is open through Thursday, March 29, 2012, 9:01 PM PDT. Two APA California members, **Bill Anderson, FAICP**, and **Kurt Christiansen, AICP**, are running for the APA National Board and have been endorsed by the APA California Board. Having two California APA members on the National APA Board of Directors will ensure a strong voice for our chapter and the west coast.

**Anderson** (San Diego Section) is running for **APA President-Elect** against Terry Holzheimer, FAICP, Virginia Chapter.

**Christiansen** (Los Angeles Section) is running for **APA Director-At-Large** against three candidates.

If you are an APA member, you should have already received an email from APA Election Coordinator, [noreply@directvote.net](mailto:noreply@directvote.net). All candidate statements can be found at <http://planning.org/elections/index.htm>. You must log in to view the statements. ■

# SPUR San Jose launch party fuels synergetic possibilities

By Theresa Alster, associate editor

Nearly every political figure who has ever cast a shadow in San Jose added to the buzz of SPUR San Jose's launch party (except perhaps for State Senator Joe Simitian who reportedly had a cold). Seasoned, garden-fresh and aspiring planners of every ilk also populated the crowd on March 8 at San Pedro Square Market downtown. Palpable enthusiasm — absent from these circles since the city budget deficit became a conversational sinkhole — oozed.

SPUR was founded in San Francisco in 1910 as the San Francisco Housing Association. Since its inception, it has worked on regional issues. It campaigned for the State Tenement House Act in the aftermath of the 1906 earthquake. The organization collaborated with the planning of BART and was "involved with the major decisions faced by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) over the years." Moving to San Jose is a natural progression for an expansion to establish a Northern California megaregion which will eventually include Oakland.<sup>1</sup>

Early in the evening, SPUR San Jose's Director Leah Toeniskoetter (pronounced tennisketter) addressed the burgeoning crowd offering optimism for future urban planning possibilities in San Jose. San Jose Councilmember Sam Liccardo, Managing Director and CEO of 1stACT Silicon Valley and SPUR Advisory Board member Connie Martinez, and SPUR Executive Director Gabriel Metcalf also spoke briefly. San Jose Taiko drummers gave a boisterous performance.

Toeniskoetter thanked a handful of political notables for attending. After she mentioned Santa Clara County Assessor Larry Stone, an audible pack boomed. "The first time I heard that (booming), I thought that it was mean," explained Toeniskoetter. To the contrary, she later discovered that Stone was not offended by this reaction. "It is common and it is considered a joke," she

*(continued on next page)*



*San Pedro Square, downtown San Jose, was a great blend of outdoor and indoor space for this event. Photo by Daniel Garcia*



*Mike Cooper of URS Corporation San Jose chatted with Mirabel Aguilar of the City of San Jose. Photo by Daniel Garcia*



*San Jose Councilmember Sam Liccardo spoke about San Jose history and future. Photo by Daniel Garcia*



added. "It is a way to applaud for him." Stone and she are close friends; he was her sponsor for the Rotary Club.

"There is a new energy around San Jose," she said. "SPUR could not be more thrilled." SPUR is the first organization of its kind in the city. The organization is nongovernmental and can look at challenges faced by the city while focusing on top projects from a policy standpoint. "One potential is to get other revenue sources for city investment from the public realm," she said. "We can look at what the city is facing and start a civic education forum."

With regional decisions made at the local level, SPUR is approaching San Jose from a humble position, said Toeniskoetter. "We have a lot of expertise that we would like to share. We are focused on good planning and good government. We are an exciting, independent voice that can bring change. San Jose has the opportunity to change; it is a forward looking and agile community."

<sup>1</sup> See Gabriel Metcalf and Egon Terplan, "The Northern California Megaregion," SPUR Policy Paper, Nov./Dec. 2007.

<http://bit.ly/ADejtS> ■

*"Nothing of this magnitude and importance gets built without overcoming some sharp criticism and tough obstacles."*

**—Gil Duran, spokesman for Gov. Brown, commenting on latest HSR draft plan.**

<http://bit.ly/AEMYUS>



Mark Medeiros of Veggielution Community Farm in San Jose; Gloria C. Hoo, LWV San Jose/Santa Clara; and Eric Carruthers, former principal planner, Santa Clara County are spotted in the crowd. Photo by Daniel Garcia



More than 500 people attended the festive launch party. They were served wine and sushi hors d'oeuvres while crowd surfing. Photo by Daniel Garcia



The San Jose Taiko Drummers perform at the beginning of the party. Photo by Tong (John) Tu

# Congratulations to Northern Section's 2012 FAICP Inductees!

By Juan Borrelli, AICP, Northern Section Historian

Fellows of AICP are honored in recognition of their achievements as planners and individuals. Fellowship is granted to planners who have been members of AICP for 15 years and have achieved excellence in professional practice, teaching and mentoring, research, public and community service, or leadership. Those chosen become members of the College of Fellows of AICP, one of the highest honors the American Institute of Certified Planners bestows upon a member.

Three APA members from Northern Section will be inducted into the AICP College of Fellows at the National Planning Conference, April 15.



**Linda C. Dalton, PhD**, coordinates university strategic planning as vice president for planning, enrollment management, and student affairs at California State University East Bay. Dalton is able to encourage collaboration and achieve consensus among group representatives from different backgrounds and competing interests. Those skills contributed to her effective leadership of the Seattle city planning commission, national Planning Accreditation Board, California Planning Foundation, and California Planning Roundtable. The Association of Collegiate Schools of Planning and the California chapter of the American Planning Association have honored Dalton for distinguished leadership. She has also received awards for teaching, publications, and campus planning.



**Ellen Greenberg's** work is focused at the complex intersection of land use, transportation, and urban design. Her 25-year San Francisco-based consulting career has been complemented by national work as Director of Research for the Congress for the New Urbanism. State- and regional-level work includes the California Department of Transportation's Smart Mobility Framework and the Santa Clara Valley Transportation Authority's first Transportation-Land Use Integration Program. In Contra Costa County, Greenberg created a workable implementation for a 1989 ballot-box growth management measure. In 2011, she led re-use planning for the decommissioned Concord Naval Weapons Station. Greenberg was recently the author, with Kimberly Siegel, of an article in *Northern News*, "Federal partnership for sustainable communities," May 2010.



**Barry J. Miller** is nationally known for his work on comprehensive plans and land use studies. His colleagues refer to him as "the planners' planner" for his emphasis on the basics of land use planning. Miller's career has focused on making planning more accessible and relevant to the layperson, and helping comprehensive plans evolve in response to changing times, issues, and technologies. Miller's portfolio includes plans for more than two dozen communities, including Washington, D.C. Most of his work has been in the San Francisco Area, where he has practiced for more than 25 years as a planning consultant. Miller was an early editor of *Northern News* (1990–93) and more recently has written several lead articles for the publication, including "Planning the inclusive city, the Washington, DC Comprehensive Plan," April 2007; "China's great leap forward," August 2007; and "The once and future General Plan," December 2011/January 2012. ■

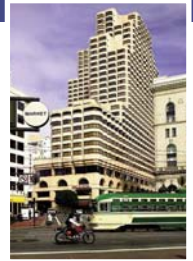
# 2012 APA California Northern Section Awards Celebration



*Sip...Eat...Cheer...Celebrate the winning projects, programs, and people at the 2012 Awards Dinner*

**When:** Friday, May 11, 2012, 6:30 to 9:30 PM

**Where:** PARC 55 Wyndham Hotel, 55 Cyril Magnin Street, Market Street Room, San Francisco (one block from Fifth and Market)



**Menu:**

No-host bar — includes one **free** drink ticket per person

- Salad: *Sonoma Garden Greens with vinaigrette dressing*
- Entrées (choose one):
  - Citrus Rosemary Chicken**, Au Jus mashed potatoes, and vegetables
  - Horseradish Crusted Baked Salmon**, Tarragon Buerre Blanc mashed potatoes, and vegetables
  - Vegan Grilled Vegetable Tower** with Polenta Cake
- Dessert: *Strawberry Bagatelle (white cake, vanilla cream filling, strawberries)*

**BART:**

BART to Powell Street Station, proceed to Cyril Magnin Street 1 block up from Market. PARC 55 is on the left corner.

**Parking:**

Valet: \$10 for first hour; \$8 for each additional half hour. O'Farrell Street Garage nearby.

**Reservation:** **\$40 per person by 5 PM Wednesday, May 9:** Reserve online via PayPal (<http://bit.ly/AFrP91>), or by check **with the completed reservation form below.**

**After 5 PM Wednesday, May 9:** \$50 per person for late reservations or at the door; **and** your reservation request must be emailed to Eileen Whitty, [ewhitty@ebmud.com](mailto:ewhitty@ebmud.com). Your reservation is a contract to pay. Entrée selection may be limited by restaurant.

If you need financial assistance, please contact Eileen Whitty at (510) 287-1109.

Print form and mail



**Mail-In Reservation Form (please print and send with your check):**

Please reserve \_\_\_\_\_ places @ \$40 each for the APA California Northern Section Awards Celebration and Dinner.

My check made payable to "**APA California Northern Section**" is enclosed.

Mail to Eileen Whitty, EBMUD, 375 11th Street, MS902, Oakland, CA 94607.

Name(s) \_\_\_\_\_

Firm/Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_ @ \_\_\_\_\_

Number of Chicken entrées \_\_\_\_\_ for Name(s) \_\_\_\_\_

Number of Salmon entrées \_\_\_\_\_ for Name(s) \_\_\_\_\_

Number of Vegan entrées \_\_\_\_\_ for Name(s) \_\_\_\_\_

**Total enclosed: \$** \_\_\_\_\_





American Planning Association  
**California Chapter**  
**Northern**  
*Making Great Communities Happen*

## Basic Planning 101 Workshop Series

Free training for planning commissioners, elected officials and planning professionals

In the San Francisco Bay Area; Open to all interested parties

The American Planning Association, California Chapter-Northern is pleased to announce that we are offering a series of FREE Planning Commission training workshops. These trainings are geared to local government planning commissioners, elected officials, professional planners and/or interested parties in Northern California.

The Basic Planning 101 workshop series will be held in three different locations and dates throughout the San Francisco Bay Area. The sessions will be different each time, but you are free to attend any or all of them. Speakers are experienced planning professionals from the Northern California region; they will share basic planning concepts and go over practical situations commonly faced by planning commissioners and other elected officials. The schedule of workshops and descriptions are shown here, or visit the website at <http://www.norcalapa.org>.

### WORKSHOP REGISTRATION

If you would like to attend, please register at <http://www.norcalapa.org> or contact Janet Palma, AICP, at [janetpalma@comcast.net](mailto:janetpalma@comcast.net) or (510) 390-3984 if you have further questions. Participants may also show up at the workshops unregistered, but seating will be limited to the capacity of the facility and priority will go to planning commissioners.

### WORKSHOP SPONSORS



**Association of Bay Area Governments**

**Bay Area Planning Directors Association**

### Basic Planning 101 Workshop

The Basic Planning 101 workshop reviews planning fundamentals in three interactive sessions. A light breakfast will be provided.

#### Session #1

*Topics: Role of officials and staff; Roberts Rules of Order; public hearing procedures; making an effective public record; basics of general plans and zoning.*

Saturday, February 18

9:00 a.m. to 12:15 p.m.

San Leandro Main Library

300 Estudillo Ave | **San Leandro**

#### Session #2

*Topics: Land use legal principles and key cases; Basic CEQA and environmental review; defensible findings and project conditions; development project case study.*

Saturday, April 7

9:00 a.m. to 12:15 p.m.

Arlington Clubhouse

1120 Arlington Blvd | **El Cerrito**

#### Session #3

*Topics: Housing laws, elements, RHNA process; economic development; land use planning fiscal issues; design guidelines and design review; sustainable planning.*

Saturday, May 5

9:30 a.m. to 12:45 p.m.

Martin Luther King Jr. Library

150 E. San Fernando St | **San Jose**

## NORTHERN SECTION CALENDAR

To list an event in the Northern Section calendars (*Northern News*, monthly; *eNews*, every two weeks), go to <http://bit.ly/ed1Ekc> to see the required template (at top of page), the current listings, and where to send your formatted item.

### ONGOING

**ONLINE VIDEO. Symposium, 1909–2109: Sustaining the Lasting Value of American Planning.** This four-hour symposium on May 21, 2009, brought together federal officials, planners, academics, and grassroots advocates to focus on the achievements of America's first 100 years of planning. See a video of the symposium (**free**) and earn CM credits. Visit <http://www.planning.org/centennial/symposium/>  
**CM | 4.0 may be earned by viewing all four parts of the symposium video**

### MARCH

| Sun | Mon | Tue | Wed | Thu       | Fri | Sat       |
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| 4   | 5   | 6   | 7   | 8         | 9   | 10        |
| 11  | 12  | 13  | 14  | 15        | 16  | 17        |
| 18  | 19  | 20  | 21  | <b>22</b> | 23  | <b>24</b> |
| 25  | 26  | 27  | 28  | 29        | 30  | 31        |

### MARCH

- 3/22 Saving Transit in the Region.** 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **SAN FRANCISCO**. In the past decade, the cost of transit service in the Bay Area grew faster than inflation — often with a decline in quality of service. Changing this reality is key to the region's future sustainability. Come learn about proposals from the Metropolitan Transportation Commission (MTC), and how they will affect local transit operators. Free for APA and SPUR members, \$10 for non-members. For more information, contact Brian Soland at [bsoland@gmail.com](mailto:bsoland@gmail.com). **CM | pending**
- 3/24 AICP Exam Prep Workshop.** 10 AM–4 PM, **San José State University**, Pacheco Room, 2nd floor, Student Union Building. To register, contact Don Bradley, [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) or (650) 592-0915. Do not buy any other materials. Future meeting dates are April 21 and May 12.

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| APRIL     |           |           |     |           |     |           |
|-----------|-----------|-----------|-----|-----------|-----|-----------|
| Sun       | Mon       | Tue       | Wed | Thu       | Fri | Sat       |
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| 22        | 23        | 24        | 25  | 26        | 27  | 28        |
| 29        | 30        |           |     |           |     |           |

## APRIL

- 4/7** **Planning Commissioner Workshop.** 9 AM–12:15 PM, Arlington Clubhouse, 1120 Arlington Boulevard, **EL CERRITO**. **Free.** A light breakfast will be provided. This is the second of three APA California–Northern planning commissioner workshops that will be offered from February to May 2012. This workshop covers land use legal principles and key cases; basic CEQA and environmental review; defensible findings and project conditions; and development project case study. For information see [page 21](#), or contact Janet Palma, AICP, [janetpalma@comcast.net](mailto:janetpalma@comcast.net)
- 4/12** **Sustainable Communities? L.A., Sacramento, and San Diego.** 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **SAN FRANCISCO**. In recent months, Sacramento, Los Angeles and San Diego all produced draft Sustainable Communities Strategies in response to SB 375, a 2008 bill that requires a coordinated land use and transportation plan to reduce per capita carbon dioxide emissions in California’s major regions. What can we learn from these other regions about the implementation of SB 375 and the prospects for better regional planning statewide? Hear from three of the state’s leading advocates for effective strategies. Free for APA and SPUR members, \$10 for nonmembers. For more information, contact Brian Soland, AICP, at [bsoland@gmail.com](mailto:bsoland@gmail.com)  
**CM | pending**
- 4/14–4/17** **The 2012 APA National Conference** will be held April 14–17 at the **Los Angeles** Convention Center, 1201 South Figueroa Street. Conference information is available at <http://bit.ly/oFYmzB>
- 4/21** **AICP Exam Prep Workshop.** 10 AM–4 PM, **San José State University**, Pacheco Room, 2nd floor, Student Union Building. To register, contact Don Bradley, [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) or (650) 592-0915. Do not buy any other materials. Next and final meeting before the Spring 2011 national APA exam is May 12.

*(continued on next page)*

“High speed rail remains a major priority for President Obama. His vision for an America built to last — the budget he proposed this year — would provide 2.5 billion in 2013 as part of a \$47 billion, six-year investment to continue construction of a 21st century high-speed passenger rail network.” —**Ray LaHood, Secretary of Transportation.**

“If the president thinks his proposal is going to (fly) for high-speed rail, he’s pipe-dreaming.” —**Rep. John Mica, R-Fla., Chairman, House Transportation and Infrastructure Committee.**



| MAY |     |           |     |     |           |     |
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| 13  | 14  | 15        | 16  | 17  | 18        | 19  |
| 20  | 21  | <b>22</b> | 23  | 24  | 25        | 26  |
| 27  | 28  | 29        | 30  | 31  |           |     |

## MAY

5/11

### Bay Area Planning Directors Association, Spring Meeting.

8:30 AM–1:30 PM, Nile Hall, Preservation Park, 668 13th Street, **OAKLAND**. “Housing everyone in the 21st Century: Preserving what we have, getting what we need.” Baby boomers are retiring; the following generation is smaller; many are choosing urban living. What are the implications? How can we expand the housing supply and give people choices? Kate White (Initiative Officer, San Francisco Foundation–Great Communities Collaborative) will present ULI’s 2011 report, “The New California Dream – How demographic and economic trends may shape the housing market.” **Confirmed panelists:** Duane Bay, San Mateo County; Claudia Cappio, CalHFA; Hanson Hom, AICP, Sunnyvale; Michael Covarrubias, TMG Partners; Mary Murtagh, EAH Housing. **Register:** <http://www.abag.ca.gov/events/BAPDA/> **CM | pending**

5/11

### 2012 Planning Awards Celebration, APA California – Northern.

6:30 PM, PARC 55 Wyndham Hotel, 55 Cyril Magnin Street, Market Street Room, **San Francisco** (one block from Fifth and Market). For details and to reserve online or via mail, see [page 20](#). Or contact Awards Co-directors Eileen Whitty, AICP, [ewhitty@ebmud.com](mailto:ewhitty@ebmud.com) or Andrea Ouse, AICP, [Andrea.ouse@lsa-assoc.com](mailto:Andrea.ouse@lsa-assoc.com)

5/22

### Implementing Bus Rapid Transit in the Region.

12:30 PM–1:30 PM, SPUR, 654 Mission Street, **San Francisco**. Cities throughout the world are implementing Bus Rapid Transit (BRT) projects — a less costly form of transit service that mimics the speed and easy access of light rail. San Francisco has finished planning for the Van Ness BRT line and continues planning for the Geary BRT line, while Santa Clara County begins construction soon on Santa Clara–Alum Rock, El Camino, and Stevens Creek BRT lines. Join us for a review of these major transit investments and the challenges these projects face. **Free** for APA and SPUR members, \$10 for non-members. For more information, contact Brian Soland, AICP, at [bsoland@gmail.com](mailto:bsoland@gmail.com) **CM | pending** ■

The Transportation bill, “a centerpiece of the House Republicans’ jobs agenda, has unraveled like a cheap sweater, with conservatives and liberals pulling equally hard on its threads. From almost the minute the bill was introduced, it seemed less like the star of the legislative season than a celebrity caught in Starbucks wearing pajamas and no makeup.”

—Jennifer Steinhauer, <http://nyti.ms/xAWYZm>

## BOARD MEMBER DIRECTORY

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| <b>Legislative Director</b>              |                |  |
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| David Keyon, AICP                        | (650) 450-6163 | <a href="mailto:david.keyon@gmail.com">david.keyon@gmail.com</a>                                 |
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| Natalie De Leon                          | (408) 313-2662 | <a href="mailto:natdeleon@sbcglobal.net">natdeleon@sbcglobal.net</a>                             |

### Regional Advisory Councils (RACs)

|                         |                |  |
|-------------------------|----------------|--|
| <b>East Bay</b>         |                |  |
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| Andy Waggoner           | (510) 604-4089 | <a href="mailto:awaggoner@gmail.com">awaggoner@gmail.com</a>                         |
| <b>Monterey Bay</b>     |                |  |
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| <b>North Bay</b>        |                |  |
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| <b>Peninsula</b>        |                |  |
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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:

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APA California Northern publishes *Northern News* 10 times each year in PDF for the exchange of planning ideas and information. Current and back issues are available for download at <http://bit.ly/9YpPxS>. Entirely the effort of volunteers, the News is written and produced by and for urban planners in Northern California. Circulation (downloads per issue) 4,000.

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Deadlines for submitting materials for inclusion in *Northern News* range from the 12th to the 16th of the month prior to publication. The 2012 schedule can be viewed at <http://bit.ly/wSH355>.

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