



NORTHERN NEWS



American Planning Association
California Chapter
Northern
Making Great Communities Happen

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

JUNE 2009

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APA California Northern— 2009 award winners

Award winners in 10 separate categories were honored at a sold-out Awards Celebration on Friday, May 15th, at the Sir Francis Drake Hotel in San Francisco. Here is the complete list of winners. The July/August issue will provide detailed information about the individual recipients and their projects.

Outstanding Planning Award - Innovation in Green Community Planning

The San Mateo County Sustainable Green Streets and Parking Lots Design Guidebook

San Mateo Countywide Water Pollution Prevention Program
(Matthew Fabry, Program Coordinator)

Nevue Ngan Associates *(Kevin Robert Perry, ASLA, Sustainable Stormwater Specialist)*

Sherwood Design Engineers *(Robert Dusenberry, P.E., Senior Engineer)*

Comprehensive Planning Award - Small Jurisdiction *Milpitas Transit Area Specific Plan*

City of Milpitas *(James Lindsay, Community Development Director)*

Dyett & Bhatia *(Leslie Gould, Principal)* and subconsultants ERA, ESA, Fehr & Peers, Field Paoli, Freedman Tung & Bottomley, and RMC

Neighborhood Planning Award

Downtown Benicia Mixed Use Master Plan and Form-Based Code

City of Benicia *(Charlie Knox, AICP, Community Development Director)*

Opticos Design, Inc. *(Daniel Parolek, Principal)*

Lisa Wise Consulting *(Lisa Wise, Principal)*

Strategic Economics *(Dena Belzer, Principal)*

Focused Issue Planning Award

East Bay Greenway Concept Plan

Urban Ecology *(Milton Marks, Executive Director; Donald Neuwirth, former Executive Director; Phil Olmstead, Project Manager; Katherine Melcher, Lead Designer)*

Human Impact Partners *(Jonathan Heller)*

DKS Associates *(Thomas Krakow)*

(continued on next page)

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(Directory continues, next page)

APA California Northern—2009 award winners

(continued from previous page)

Best Practices Award

The California Pedestrian Safety Assessment Program

Fehr & Peers, Inc. (Matthew Ridgway, AICP; Meghan Mitman, AICP)

UC Berkeley Institute of Transportation Studies, Technology Transfer Program (Ted Chira-Chavala)

(Study funded by the Office of Traffic Safety; Chris Murphy, Director)

Grassroots Initiative Award

Chinatown Economic Action Plan

EDAW | AECOM Sustainable Economics (Alexander Quinn)

Jennifer Phelps Quinn, MCP, Tourism Planning Consultant

San Francisco Mayor's Office of Economic and Workforce Development (Amy B. Cohen)

San Francisco Office of Small Business (Holly Lung)

Education Project Award

San Mateo SMART Public Outreach and Climate Change Campaign

City of San Mateo (Christina Gilmore, Management Analyst II)

PMC (Mary Hewitt, Public Information Officer)

Media Award

"La Pulga: San Jose's Flea Market" [Documentary](#)

Rene Picazo, Director

Alina Kwak, Producer

Henry Servin, Producer

Distinguished Leadership Award – Student Planner

Taryn Hanano, Master of Urban Planning Student,
San Jose State University

Planning Achievement Award – Academic Award

"Do Central Business District Redevelopment Investments have a Positive Influence on Surrounding Neighborhoods?"

Amy Fauria, Award Recipient

AWARDS OF MERIT

Outstanding Planning Award of Merit – Innovation in Green Community Planning

The 2009 San Carlos Climate Action Plan

City of San Carlos (Brian Moura, Assistant City Manager;
Deborah Nelson, AICP, Planning Manager)

PMC (Michael McCormick, AICP, Climate Change Services
Coordinator; Jillian Rich, Climate Action Planner)

(continued on next page)

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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 7,500.

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. Earlier deadlines are sometimes established.

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

APA California Northern—2009 award winners
(continued from previous page)

Focused Issue Planning Award of Merit

"Filling in the Gaps: How Cities in San Mateo County Can Promote Infill Housing"

San Mateo County Department of Housing (Duane Bay, Director of Housing)

Eisen|Letunic (Niko Letunic, Principal)

James Im, Graphic Designer

CALIFORNIA PLANNING FOUNDATION AWARDS

CPF Outstanding Diversity Award

Nadia Shihab, UC Berkeley

California Planning Roundtable / Richard G. Munsell Scholarship

Eugene Waddell, San Francisco State University

CPF Northern Section Awards

Dennis Freeman, San José State University

Steven Jaimes, Sonoma State University

M. Cherry R. G. Ordoñez, UC Berkeley

CPF Honorable Mentions

Brittany Montgomery, UC Berkeley

Christina Mun, UC Berkeley

CPF Continuing Student Scholarships

Seth Adams, San José State University

Alexander Brennan, UC Berkeley

CPF Graduating Student Merit Awards

Amy Fauria, San José State University

Tessa Munekiyo, UC Berkeley ■

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DIRECTOR'S NOTE

By *Darcy Kremin, AICP*

Congratulations to all the 2009 Northern Section Award winners! (Complete list begins on [page 1](#).) Each award represents 'excellence in planning' in Northern California. I would like to recognize Awards Program Directors **Eileen Whitty, AICP**, and **Andrea Ouse, AICP**; Jury Coordinator **Alex Amoroso, AICP**, Immediate Past Director **Juan Borrelli, AICP**, CPF Liaison **Hing Wong, AICP**, the judges (Earl Bossard, AICP, Mark Caughey, AICP, Jeanette Dinwiddie-Moore, AICP, Steve Piasecki, AICP, Christina Ratcliffe, AICP, and Larry Tong) and all of the volunteers. They worked on this event for more than nine months, and the result was a fabulous evening: terrific people, deserving projects, excellent presentations, and great food!

Please join me in a big thank you to several Regional Advisory Council (RAC) Chairs who stepped down recently due to various personal and professional transitions. The first "big thank you" goes to Redwood Coast RAC Chair **George Williamson, AICP**. George served on the Northern Section board for over a decade. Special thanks to Monterey Bay RAC Co-Chair **David Roemer**, South Bay RAC Chair **Licinia McMorrow, AICP**, and Peninsula RAC Chair **Surinder Sikand** for their dedicated service to the section. Lastly, **Al Kostalas**, University Liaison, will be attending UCLA's School of Public Affairs, Department of Urban Planning in the fall. The L.A. Section is lucky to be getting her!

The board appointed two new members at our May meeting. We are pleased to welcome **Stephen Avis, AICP**, as our new Redwood Coast RAC Chair, and **Meryka Blumer** as our new Monterey Bay RAC Co-Chair. We look forward to their contributions to the section.

As with all transitions, we are now looking for more volunteers to join the board. One position is available: Peninsula RAC Chair. For planners who work or live in the Peninsula and want to put together exciting events, please contact me at dkremin@entrix.com or (925) 988-1278.

As I write this note, California's May 19th special election is just days away. Whether the propositions have passed or not, Californians and planners will be seeing many more job cuts and agencies hurting for staff and resources. To that end, we will continue our "Planners seeking employment" section in *Northern News* (also see related article on [page 22, bottom](#)), and we will work to provide you with as many low- and no-cost professional development and social networking events as we can. ■

A handwritten signature in blue ink that reads 'Darcy Kremin'.



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New study of California demographics

USC researchers on April 20th released a new study that “highlights the growth of a homegrown population and underscores the potential economic benefits they provide because of their strong commitment to California.” The study also projects “a more liberal political leaning among the younger generation.”

In *The New Homegrown Majority in California – Recognizing the New Reality of Growing Commitment to the Golden State*, authors Dowell Myers, John Pitkin, and Ricardo Ramirez note, “With much deeper roots in the state, the California-born residents are more likely to remain in the state as workers, taxpayers and home buyers after their education. Accordingly, these are good candidates to repay the public’s educational and social investments made while they were children.” The study “focuses on the surprising transformation of California from a migration magnet that supplies its needs from outside the state to a more self-contained society that depends on its present members. The younger generation knows only one home, and they appear committed to building their careers in the Golden State. The new reality to be embraced about California is that we have become a land of settled and increasingly committed residents who share a future together.”

“The new reality of California is of a more settled, homegrown population. The growth of a population dominated by those born and raised in California represents a sea change in the state’s history. Always before, California’s people were formed largely of migrants from other states and lands.” Highlights of the study include:

“Less migration presence and more homegrown in middle age. ... Today’s youth will be the first generation in California history whose majority will be California born when they assume the positions of leadership in middle age. The most important distinction of the homegrown residents is that their entire lives are shaped by their California experience including, most significantly, the quality of their schooling.”

“Stronger retention of the homegrown in California. ... Nationwide, only 50.0% of adults ages 25 and older still resided in their state of birth in 2007. For California natives that figure was 66.9%. California natives are more committed to their state than are the natives of all but four other states: Georgia, North Carolina, Texas and Wisconsin.”

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New study of California demographics *(continued from previous)*

“Native sons and daughters are more attached than other residents. Their rate of out-migration from California is roughly one-third that of residents born in other states or nations.”

“California natives have deeper roots, especially Latinos and Asians. The homegrown residents are more deeply rooted in the state than are migration transplants. By virtue of their birth, the homegrown citizens likely have their parents, siblings and other relatives living in the state as well. And by virtue of growing up in California they also are immersed in networks that include their high school classmates or other old friends. Latino and Asian California natives appear to be more family-anchored than whites or blacks.”

“Younger generation shows stronger support for higher taxes for more public services. Mostly comprised of homegrown citizens, voters under age 45 appear to be more financially committed to improving public services in the state. ... Even among conservatives, young voters expressed relatively strong support for higher taxes and more services... Past research shows that Latino and black voters are more supportive of higher taxes and spending than white voters (Myers 2007, chapter 7). Accordingly, a younger generation comprised of more Latinos would be expected to support higher taxes at a higher rate than an older generation that is more often white. In addition, there has been a swing in recent years to a more liberal political leaning among the younger generation, leaving conservative voters more concentrated among older voters. For that reason as well we would expect the young to support higher taxes and spending more than the older generation.”

To download the 22-page report, [click here.](#) ■



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Dispatch from Minneapolis

By Emy Mendoza

I very much enjoyed the national APA conference in Minneapolis in April: Minneapolis is charming, interesting, bikeable, and walkable. The downtown around the convention center was vibrant with architectural highlights, a stature of Mary Tyler Moore (does anyone remember her show?), and more shopping opportunities than I could handle.



13th St South, near the Minneapolis convention center

Target's corporate headquarters is located downtown. An SJSU student at the conference said the Target headquarters tour showcased the company's planning division (in charge of developing its stores). The tour highlighted Target's commitment to good planning practices and consideration of community and design needs when siting new stores. Target wants to be a good neighbor whenever and wherever possible.

The current economic crisis was on everybody's mind. At the Monday plenary Policy address, it was helpful, though daunting, to hear transportation and political experts explain the complexities of stimulus infrastructure funding. Many planners are looking for spending that supports more compact, transit-oriented communities, but there is political pressure to address failing infrastructure for sprawling suburban communities. Minneapolis had its firsthand experience with failing infrastructure with the 2007 collapse of the I-35 bridge, now completely replaced.

At a session on Urban Agriculture's Future with Will Allen, we learned that the former basketball player with a farming background is involved with community gardens and large-scale composting and food production businesses as a way of bringing nutritious food to disadvantaged communities. Youth are involved and learn the biology and science of food production. Immigrant and senior populations build community ties around gardens and farmers markets. Job skills are developed for former inmates who find their niche in urban agriculture. It is a win, win, win situation. I was inspired.

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Dispatch from Minneapolis (continued from previous page)

Other highlights:

- the Latinos and Planning Division had its events which are gatherings of familia;
- planners involved in the [New Orleans Master Plan](#) described their community engagement structure;
- the International Planning session described and discussed planning in Abu Dhabi, Guatemala, and Montreal;
- and personal events including the Twins game with planning friends, nightlife at the Prohibition Lounge at the Foshay Tower—one of the three tallest buildings in Minneapolis until the 1970s—and the Awards Luncheon.



Emy holds 2009 National Planning Leadership Award for a Student Planner

I'm looking forward to next year in New Orleans! ■

What to say to laid off colleagues

By Naphtali Knox, FAICP

Personal Business (*The New York Times*, April 25, 2009) carried a short and punchy article about what to do (or not) when a friend or colleague is laid off. I paraphrased a few admonitions, below, but I think you'll want to read the full article, "[Navigating a delicate subject: the layoff of a friend](#)," by Alina Tugend.

- "Hold off on platitudes" and "upbeat suggestions"; people "need time to mourn."
- Respect their "need to feel lousy for a while." Do not say, "When one door closes, another opens."
- Don't make assumptions. Listen first, then ask if you can help.
- It's tricky to know how much to "check in and inquire"; you might just be annoying.
- Offer to open up your network and "share contacts through LinkedIn."

If you're the one who's been laid off, set ground rules for your friends. For example, tell them you'll update them "when something happens." And "cut your friends some slack"; they care and are trying to help. ■

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Diversity update

The April *Northern News* announced the addition of **Brenna Moorhead, AICP**, and **Miroo Desai, AICP**, and to the Section board as Planning Diversity Associate Directors to work with current Planning Diversity Director **Connie Galambos Malloy**.

Over the long term, the diversity team aims to coordinate section activities to meet diversity goals, educate members to better serve diverse communities, and align section membership diversity with California's demographic trends.

Connie, Director of Programs at Urban Habitat, will be taking maternal leave in September, and is helping Brenna and Miroo transition to co-director positions. Over the summer, Connie plans to lead the diversity team's efforts to enhance communications with articles for *Northern News* and by building the section's diversity webpage. Based on feedback from members, the web page will provide current diversity data for the planning profession, and resources for engaging the community and cultivating culturally competent planning staffs across sectors. Please email your ideas regarding specific diversity resources that you feel would benefit fellow members to connie@urbanhabitat.org.

Brenna, an attorney at Sheppard Mullin Richter & Hampton LLP, will be educating members to better serve diverse communities. The first program will explore the projected severe and disparate impact of climate change on disadvantaged communities in the United States and throughout the world. Most at risk are the poor, racial and ethnic minorities, and the elderly. They are likely to experience

- increased vulnerability to natural disasters and severe weather events,
- decreased food supply and increased costs resulting from loss of agricultural land due to climate change or transfer to energy production,
- increasingly disproportional health risks and associated insurance costs, and
- difficulty accessing new green jobs created in renewable energy and related sectors.

Plan on joining us in the fall for a lively and educational discussion with a panel of professionals, academics, and activists (details to follow regarding speakers, date, and location). In the interim, your ideas in developing this program are welcome. Please contact bmoorhead@sheppardmullin.com.

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Diversity update *(continued from previous page)*

Miroo, senior planner for the City of Emeryville, will be kicking off a local effort inspired by APA's Ambassadors program. Our local program is intended to increase section diversity and intergenerational mentorship while raising the profile of the planning profession in Bay Area schools. Volunteers—seasoned planning professionals and young professionals—are needed. Seasoned professionals should have at least five years' experience. Young professionals will have less experience and may include recent graduates. An interest in talking to high school students about the planning profession, academic and career opportunities, and the joys and challenges on the job is the key criterion. Email Miroo Desai at mdesai@ci.emeryville.ca.us if you are interested in participating in the Ambassador program or for more information. We are also seeking contacts with Bay Area high school counselors who may be interested in participating in the Ambassador program. ■

Corrections

An article in Northern Section's *eNews*, May 6, 2009, incorrectly identified one of the **Neighborhood Planning Award** recipients as Charlie Patterson. The recipient should have been identified as Charlie Knox, AICP, Benicia Community Development Director.

The "Where in the world?" feature in the May 2009 issue of *Northern News* incorrectly identified the photo subject as Sydney Tower Bridge. The correct name is Sydney Harbour Bridge. ■

Where in the world? (details on page 17)



Seoul

1. Photo by Jean Lin, Taiwan



Narita

2. Photo by Mika Miyasato, AICP



Las Vegas

3. Photo by Naphtali Knox, FAICP

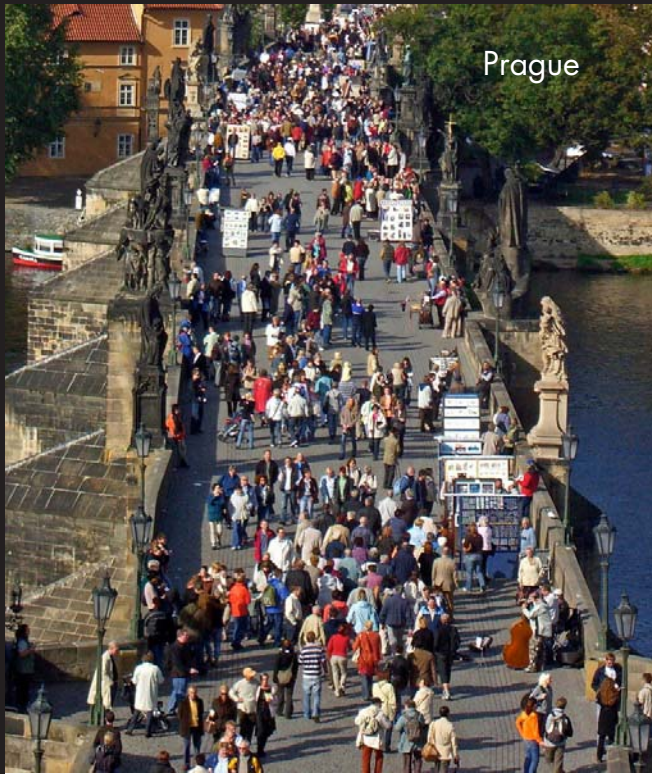


Tel Aviv

4. Photo by Naphtali Knox, FAICP

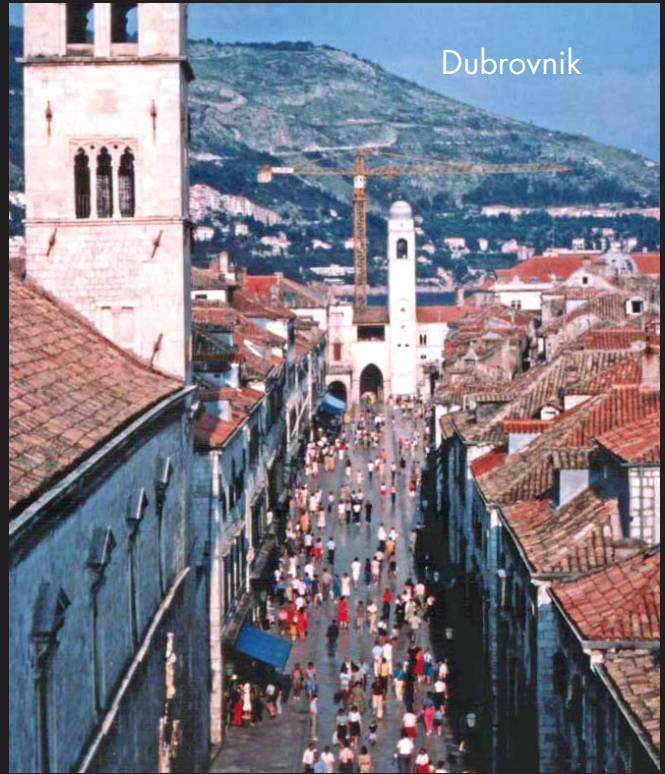
(continued on next page)

Where in the World? *(continued from previous page)*



Prague

5. Photo by Naphtali Knox, FAICP



Dubrovnik

6. Photo by Chandler Lee, AICP



Tokyo

7. Photo by Aliza Knox, Singapore



Istanbul

8. Photo by Johnnie Kim

(Details on page 17)

Urban planning tour of India

October/November 2009

The Northern Section of APA California announces an educational planning tour to India. The 20-day tour will combine a visit to some of India's best sights plus workshops and meetings with local planners and architects working on regional planning, rapid transit, and urban design projects. Stops include the metropolitan centers of Delhi, Mumbai, and Ahmedabad; Chandigarh; the dramatic Agra, Jaipur, and Jodhpur forts; the Udaipur lake palace; and the Taj Mahal.

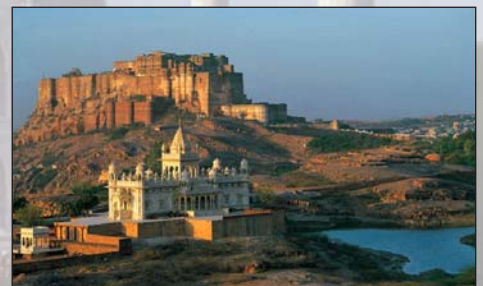
- * Tour dates are October 25—November 14
- * Cost is approximately \$2,100, including in-country accommodation and transportation. **International airfare, generally \$1,200 – \$1,500, is not included.**

Registration deadline with required deposit is June 2009.

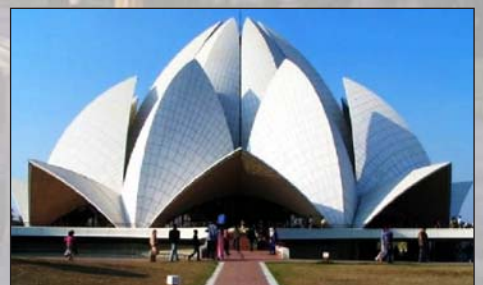
For more information; to obtain the location, dates, and times of upcoming tour planning meetings; and to reserve for one or more travelers, contact Rob Eastwood at (408) 299-5792 or rob.eastwood@pln.sccgov.org



Lake Palace, Udaipur



Mehrangarh Fort, Jodhpur



Baha'i Temple, Delhi



World Trade Center, Cuffe Parade, South Mumbai

Planners seeking employment

One in four college graduates is unemployed. Please email or call those below if you can employ one of them or if you know someone who might be able to.

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

24 years experience. Recent employers: Arnaiz Development Co. Inc., 5 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 (209) 612-0605. (5-04)

Urban Design, Current & Advanced Planning. 9 years experience. Previous employers: Centre City Development Corporation (San Diego, 4 years); RRM Design Group (3 years). Most recent salary upon request. AICP. Flexible availability and terms for part- to full-time work. MA City and Regional Planning, Cal Poly SLO. BA Political Science, San Diego State University. Contact sdrolet@comcast.net or (619) 436-7953. <http://www.linkedin.com/in/suzannedrolet> (5-04)

General, Municipal, GIS. 3 years experience. Previous employers: City of Miami Beach, FL, (Planning intern, full time, 1 year); City of Philadelphia, Economic Development (2 years). Most recent salary, \$42,000/yr. BS Psychology, U of Pittsburgh; MURP, Florida Atlantic University. Contact davis_kf@hotmail.com or (650) 861-2330. (3-13)

Generalist. 1.3 years experience. Previous employment: Intern, City of Fremont planning division. English teacher, Taiwan (1 year); high school teacher with Grant Joint Unified School District, Sacramento County (2 years); US Army Reserve, 351st Civil Affairs Command (7 years). Most recent salary, \$15/hr. BS Mathematics, UC Davis; MUP, San Jose State University. Contact relbdour@yahoo.com or (408) 509-6303. (2-26)

Environmental Review/Hazard Mitigation Planning/Land Use Planning & Entitlements/GIS.

5+ years experience plus 5 years in the biotech industry. Previous employers: LSA Associates, 3 years; State of North Carolina, 2 years; City of Orinda, 2 years. Most recent salary upon request. AICP. Masters in Regional Planning, University of North Carolina, Chapel Hill. BS Biology, Georgetown University. Contact hiketheebhills@gmail.com or (510) 847-9936. (5-15)

Land Use, Environmental, and Resource Management Planning; CEQA Project Management; Contract

planning. 23 years experience. Previous Employers: PBS&J (EIP Associates), 5.5 years; The Bioengineering Group, 2 years; San Francisco Bay Joint Venture, 3 years; Contra Costa Water District, 5 years. Most recent salary on request. AICP. Master of City and Regional Planning/Landscape Arch. UC Berkeley; BA, Visual and Environmental Studies, Harvard. Contact jsteere@igc.org or (510) 847-0575. (5-13)

Land Planning/Landscape Architecture; GIS; Community Development Program Coordination/Public Engagement.

8 years experience. Previous employers: Sasaki Associates, MA (summer); City of Ann Arbor, MI (1 year); PECl, Portland, OR (1 year); various community development organizations (5 years). Most recent salary on request. BA, History, Washington University, St. Louis. MS, Natural Resource Planning, U of Michigan; Graduate School of Design, Harvard (1 year). Contact shearacohen@gmail.com or (734) 255-8634. (5-15)

APA California Northern has undertaken this pilot program to let potential employers know of urban, regional, and environmental planners who are unemployed and available. Job-seekers who are members of Northern Section APA can post a brief ad (35-50 words maximum) including one email link and/or one phone number. To be published in the July/August issue, ads must be received no later than 5 PM, Monday, June 29. Send to: Editor, *Northern News*, knoxnaph@gmail.com.

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. ■

CPF Oakland sustainability walking tour

By Caroline Teng, Associate Editor



Office Building, Jack London Square



Old Oakland Farmers' Market



Oakland City Center

The first thing that comes to mind when one mentions Oakland probably is not “sustainability.” For the 30 people who attended the California Planning Foundation’s (CPF) *Trekking through Great Neighborhoods Sustainability Walking Tour* on April 3, though, “sustainability” and “Oakland” might now be synonymous.

The tour began at the Jack London Square Ferry Terminal on a beautiful Friday morning and ended at the Association of Bay Area Governments’ offices on 8th Street on a sunny afternoon. It was clear from our first stop—a brief presentation by the project developers at one of the new office buildings in the Square—that we would be doing more than passively “ooh”-ing and “ahh”-ing at our surroundings. Another example was a colorful peek at local living at our third stop, the bustling Old Oakland Farmers’ Market and its engulfing sights, smells, and tastes. Rather than a traditional follow-the-leader, our tour leaders mixed site visits, building tours, presentations, various experts, and even two BART rides to give an all-encompassing, behind-the-scenes view of Oakland. The stars in this tour were not flashy LEED Platinum buildings or cleverly designed landscaping, but rather the admirable local leaders who spoke about their efforts to create a more sustainable Oakland. Together they demonstrated that Oakland’s green movement is quietly changing the city from the inside through the dedication and hard work of its denizens. The inquisitive format of the walking tour was a fitting way to glimpse this transformation.

I came away from the tour with the impression that Oaklanders are very proud of their city and are passionately working to make it a better place. Take for example our lunchtime presenters at the Oakland City Hall. City of Oakland employees Deborah Acosta, Eric Angstadt, and Garrett Fitzgerald gave captivating talks about the City’s role in establishing sustainable development policies. I was impressed by their sincere commitment to both the future of the city and the goals of sustainability. Fitzgerald, the City’s Sustainability Coordinator, eagerly offered to share his knowledge and tools with public sector attendees interested in the City’s green approach. This collaborative mindset was laudable and should help advance sustainability at a broader level.

A long-time resident of Oakland, Acosta (Office Real Estate Project Manager, City of Oakland) talked enthusiastically about the new businesses and destination spots opening in Oakland. When asked about whether these new openings would exclude certain members of Oakland’s population, she argued avidly that Oakland would be energized by its newfound nightlife. According to City staff, many Oakland residents now travel to neighboring cities to fill their shopping, dining, and

(continued on next page)



Fox Theater



James Falaschi, Jack London Square Partners

entertainment needs. Therefore, reuse and infill development could revitalize parts of the city and allow it to better cater to its residents. The Fox Theater renovation, another stop on our tour, was a good example of a reuse effort that could help improve the surrounding neighborhood.

Another presenter at City Hall was Emily Kirsch from the Oakland-based Ella Baker Center for Human Rights, which promotes positive alternatives to violence and incarceration. One of the campaigns she mentioned was the Oakland Green Job Corps, which trains low-income people and people of color in sustainable infrastructure construction so they can actively participate in the emerging “green-color” economy while also improving their community. Emily’s and the Center’s inspirational efforts tied together the environmental quality, economic vitality, and equal opportunity goals of sustainability. Like the rest of the City Hall presenters, Emily took great pride in Oakland and her cause, and was eager to demonstrate its value.

One of my biggest take-aways from the tour was that sustainability is achievable at the local level—one’s actions can trigger a chain reaction that may ultimately lead to a more sustainable world. An example was our visit to the Franklin Building, which houses the University of California Office of the President (UCOP). The Franklin Building, which achieved LEED for Existing Buildings (EB) Silver certification, exemplifies UC’s leadership in sustainable business practices. It was fascinating to learn how UCOP staff was meeting the operations and maintenance requirements of LEED-EB, a sector of LEED that planners may not directly experience. Our UCOP presenters stressed that an important part of LEED-EB is transforming people’s behavior so that they, not just the buildings, are reducing their impact on the environment. Matt St. Clair, sustainability coordinator at the UCOP building, said that students are often the “conscience” of the University, and student campaigns drive many of UC’s sustainability policies.

Sustainability is often defined as a balance of the three E’s: environment, economy, and social equity. The CPF tour successfully touched on all three by demonstrating how people all over Oakland are contributing toward the larger goal of sustainability. From a planner’s perspective, the tour was a refreshing reminder and eye-opener to “greening” efforts beyond bioswales, transit-oriented development, and LEED—which too often are seen as ends in themselves rather than means to an end. The tour highlighted the human factor in all sustainability efforts, including the hard work of the CPF tour organizers, Alex Hinds, Jamillah Jordan, and Hing Wong. I truly enjoyed the tour and the opportunity to see first-hand all of the great work being done in Oakland.

CPF is a nonprofit organization whose goal is to further the professional practice of planning in California primarily by giving scholarships and awards to university students in financial need. This is the third year the organization has planned walking tours as fundraisers. Previous tours were in San Francisco. This year, simultaneous tours were offered in San Diego and Pasadena as part of the Trekking through Great Neighborhoods series. ■

LETTERS

Congratulations on the "Recognition of Excellence" from Northern Section! I am so happy to be a part of the success of *Northern News*, and so greatly enjoy working with you. Your fresh ideas, continued efforts for improvement, interesting topical articles, attention to detail... I could go on! Well earned and well deserved recognition!

Nancy Roberts

Answers to "Where in the world?" ([Page 11](#))

Pedestrian Streets:

1. Insadong, Seoul, Korea—a lively arts district and center for Korean culture
2. Omote Sando, Narita, Japan. Lined with souvenir shops, restaurants, and hotels, the street leads to Narita Shinsho Temple.
3. Bellagio, Las Vegas: shopping arcade. The Bellagio is proposed as collateral for a huge MGM Mirage bond issue ([click here](#)).
4. Nahalat Binyamin Market operates two days a week in the heart of Tel Aviv.
5. Charles Bridge, Prague, Czech Republic
6. Placa (formerly Stradun), Dubrovnik, Croatia
7. Takeshita Dori, Harajuku, Tokyo, Japan—a pedestrian-only street
8. Istiklal Avenue, Beyoglu District, Istanbul, Turkey

— Save the date —

APA California 2009 Conference at the Resort at Squaw Creek, Lake Tahoe September 13–16, 2009



<http://www.calapa.org/en/cms/?2846>

For additional information, contact Lynne Bynder at
lbynder@meetingsxceptional.com

Reserve, register now for APA state conference at Tahoe

"Long Views Greater Vision" is the theme of the 2009 APA California Conference, September 13–16 at the Resort at Squaw Creek, Lake Tahoe. The conference offers 75 concurrent sessions, 8 mobile workshops, dynamic keynotes, networking events, and an opportunity for AICP members to log a considerable number of CM credits.

Hotel reservations can be made at <https://resweb.passkey.com/go/CCAPA>. Single/double rates are \$165 per night. Space is limited; make your reservations early.

An on-line Conference-at-a-Glance and registration are posted at www.calapa.org. Early registration is \$450/member which includes all meals and events. Mobile workshops are available for an additional fee.

Specially chartered buses can be taken from Sacramento to Lake Tahoe for a round-trip fee of \$40 per person, departing Sunday and returning Wednesday.

Exhibit and sponsorship opportunities are also available through the website.

What others are saying

GOING GREEN

Thin means never having to say you're sorry. "Because food production is a major contributor to global warming, a lean population, such as that seen in Vietnam, will consume almost 20 percent less food and produce fewer greenhouse gases than a population in which 40 percent of people are obese (close to that seen in the USA today), according to Phil Edwards and Ian Roberts of the London School of Hygiene & Tropical Medicine's Department of Epidemiology and Population Health. Transport-related emissions will also be lower because it takes less energy to transport slim people."—

["Keeping slim is good for the planet, say scientists,"](#)
Science Daily, April 20, 2009.

Word count. Having trouble convincing others that global warming is a serious problem? Maybe you need to watch your language! Research by [ecoAmerica](#) suggests that it may help to change the terms we use. For example, instead of "global warming," talk about "our deteriorating atmosphere"; instead of "reducing carbon dioxide emissions," help people "move away from the dirty fuels of the past." "Cap and trade"? No; a "pollution reduction refund." Interested in promoting "energy efficiency"? Suggest "saving money for a more prosperous future." And remember: you're not an "environmentalist"; you are a "conservationist"! EcoAmerica's report will be released late in May. Read more about it in John Broder's article, ["Seeking to save the planet, with a thesaurus,"](#)
The New York Times, May 1, 2009.

DEPARTURES

Petaluma, over and out. Last month, we carried the news about the dismantling of the Petaluma planning department and comments from CDD director Mike Moore (*Northern News*, May, page 16). In a *Planetizen* interview on April 30th, Mike said "... the [city] manager's long term option for the planning function is to try to contract that out, either with a private consulting firm or there's been some discussion among Sonoma County managers about trying to share services... It's been difficult to have seen this unfold more as an issue related to development review and development related revenue rather than a discussion about the real value of planning and having knowledgeable in house staff and what they can bring to the community... San Diego has taken the opposite approach. They're funding new planning initiatives because they know there's an opportunity to really spend time on those, because they don't have the pressure of having to process applications and move development along. They're taking advantage of the downturn

in the market to get some planning done." Read the entire interview or listen to it on your computer or download it as a seven-minute podcast at <http://www.planetizen.com/node/38581>.

Facebook departure leaves hole. Palo Alto's downtown streets and stores are less lively these days. The world's most popular social networking site pulled hundreds of employees out of 10 downtown buildings



and consolidated them in a single 150,000 sq. ft. building in the Stanford Research Park. The company—whose scattered buildings were a five-minute walk from the University Avenue Caltrain station—is helping employees get to their new digs with transit passes and a shuttle to the California Avenue Caltrain station. Whether the move translates into significantly more vehicular traffic remains to be seen. Details at ["Facebook to vacate downtown Palo Alto in May 14 move,"](#)
by Will Oremus,
The Mercury News,
May 5, 2009.

Two of the downtown buildings occupied by Facebook, vacated May 14th

Blakely, former DCRP Chairman, to leave New Orleans.

"Edward J. Blakely, the New Orleans recovery director, who was given enormous power to steer the city's rebuilding after Hurricane Katrina, will leave his city government post this summer... Blakely, a former chairman of the department of city and regional planning at the University of California, Berkeley, was known as a prominent expert on post-disaster recovery... Blakely, who was chairman of urban and regional

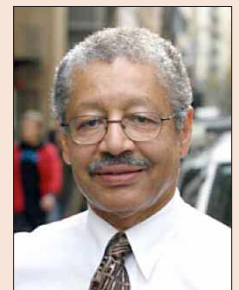


Photo: University of Sydney

(continued on next page)

planning at the University of Sydney in 2007 and 2008, and commuted from there despite his \$150,000 city salary, quickly came under scrutiny for spending time away from the city while neighborhoods languished. In recent news interviews he has defended his record, saying almost all of the federal block grant money has been allocated and 400 rebuilding projects were in the pipeline.” —Sheila Dewan, “[New Orleans recovery chief to leave](#),” *The New York Times*, May 7, 2009. A more complete local article can be found in *The Times-Picayune*: “[Blakely confirms he’s leaving recovery director post](#),” by Michelle Krupa, May 7, 2009.

NEW TOWNS



MAP: NPR

Young planner heads up Chinese new town. “When the 7.9 magnitude earthquake hit southwest China on May 12, 2008, Beichuan County [Sichuan Province] was among the hardest hit. Twenty thousand people died in that county alone.” The destroyed city will become a memorial, and a “new Beichuan will be built on

an absolutely flat river plain, 15 miles south. Beichuan’s deputy county chief, He Xian, 31, is an architect and urban planner, and a graduate of China’s top university, Tsinghua. He is charged with designing the new Beichuan. He lists the six qualities that Chinese Premier Wen Jiabao has insisted must be included in the new Beichuan: safety, livability, the character of the ethnic Qiang people, prosperity, a modern civilization, and harmony.” —Melissa Block, “[Ruined Beichuan starts anew](#),” NPR, *All Things Considered*, May 4, 2009. The master plan of the new 3 sq km county seat and a 2 sq km industrial park within it will be completed by the end of June, with the first phase of construction scheduled to start next February.

New Town planning for the 22nd century. A Grade 12 honor student from Toronto has designed “a space colony that could be home to 10,000 people, and serve as a lifeboat for humanity should the Earth come to a bad end.” The student, Eric Yam, tied for the grand prize in NASA’s Space Settlement Competition with his design for Asten, a cylindrical, mile-high “intergalactic structure,” 10 football fields in diameter, “that makes Starship Enterprise look like a toy.” Yam’s well-organized, carefully-documented, 92-page, out-of-this-world planning document, “filled with detailed drawings done in Google SketchUp 7, has been published on NASA’s website.” (To download the 12MB PDF, [click here](#).) The “proposal includes everything from financial analyses to food supply to the critical matter of how to get the massive structure into space. Mr. Yam’s proposal also includes a method for choosing space colony inhabitants (page 76)—assigning points based on criteria that include age, education, and marital status [to] produce a balanced, relatively harmonious culture that would be a kind of intergalactic Canada” —and a project-timeline (page 36) showing the 30-year buildout. —Peter Cheney, “[A nerd shoots for the stars, and NASA comes knocking](#),” *Toronto Globe and Mail*, May 7, 2009.

Car-less in Vauban. “Street parking, driveways, and home garages are generally forbidden in this experimental new district on the outskirts of Freiburg, near the French and Swiss borders.” Completed in 2006, “Vauban’s streets are completely ‘car-free’—except the main thoroughfare, where the tram to downtown Freiburg runs, and a few streets on one

(continued on next page)

What others are saying *(continued from previous page)*

edge of the community. Car ownership is allowed, but there are only two places to park—large garages at the edge of the development, where a car-owner buys a space for \$40,000. 70 percent of Vauban's families do not own cars, and 57 percent sold a car to move here. The town is long and relatively narrow (5,500 residents within a rectangular square mile), so that the tram into Freiburg is an easy walk from every home. Stores, restaurants, banks and schools are more interspersed among homes than they are in a typical suburb." —Elisabeth Rosenthal, "[In German suburb, life goes on without cars](#)," *The New York Times*, May 11, 2009.

CLOSING KEYNOTE

I learned a great deal at the illustrated closing keynote address by **Witold Rybczynski** at the **APA conference in Minneapolis**, "When Buildings Try Too Hard." Rybczynski is professor of urbanism

at the University of Pennsylvania and is the architecture critic for *Slate* magazine. Luckily, freelance journalist and Minneapolitan Dan Haugen was in the audience. I recommend his article in *Finance and Commerce* (a Minnesota business daily), April 29, 2009: "[Architecture: Are 'overnight icons' an outdated concept?](#)" An audience member asked Rybczynski whether Minneapolis's Walker Art Center (by architects Jacques Herzog and Pierre de Meuron, who also designed the Bird's Nest stadium for the 2008 Beijing Olympics and San Francisco's de Young Museum) or the Guthrie Theatre (by Pritzker Prize winner Jean Nouvel) were icons. Unfortunately, Rybczynski had not visited either and chose not to opine, but I liked his response: "A good test of whether a building is an icon is whether you can buy a reproduction of it as a paper-weight souvenir." ■

Onward and upward

Connie Galambos Malloy is now Director of Programs, Urban Habitat. She was formerly Coordinator, The Social Equity Caucus, Urban Habitat. Urban Habitat builds power in low-income communities and communities of color by combining education, advocacy, research, and coalition building to advance environmental, economic, and social justice in the Bay Area. Connie is also the Planning Diversity Director for APA California Northern.



Licinia McMorrow, AICP, has accepted a position as Assistant Project Manager for Bayview/Hunter's Point at the San Francisco Redevelopment Agency. She had been the Energy Officer for the City of San José Office of Sustainability. Licinia also is stepping down as South Bay RAC Chair for Northern Section. She holds a BA in Urban Studies from Macalester College, St. Paul, and a Master of Planning, Concentration in Social and Community Development, from USC.



Lucy Armentrout, AICP, LEED-AP, formerly Senior Environmental Manager and Planner with PBS&J, is now with Serco North America, as Congestion Management Program Manager for the San Francisco smart parking system. As project manager she will be working to support the increased use of alternative modes of transportation in San Francisco and — by limiting circling time as drivers search for parking spots — reducing the toxic air contaminants and greenhouse gases emitted by cars. Lucy is the Membership Director for APA California Northern and serves on the Northern Section Board. She holds a BA degree from UC Berkeley and has done doctoral work and lectured at UC Davis in socio-cultural anthropology. ■



Local solutions to greenhouse gas reduction

By Michael McCormick, AICP, Barbara Nelson, AICP, Kimberly Cole, AICP, and Elizabeth Caraker, AICP

Thirty-five Monterey Bay Area planners assembled at the Kula Ranch restaurant in Marina April 30th to discuss climate change and recent changes in state law. Sponsored by the Monterey Bay RAC, the event showcased planners from Monterey, Seaside, and Santa Cruz and their experiences developing climate action plans, green building ordinances and other greening tools, and lessons learned. A social hour and buffet dinner preceded the discussion.

Michael McCormick, AICP, climate change services coordinator at PMC, moderated the discussion and presented perceptions of climate change among different age groups in the US. Younger people believe they can have an impact on reducing climate change whereas older people are less likely to think they can make a difference. The topic of climate change and the goals of Governor's Order S-03-05, which sets a target of an 80 percent reduction of greenhouse gas (GHG) emissions from 1990 levels by 2050, are difficult to grasp. With the most substantial impacts of climate change decades away, it is hard for people to understand that their actions now may impact future generations. The climate action planning process facilitates this understanding and moves communities forward. It addresses climate change through proactive policies for GHG emission reduction and obtains community support by increasing the public's awareness. In this way, Monterey Bay Area communities can work toward creating a more efficient, uniform, and cost effective regional process.

Barbara Nelson, AICP, planning and building manager, City of Seaside, presented the city's transition toward a greener and more sustainable community. Sustainability principles will be an integral part of the city's fabric, guiding future development practices. Demonstrating its commitment to a more sustainable community, the city council included development of a carbon footprint reduction strategy in the city's strategic objectives. The council is already making City operations and purchasing more environmentally



Elizabeth Caraker, AICP, opened the session

responsible with paper reduction, energy audits and retrofits, and purchase of its first hybrid vehicle. Small steps will add up to make a big impact.

Current and future efforts will integrate the principles of sustainability into all of the city's land use documents—including specific plans, the housing element, and the Local Coastal Program Land Use Plan—and will promote development of a green economy as part of the city's overall sustainability and economic strategies.

Kimberly Cole, AICP, principal planner, City of Monterey, gave an update on development of a local climate action plan. In 2007, the city council signed the Urban Environmental Accords, which encourage cities to adopt a citywide GHG emissions reduction of 25 percent by 2030. The City is using ICLEI's Clean Air and Climate Protection software to model its community and municipal emissions. ICLEI is a well tested and publicly available model and offers technical support. The City anticipates completion of the model results in early summer 2009. Policy and program development for the Climate Action Plan will continue through early 2010.

(continued on next page)

Ross Clark, climate action coordinator, City of Santa Cruz, presented the City's adopted climate reduction goals. They include cutting GHG emissions by 30 percent by 2020 and by 80 percent by 2050, and to ensure that by 2030, all new construction will be carbon-neutral. The City's Climate Action Plan is organized into categories of conservation and efficiency, sustainable living, and renewable energy. Each category addresses potential emissions reduction for municipal operations, business and industry, and residents and visitors. The formation of Climate Action Teams for the residential category has been particularly successful. The teams charge residents to support environmental awareness and to take action individually and collectively.

Following the presentations, the group discussed how to coordinate more effectively at the regional level. Topics included land use policy and transportation alternatives, population growth, integration of local and regional actions, and how to integrate sea level rise into land use planning.

Attendees agreed to continue a dialogue on the potential for regional collaboration via e-mail and follow-up meetings. For information, or to join the discussion group, contact Kim Cole at cole@ci.monterey.ca.us. [Click here](#) to download meeting materials and presentations. Thanks to PMC for sponsoring this event! ■

APA California offers members financial assistance

By Caroline Teng, Associate Editor

The APA California Board will offer membership and conference assistance to financially troubled members beginning June 1.

Several reduced-rate membership fee options are already available to recently-unemployed members: Reduced national-plus-state dues are \$85 for AICP members (compared to the regular fee range of \$306–\$515); \$60 for APA members (compared to \$225–\$380); and \$25 for Chapter-only members (compared to \$115). To be eligible for reduced fees, APA requires that membership be current. Every three past years of APA membership entitles one year at the unemployed rate, for a maximum of five years. Chapter-only members need only be current to be eligible for the reduced rate.

In addition, under the proposal just approved, APA California will dedicate some of its reserve funds to be used toward subsidizing membership and conference fees for those who are still employed but experiencing

financial hardship. Members will be asked to affirm (on an honor system—no records required) that their current household income is significantly lower than their 2008 income.

All members who qualify—whether regular, young professional, or student—can apply to the chapter for assistance. The chapter will refund up to \$100 in AICP/APA/Chapter-only membership fees to those regular members who are earning 25 percent less in household income than in 2008. On the same basis, young professional members can apply for a refund of up to \$50 in membership fees, and students can apply for up to \$25. Qualifying members may also apply to the chapter for a reduction in APA California Conference registration fees up to \$100 (up to \$50 for young professionals and students).

For additional information, contact the California Chapter office at (916) 736-2434 or sgassoc@msn.com. ■

NORTHERN SECTION CALENDAR

JUNE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JUNE

6/18

Monterey Bay RAC Happy Hour. 5:30 pm, Ol' Factory Café, 1725 Contra Costa Street, Sand City. <http://www.olfactorycafe.com>. RSVP to Elizabeth Caraker at caraker@ci.monterey.ca.us.

JULY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JULY

7/1

Northern Section Board meeting. 6:30–8:30 PM, (light dinner and networking from 6–6:30 PM). SPUR, 654 Mission Street (near 3rd Street), San Francisco. RSVP to Hanson Hom at hhom@ci.sunnyvale.ca.us or (408) 730-7450.

7/23

YPG Happy Hour, 6:30–8:30 PM. No reservations necessary. Koji Sake Lounge, 48 S. First Street, San José: <http://www.kojisakelounge.com/> (408)287-7199. For more information, contact Kimberly Comacho or Roscoe Mata at norapaypg@gmail.com. ■