



NORTHERN NEWS



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



American Planning Association
California Chapter
Northern
Making Great Communities Happen

NOVEMBER 2008

Links to articles in this issue:

APA NORTHERN SECTION ELECTION

- 6 Vote for Administrative Director and Director Elect
- 7 Candidate statement, Allen Tai, AICP
- 8 Candidate statement, Hanson Hom, AICP

OUR PROFESSION

- 10 Looking for information about planning?
- 14 Planning layoffs turn tragic
- 15 Got credits?

DEPARTMENTS

- 4 Onward and upward
- 4 Director's Note
Juan Borrelli, AICP
- 12 What others are saying
- 13 Where in the world?
Richard C. Paddock
- 14 Corrections
- 16 Letters
- 17 Calendar

ANNOUNCEMENTS

- 12 Report on jobs-housing balance
- 13 Equity in climate change considerations
- 15 Annual holiday party
- 16 CM online course

FEATURE ARTICLE

- 1 Going beyond LEED, North Bay one-planet community
Geof Syphers, PE, LEED AP

Going beyond LEED— North America's first "One Planet community"

ADDRESSING CLIMATE CHANGE, PROVIDING JOBS, AND MAKING A FAIR PROFIT

By Geof Syphers

[Ed. Note: I visited the development in July with the California Planning Roundtable. Afterward, I asked our host to write an article for Northern News.]

In Rohnert Park, three miles east of downtown Cotati, a half-dozen outdated factory buildings on a 175-acre site are being converted to uses that will support a "five-minute lifestyle." Dubbed [Sonoma Mountain Village](#), the mixed-use community targets "LEED Platinum for Neighborhood Development." It also follows a detailed plan for how every resident can live within a "one-planet" ecological footprint, using only one's own fair share of resources.

Sonoma Mountain Village expects to reduce greenhouse gasses by 82 percent, vehicle miles traveled by 54 percent, and carbon content of fuel used by 12 percent—all by 2020.

The former factory buildings—totaling 700,000 square feet—are being given a more modern architectural expression aimed at improving the pedestrian experience. With some additions, the buildings will be home to 182,500 square feet of retail and over 100 other businesses; and 1,900 homes will be built to house 5,000 residents. After three years of planning, a development agreement is in place, and an EIR has been prepared. New construction is expected to begin early in 2009, with buildout by 2020.

History. Until very recently, the site was the Agilent (formerly H-P) campus in Rohnert Park. About two years ago, Greg Searle, the Executive Director of BioRegional North America, asked [Coddling Enterprises](#), the site's new owner and developer, "How

(continued on next page)

BOARD MEMBER DIRECTORY

Director			
Juan Borrelli, AICP	(408) 535-7709	juan.borrelli@sanjoseca.gov	
Director Elect			
Darcy Kremin, AICP	(925) 988-1278	dkremin@entrix.com	
Immediate Past Director			
Hing Wong, AICP	(510) 464-7966	hingw@abag.ca.gov	
Administrative Director			
Allen Tai, AICP	(408) 535-7866	allentai@sanjoseca.gov	
Treasurer			
Jeff Baker	(925) 833-6610	jeff.baker@ci.dublin.ca.us	
Advertising Director			
Hannah Young	(510) 540-7331	hannah.young@sa-assoc.com	
AICP Director			
Don Bradley, AICP	(650) 592-0915	dr.donbradley@comcast.net	
Awards Program Directors			
Andrea Ouse, AICP	(650) 985-2590	andrea.ouse@sa-assoc.com	
Eileen Whitty, AICP	(510) 287-1109	ewhitty@ebmud.com	
Communications Director			
Vacant			
Ethics Review Director			
Hanson Hom, AICP	(510) 730-7450	hhom@ci.sunnyvale.ca.us	
International Director			
Rob Eastwood, AICP	(408) 299-5792	rob.eastwood@pln.co.santa-clara.ca.us	
Legislative Director			
Bryan Wenter, AICP	(925) 943-5800	wenter@walnut-creek.org	
Membership Director			
Lucy Armentrout, AICP	(510) 220-6445	lucylikesorange@yahoo.com	
Newsletter Editors			
Naphtali Knox, FAICP	(415) 699-7333	knoxnaph@gmail.com	
Mika Miyasato, AICP	(510) 587-8677	mmyasato@hntb.com	
Planning Commissioner			
Vacant			
Planning Diversity Director			
Connie Galambos Malloy	(510) 839-9505	connie@urbanhabitat.org	
Professional Development Director			
Iris Starr, AICP	(510) 684-8387	irisstarr@earthlink.net	
Student Representatives			
Taryn Hanano	(510) 402-8021	taryn.hanano@gmail.com	
Lucas Woodward	(617) 645-9544	lucasw@berkeley.edu	
University Liaison			
Alexandra Kostalas	(925) 998-1289	akostalas@entrix.com	
Emy Mendoza	(510) 326-1919	emymendoza@earthlink.net	
Webmaster			
Pierce Macdonald	(510) 459-6092	piercemac@hotmail.com	

Regional Advisory Councils (RACs)

East Bay			
Joanna Jansen, AICP	(510) 848-3815	joanna@dceplanning.com	
David Ralston	(510) 238-2970	dralston@oaklandnet.com	
Monterey Bay			
David Roemer	(831) 883-3750	Droemer@ambag.org	
Elizabeth Caraker, AICP	(831) 883-8187	ecaraker@rbf.com	
North Bay			
Ladd Miyasaki	(707) 935-3145	ladd@sonomaecologycenter.org	
Peninsula			
Surinder Sikand	(650) 224-9426	Surinder.Sikand@gmail.com	
Redwood Coast			
George Williamson, AICP	(707) 825-8260	georgew@planwestpartners.com	
San Francisco			
Kenya Wheeler, AICP	(510) 287-4782	fwheele@bart.gov	
South Bay			
Licinia McMorrow	(408) 535-7814	Licinia.McMorrow@sanjoseca.gov	

Going beyond LEED— *(continued from previous page)*

much will your LEED community contribute to greenhouse gas emissions?” Two months of research concluded it would emit 17,000 tons of greenhouse gases annually.

BioRegional North America helped Sonoma Mountain Village go beyond LEED with a comprehensive sustainability plan based on the [10 principles of one-planet living](#) as originally created by WWF International. The principles are zero carbon; zero waste; sustainable water; local and sustainable materials; local and sustainable food; sustainable transportation; equity and fair trade; culture and heritage; and health and happiness. Codding and BioRegional will monitor the project for progress against ambitious sustainability targets each year until 2020.



At the heart of Sonoma Mountain Village is a planned urban square framed by 3- to 7-story buildings with street level stores, restaurants, and services

Here are some of the key areas and their metrics:

Transportation and land use. Sonoma Mountain Village will provide neighborhood amenities, such as groceries, restaurants, offices, and daycare that residents can walk to in five minutes. Overall housing density will be 17 units per acre—higher at the core, with density decreasing outward.

The careful integration of land uses and density should significantly reduce automobile use. The plan calls for a “jobs to employed residents” ratio slightly greater than 1.0—providing opportunities for residents to work in the community and for workers to be able to live there.

Food. Sonoma Mountain Village promotes local and sustainable food production. Grocery stores that have been invited to the community have committed to offering a specific percentage of locally grown food. A farmers market will operate seven days a week. Residents will be able to grow some of their own food at onsite garden plots.

(continued on page 3)

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

NEWSLETTER INFORMATION

Editorial

Naphtali H. Knox, FAICP
Tel: (415) 699-7333
knoxnaph@gmail.com

Mika Miyasato, AICP
Associate Editor
Tel: (510) 587-8677
mmiyasato@hntb.com

Newsletter Designer

Nancy Roberts
Tel: (408) 723-3200
tproberts@sbcglobal.net

Advertising/Jobs

Hannah Young
Tel: (510) 540-7331
hannah.young@lsa-assoc.com

ADDRESS CHANGES

Membership Department
APA National Headquarters
122 South Michigan Ave, Suite 1600
Chicago, IL 60603-6107
Tel: (312) 431-9100
www.planning.org

Northern News is published 10 times each year by the American Planning Association, California Chapter, Northern Section. It is a medium for the exchange of ideas and information among planners from Monterey County to Del Norte County, including the San Francisco Bay Area and San Benito County.

Northern News welcomes your 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). Letters over 250 words are not considered. All letters are subject to editing.

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

Going beyond LEED— (continued from previous page)

Construction materials. Coddling has remodeled an existing 50,000 square foot facility to manufacture structural steel framing for all residential and commercial construction at Sonoma Mountain Village. The onsite plant uses renewable energy and recycles local materials. For example, it takes the equivalent of six SUVs from a local junkyard to frame a 2,000 square foot home. The use of solar energy saves approximately 50 trees compared to conventional manufacturing methods.

Energy. All homes will be carbon neutral and will exceed the state's minimum energy performance by 50 percent and obtain all their energy needs from solar and wind by 2020.

Sustainable business. In 2007, Coddling formed the first business incubator in the North Bay—the nonprofit [Sonoma Mountain Business Cluster](#)—targeted to stimulating good-paying careers for the region. The nonprofit provides coaching, mentoring, networking, and access to capital for sustainable resource and socially relevant technology start-ups. The incubator already has 24 tenants and is 60 percent occupied.

Through continued research, collaboration with elected officials to remove barriers, sharing of information, soliciting opinions and feedback, and documenting of the process, Coddling is moving toward its ultimate goal of creating a deeply sustainable mixed-use community built with human needs and emerging technologies in mind.

The bottom line. Development is about supporting life. Life is not about no growth. We should ask ourselves, "What do we want to grow?" Sonoma Mountain Village is one replicable model for sustainable development, and it will make a fair profit.

Geof Syphers, PE, LEED AP, is Chief Sustainability Officer, Coddling Enterprises. ■



Geof Syphers with steel coils that will be made into framing members. Photo: H. Pike Oliver.

Onward and upward

Christopher Corbett, AICP, is senior master planner for Consult-Maunsell Limited, Dubai-United Arab Emirates. Previously, he worked for FEMA on disaster recovery projects in Louisiana following hurricanes Katrina and Rita. Chris makes his permanent home in San Francisco and is a member of APA California Northern. He holds a bachelor's degree in geography and a master's in urban planning, both from the University of Washington (Seattle).

Michele Rodriguez, AICP, who has been serving on national APA's Diversity Committee since September 2007, has been reappointed by APA President Paul Farmer, FAICP, for an additional year.

Iris Starr, AICP, APA Northern Section's Professional Development Director, has re-joined the City of Oakland as their Senior Transportation Policy



Planner. Iris brings almost 20 years of city planning and project management experience in both the public and private sectors. This includes over eight years of city planning with Oakland, three-and-a-half years as redevelopment manager for the City of Berkeley, and eight years working for private firms or as a consultant. She will be leading regional, state, and local transportation planning efforts, reviewing large development projects, and working to create environmentally, socially equitable, and sustainable transportation policies and practices. ■

DIRECTOR'S NOTE

By Juan Borrelli, AICP, SNI Senior Planner, City of San José

Hooray for Hollywood! Last month's **2008 APA California Conference** in Hollywood was a rousing success with an all-time record attendance of over 2,000 planners! The "Hollywood Nights" opening reception at the glamorous Highlands Nightclub featured a red carpet entrance event, casino room, and live impersonation performances by the Rat Pack, the Village People, the Pussycat Dolls, and Madonna. Also new at this conference was the first ever APA California Film Festival with three full-length, independent planning-related movies and several short films on planning-related themes by California students. The **California Planning Foundation (CPF)** also broke a record at this conference by raising over \$24,000 at its annual auction and from many generous donations.



Immediate Past Director Hing Wong, AICP, and Director Juan Borrelli, AICP, celebrate at the 2008 APA California Conference's Hollywood Nights Opening Reception

Mark your calendars for the 2009 APA California Conference, September 13–16, 2009 at The Resort at Squaw Creek, Lake Tahoe. I hope to see you there.

The annual **Northern Section Holiday Party** will be held on Friday, **December 5, 2008**, in the Terrace Room of Oakland's historic Lake Merritt Hotel. Celebrate the end of the year with great food, drinks, conversation, and stunning views of Lake Merritt, amid the beautiful Mediterranean Art Deco features of the hotel. All the party details, including registration and online payment information, are included on [page 15](#) of this issue and on the [Northern Section website](#). I know you won't want to miss this party. Space is limited—don't delay in signing up by the December 1st deadline. If you have questions or need more information, please contact [Al Kostalas](#).

November APA Elections. Don't miss the candidacy statements ([pages 6–9 of this issue](#)) from **Hanson Hom, AICP**,

(continued on next page)

The display of calling cards from firms offering professional services appears in every issue of *Northern News*. Fees paid by the firms for this service help defray the costs of this newsletter.

planning design
communications management
technology



800 790 8444
www.migcom.com

BERKELEY | DAVIS | FULLERTON | PASADENA | EUGENE | PORTLAND | RALEIGH

real vision
Inspiring
reality

The better way ... the next step to innovation ... the small improvement that makes the big difference.

Visualize the future with PBS&J.

Offices throughout the CA
pbsj.com • 916.325.4800



Lorraine Weiss

DESIGN AND DEVELOPMENT REVIEW



1800 WASHINGTON ST. N^o. 218 SAN FRANCISCO CA 94109
415 921-5344



EMC PLANNING GROUP INC.
A LAND USE PLANNING & DESIGN FIRM

Monterey, CA 831.649.1799 www.emcplanning.com

DIRECTOR'S NOTE *(continued from previous page)*

and **Allen Tai, AICP**, who are running for the Northern Section's elected board positions of Director Elect and Administrative Director, respectively. After reading each candidate's statement, please vote by email at votensccapa@gmail.com. Emailed ballots must be received by 11:59 PM PST on December 1, 2008. If you experience any voting problems or need any assistance, please contact Director Elect **Darcy Kremin, AICP**.

Many thanks. The Northern Section's **Regional Advisory Committee (RAC) Chairs** and I would like to thank the planning firms and organizations that generously supported and sponsored the many RAC events hosted in 2008. Special acknowledgement goes to the **Association of Bay Area Governments (ABAG)**, **City of Monterey**, **City of Oakland**, **Design Community & Environment (DC&E)**, **RBF Consulting**, **Pacific Municipal Consultants (PMC)**, **Urban Habitat**, and **Winzler & Kelly**. We look forward to hosting many more RAC events next year! On behalf of the entire Northern Section Board, I would also like to thank the planning firms and organizations that hosted our board meetings and retreat in 2008. They include the **City of Santa Clara**, **Parsons Transportation Group, Inc.**, **ENTRIX, Inc.**, **LSA Associates, Inc.**, **PMC**, and **PBS&J**.

Jean P. Honan





COMPREHENSIVE
MUNICIPAL
SERVICES

PMC[®]

OUR WORLD REVOLVES AROUND YOURS

www.pmcworld.com
(866) 828-6PMC

WINZLER & KELLY

CEQA/NEPA Planning
Mitigation Planning & Monitoring
Biological Resource Management
Environmental Engineering
Construction Management
Resource Agency Permitting
Water Supply Assessment
Greenhouse Gas Modeling
Hazard Assessment & Remediation

ENVIRONMENTAL
PLANNERS AND
SCIENTISTS
FOR A SUSTAINABLE
FUTURE

WWW.W-AND-K.COM

LAMPHIER • GREGORY



URBAN PLANNING &
ENVIRONMENTAL ANALYSIS

WWW.LAMPHIER-GREGORY.COM | 510.535.6690

WRT | **SOLOMON ★ E.T.C.**

City + Regional Planning San Francisco
Urban Design 1328 Mission Street, 4th Fl.
Landscape Architecture San Francisco, CA 94103
Architecture 415.575.4722
 www.wrtdesign.com

PLANNING URBAN DESIGN ARCHITECTURE
LANDSCAPE ARCHITECTURE INTERIOR DESIGN

S A S A K I

www.sasaki.com

San Francisco, CA Watertown, MA

Vote for Administrative Director and Director Elect

Northern Section has received one nomination each for Administrative Director and Director Elect positions for whom all Northern Section members may vote. All ballots must be time-stamped by 11:59 PM PST on December 1.

Candidate statements from Allen Tai, AICP, (running for Administrative Director) and Hanson Hom, AICP, (running for Director Elect) are presented below. Write-ins are welcome.

The term of the Administrative Director is two years, commencing January 1, 2009. The term of the Director Elect is two years, commencing January 1, 2009. On January 1, 2011, the Director Elect will become the Northern Section Director for a two-year term.

Candidates for Administrative Director should be available to attend all board meetings (held once every two months) to receive and be held responsible for all records of the Section; conduct the correspondence of the Section under the direction of the Section Director and the Section Board; take and distribute the records of actions resulting from Section Board meetings; and perform such other duties as are customary to the office of Administrative Director consistent with the Section Bylaws.

The successful candidate for Director Elect will preside at all meetings and represent the Section in the absence of the Section Director; act as Section Director for the duration of any extended absence or disability of the Section Director, as authorized by the Section Board; organize an annual Board Retreat, as deemed necessary by the Section Director or the Section Board; and be responsible for keeping the Bylaws in order, appointing the Nomination Committee and organizing elections, and other duties as assigned by the Section Director. Candidates running for Director Elect shall have served on the Section Board for at least one year in the past.

To Vote, send an e-mail to votensccapa@gmail.com with your votes for Administrative Director and Director Elect. Your e-mail should include "Northern Section Ballot" in the subject line, and the names of your choices for the two positions in the body of the e-mail. Write-in candidates are welcome. Be sure to include your full name as registered with APA in the body of the e-mail. You will receive an automatic reply confirming your ballot has been received.

(continued on next page)



Jones & Stokes
Your Project Means The World To Us

- ☞ General & Specific Plans
- ☞ CEQA/NEPA Compliance
- ☞ Public Involvement
- ☞ Environmental Planning & Studies

San Francisco 415.296.0524 Oakland 510.433.8962 San Jose 408.434.2244
www.jonesandstokes.com

DONALDSON ASSOCIATES

Douglas Donaldson, JD, AICP
Planning and Environmental Services
627 Spokane Avenue • Albany, CA 94706 • (510) 528-3684



HEADQUARTERS
1285 66th Street
Emeryville, CA 94608
510.547.9380
fax: 510.547.9388

NEW YORK 212.683.4486
SACRAMENTO 530.750.2195
WASHINGTON DC 301.589.6660



HIGGINS ASSOCIATES
CIVIL & TRAFFIC ENGINEERS

1300-B First Street | Phone: (408) 848-3122
Gilroy, CA 95020 | www.kbhiggins.com



URBAN DESIGN
CAMPUS PLANNING
LANDSCAPE ARCHITECTURE
LAND PLANNING

414 Jackson Street, Suite 404
San Francisco, CA 94111
T. (415) 249-0130
F. (415) 249-0132
www.bmsdesigngroup.com

Vote for Administrative Director and Director Elect

(continued from previous page)

If you cannot send an e-mail, you may send a written ballot to
Darcy Kremin, AICP, NSCCAPA Director Elect
c/o ENTRIX
2300 Clayton Road, Ste 200, Concord, CA 94520

The ballot must be postmarked by November 30.

Candidate statement for Allen Tai, AICP

It is a privilege to submit this statement as indication of my candidacy for Administrative Director for the APA California Northern Section Board. During my career in professional planning, I am blessed with being teamed with excellent mentors. These mentors are enduring examples, instilling in me a sense of civic responsibility and dedication to our profession. In making the decision to continue serving as Administrative Director, I wish to fulfill the obligation we all share to contribute in the ongoing development of the planning profession.



My decision to pursue a career in urban planning was initially due to a fascination with the idea that planners are able to influence physical changes in the built environment. What I learned is that much of what planners do involves a lot of communication and managing different dynamics. A significant amount of our time is also devoted to understanding the way we all live, work, and play, and learning about how we can improve our quality of life. In coming to this realization, I continually seek greater insights and to share my experience the way my mentors shared their valuable wisdom. I see this opportunity to serve on the Board as a wonderful way to give back to the Northern Section community.

Since achieving AICP certification in 2006, I have been volunteering as a guest speaker for the AICP Exam Preparation trainings led by Dr. Don Bradley, AICP. I also served on the 2007 CCAPA Conference Host Committee as a webmaster for the conference webpage. After being appointed to fill the Administrative Director vacancy in May, one of my first responsibilities was to help plan this year's Holiday Party. With the help of several dedicated individuals, I anticipate this year's event to be very successful. If I can continue my service on the Board, I look forward to expand the role of the Administrative Director and to make our involvement on the Board more

(continued on next page)



- Planning
- Permitting
- CEQA/NEPA Compliance
- Biological Resources Assessment
- GIS/Cartographic Design

Certified WBE, founded in 1983

For more information, contact Dain Anderson, Director of Planning
4 West Fourth Avenue, Suite 303 • San Mateo, California 94402
voice (650) 373-1200 • fax (650) 373-1211 • www.mha-inc.com



Where solutions and service meet

Los Angeles
Oakland
Olympia
Petaluma
Portland
Sacramento
San Diego
San Francisco
Seattle
Tampa
Woodland Hills
www.esassoc.com

PHOTOMONTAGES WALK-THROUGHS VIDEOS

SQUARE ONE

415-398.7044 www.squareoneproductions.com

METROPOLITAN PLANNING GROUP

T. 408 730 4106
www.MplanningGROUP.com



PLANNING • DESIGN • CONSTRUCTION

Where Exceptional People are the Rule!
www.RBF.com

Monterey Bay 831.883.8187 | Sacramento 916.928.1113 | San Jose 408.993.9224 | Walnut Creek 925.906.1460

DYETT & BHATIA
Urban and Regional Planners

www.dyettandbhatia.com : General Plans
755 Sansome St. Suite 400 : Urban Design
San Francisco, CA 94111 : Specific Plans
415.956.4300 : Zoning
Environmental Planning

Vote for Administrative Director and Director Elect

(continued from previous page)

transparent to the membership via tools on our new Northern Section website. I am excited at the opportunity to serve the planning profession and be a part of the leadership to promote and inspire the APA membership.

Professional experience. My professional career in the public sector has been a rewarding experience. In four years with Alameda's planning department, I had the opportunity to work on preserving many of Alameda's historic resources, implementing main street revitalization projects, and facilitating small business development. My quest for greater exposure led me to join the City of San José. I have since gained a wealth of experience from implementing economic development policies and working on TOD projects related to the future BART extension. My work in San José also involves a great deal of community outreach, and for nearly two years I led a 15-member taskforce through a comprehensive study on the reuse of a former hospital site. Currently, I am the project manager of the General Plan Housing Element update.

Candidate statement for Hanson Hom, AICP

With approximately 1,900 members, the Northern Section of the American Planning Association, California Chapter, represents a large segment of California planners. The section covers a diverse coastal area from the Redwood Empire to Monterey Bay.



While the Section is geographically diverse, its membership is also ethnically and culturally diverse. These characteristics present a dynamic planning environment, and offer both challenges and opportunities for furthering the ideals of the profession. The Section plays a leadership role in addressing the expanding professional needs of planners and in facilitating a dialogue on emerging planning issues.

I look forward to the opportunity of serving as the Director-Elect to further the goals of the Northern Section, to strengthen its existing programs, and to explore new initiatives to better serve its members. Areas of interest include:

- **Public stewardship:** Ensure that the Section supports forums for an informed discussion of emerging planning issues; assume a leadership role in advocating and promoting public education and awareness of important planning issues.

(continued on next page)



PLANNING AND ENVIRONMENTAL CONSULTING

Environmental Assessment • CEQA / NEPA

Regulatory & Permit Assistance • GIS / Mapping

Community Planning • Water Resource Management

Natural Resource Planning • Habitat Restoration



DENISE DUFFY & ASSOCIATES, INC.

www.ddaplaning.com

MONTEREY • 831-373-4341 TRUCKEE • 530-582-8297 SAN JOSE • 408-451-8438



PLANNING URBAN DESIGN
ARCHITECTURE

Design Review Design Guidelines

180 Harbor Drive Suite 219
Sausalito, CA 94965
415.331.3795
e-mail: cdgplan@pacbell.net

DAVID GOLICK
(925) 798-6276
4241 Dubhe Ct., Concord, CA 94521

- City and Environmental Planning
- Project Management
- Office Administration
- Contract Planner



Integrated Environmental & Communication Solutions

CirclePoint™
The whole view.

- Environmental Planning
- Risk & Construction Communication Programs
- Emergency Management
- Public Involvement
- eLearning Tools
- Training Programs

www.circlepoint.com

San Francisco • 415.227.1100
Sacramento • 916.658.0180

Oakland • 510.268.8400
Washington D.C. • 202.659.1414

Vote for Administrative Director and Director Elect

(continued from previous page)

- **Diversity in planning:** Assist the California Chapter in exploring and implementing programs to promote a more diverse and culturally aware planning profession; expand initiatives to create a more diverse membership profile.
- **Professional training:** Address the training needs of all planners, from planning students to seasoned planners; continue the Board's commitment to sponsor convenient, reasonably priced and quality planning workshops to satisfy the AICP Certification Maintenance requirement.
- **Communication:** Further the initiatives of the Board to improve communication to its members; continue to enhance the quality, content and format of the newsletter and website; explore other techniques for outreaching to planners and soliciting input.
- **Membership:** Strengthen the membership base by publicizing and offering tangible benefits to reinforce the value of membership; promote the involvement of members in the activities of the Section by expanding volunteer opportunities.
- **Fiscal responsibility:** Through sound budgeting and accounting practices, maintain the financial health of the Section and pursue strategies to expand the fiscal capabilities of the Section.
- **Keep it fun!** Organize events to promote networking opportunities, to allow planners to celebrate their successes, and to just allow planners to commiserate and provide mutual support and stress relief.

Hanson Hom is currently the Director of Community Development for the City of Sunnyvale. He has served on the Northern Section Board for approximately four years as the Ethics Review Director where he has organized workshops and training on the AICP Code of Ethics. He is also an appointed member on the AICP Membership Committee and was recently appointed to the Board of Directors of Urban Ecology. He served as the Program Chair for the 2007 CCAPA Conference in San José. He has an undergraduate degree in Landscape Architecture from U.C. Berkeley and holds masters degrees in Urban and Regional Planning from San José State and Public Administration from Cal State East Bay. He splits his residence between Alameda and Sunnyvale and is married, with two grown children. ■

 Piedmont Planning Consultants LLC
Steven J. Buckley, AICP
steve@piedmontplanningllc.com
3643 Mt. Diablo Blvd., Suite A
Lafayette, CA 94549-3787
Office: 925/299-2993 Mobile: 925/262-7727

 (510) 750-6510
Redevelopment and Planning
Project Management
Specialists
Andersen Planning Consultants
www.andersenplanning.com

 ROMA
www.roma.com • 415.616.9900

architects
engineers
landscape architects
environmental planners
urban planners
surveyors

rrm design group 
creating environments people enjoy®
10 Liberty Ship Way, Suite 300
Sausalito, CA 94965
P: (415) 331-8282, F: (415) 331-8298
www.rrmdesign.com

3d imaging services
before-and-after photo composites
animations
for
EIR visual analysis
city presentations

 **dis** digital imaging studio
dahlin group
415.538.0933 www.disstudio.com

Looking for information about the planning profession? Not sure where to start?

If you prefer to search online web resources, the National AICP Professional Practice Center is a reference tool that demonstrates the professionalism of planning and how AICP certification can add value to the practice of professional planning. Visit the National APA website at:

<http://www.planning.org/aicp/> for in-depth information.

Locally, an AICP Director and a Professional Development Director (members of the Board of the American Planning Association, California Northern) facilitate the AICP examination process and support you in Certification Maintenance activities. They can offer guidance as you prepare for the AICP exam, make professional contacts, and look for information on upcoming training opportunities.

Certification as a planner

To become a certified planner and use the AICP designation, you must be a current member of the American Planning Association, submit an online application, meet specified education and experience requirements, and pass an examination. For information, contact **Dr. Don Bradley, AICP**, the AICP Director for APA California Northern, Dr.DonBradley@comcast.net.

You can obtain the Chapter Presidents Council AICP Exam Preparation Study Manual from **Kimberly Christensen, AICP**, (310) 524-2340 or kchristensen@elsegundo.org.

The National APA website has additional detail about what you need to prepare for the examination:

<http://www.planning.org/certification/>.

Continuing professional development (Certificate Maintenance)

A minimum of 32 hours of Certificate Maintenance (CM) credit, obtained over a two-year period (or less) is the principal

(continued on next page)

DESIGN, COMMUNITY & ENVIRONMENT

COMPREHENSIVE PLANNING ♦ URBAN DESIGN
LANDSCAPE ARCHITECTURE ♦ ENVIRONMENTAL REVIEW
TRANSFER OF DEVELOPMENT RIGHTS
TRANSPORTATION PLANNING & DESIGN
TRANSIT-ORIENTED DEVELOPMENT
PUBLIC PARTICIPATION ♦ SMART GROWTH
GIS ♦ GRAPHIC DESIGN

Offices in Berkeley and Ventura

DAVID EARLY

TEL: 510 848 3815
FAX: 510 848 4315

BILL FULTON

TEL: 805 643 7700
FAX: 805 643 7782

CONTACTDCE@DCEPLANNING.COM
WWW.DCEPLANNING.COM

CBRE Consulting, Inc.

Market Research and Analysis
Economic and Fiscal Impact
Financial Analysis
Implementation Plans

San Francisco 415.781.8900 Los Angeles 213.613.3750
www.cbre.com/consulting

CBRE
CB RICHARD ELLIS

PLANNING • ENVIRONMENTAL SCIENCES • DESIGN

LSA

BERKELEY • CARLSBAD
FRESNO • IRVINE • PALM SPRINGS
POINT RICHMOND • RIVERSIDE
ROCKLIN • SAN LUIS OBISPO
SOUTH SAN FRANCISCO

WWW.LSA-ASSOC.COM

Calling card advertisements support the *Northern News*. For more information on placing a calling card announcement and to receive format specifications, contact:

Hannah Young, Advertising Director,
(510) 540-7331,
hannah.young@lsa-assoc.com

Looking for information about ... (continued from previous page)

requirement for maintaining AICP certification.

Professional development is defined as any course work that covers technical, and personal, growth, and development activities that are related to the practice of planning. See <http://www.planning.org/cm/>. For assistance, contact **Iris Starr, AICP**, the Professional Development Officer for APA California Northern: Irisstarr@earthlink.net, or (510) 684-8387.

Courses already certified for credit

The National APA/AICP office has the sole authority to review and approve credit activities. For a list of all courses that have been certified for credit, see <http://www.planning.org/cm/search/>. For events throughout California, type "California" in the search box. For Northern California events, type "Northern Section" in the search box. For upcoming local events for credit, go to <http://norcalapa.org>, Upcoming Events.

Proposing activities for CM credit

APA California Northern is aggressively fostering local, low cost events for credit. If you are interested in proposing courses, events, training, travel, a speaker series, or some other activity for Certificate Maintenance credit, please contact **Iris Starr, AICP**, at Irisstarr@earthlink.net, or (510) 684-8387. ■

Report available on jobs-housing balance

A 16-page illustrated report that summarizes both the objectives to be achieved and the strengths and shortcomings of various methods of calculating and assessing jobs-housing balance is available from the California Planning Roundtable. Aimed at the practitioner, *Deconstructing Jobs-Housing Balance* (September 2008) focuses on balancing jobs and housing in California communities and regions in which new residential or employment-generating development is proposed. “Working toward jobs-housing balance may be a desirable element of a strategy to reduce peak period congestion, but it is only one of a number of transportation and land use policies and strategies that must be pursued,” say the authors. The report can be downloaded as a 3.1MB PDF from the California Planning Roundtable website ([click here](#)). ■

What others are saying

“For most cities, recession has arrived.” ...[M]easured at the local level, the slowdowns are well under way. According to an analysis by Moody’s Economy.com, about two-thirds of the country’s 381 metropolitan areas were in recession...” based on “...employment and industrial production data for the six months ending in August...”

—Bill Marsh in *The New York Times, Week in Review, Oct. 5, 2008*

([click here](#)). A graphic accompanying the article shows that most of the US cities already in or at risk for recession are east of the Mississippi (although 18 are in California from Los Angeles north through the Central Valley, Sacramento, and including half-a-dozen Bay Area cities). At the same time, the economies of 58 metropolitan areas were still expanding in August. Those included San José and 18 cities in Texas. ([Click here](#) to view the graphic.)

2008 big city sustainability rankings. Oakland and San Francisco remain among the country’s top 10 sustainable cities out of 50 ranked annually by SustainLane.com. San José moved up to 21st, from 23rd in 2006. San Francisco led all cities in its handling of energy and climate change and waste management, was second in planning and land use, but 50th (last) in housing affordability. California cities generally ranked high in percentage of clean energy. Oakland gets 17 percent of its power from renewable energy, including wind generating facilities at Altamont Pass; San Francisco and San José each get 12 percent from clean sources. About a third of the greenhouse gases produced in the United States come from electricity production, with renewable electricity sources producing no greenhouse gas emissions. For the 2008 rankings and details, [click here](#).

BART extension to Santa Clara County may be closer.

Carl Guardino, President and CEO, [Silicon Valley Leadership Group](#), called our attention to the California Transportation Commission’s approval last month of a payment plan for the South Bay BART extension. The payment plan will deliver \$240 million over six years, completing the State’s commitment of \$760 million toward the BART extension from Fremont to Milpitas, San José, and Santa Clara. With BART connecting to Caltrain in downtown San José at the HP Arena and in Santa Clara, rapid rail will circle the Bay south of the Bay Bridge.

(continued on next page)

Bringing equity into climate change conversations

PolicyLink—a national research and action institute advancing economic and social equity and headquartered in Oakland—has commissioned and published a 40-page report, “Understanding Climate Change: An Equitable Framework,” by Serena W. Lin. The paper hopes to “contribute to a deeper understanding of the issues surrounding climate change within the social equity movement” and “inspire leaders to learn not only about climate change but to also bring their knowledge, experience, and alliances to the climate change debates and to help develop equitable solutions.”

The report has five chapters:

- The scale of the challenge;
- Why equity advocates should care;
- The relationship between climate change and air pollution;
- Energy production, climate justice, and the climate policy debate; and
- Opportunities and challenges to address climate change and promote equity.

For a 1.2MB PDF of the report, [click here](#). ■

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

Both BART and Caltrain will connect with all three passenger terminals at San José International Airport via the Santa Clara station.

Local dollars to build the BART extension were approved by Santa Clara County voters in 2000. While State funds are now secured, the federal government wants to make sure the extension can be operated and maintained before committing to the 20 percent still needed to construct the line. If approved, Measure B—the BART initiative on this month’s Santa Clara County ballot—will provide the needed operating and maintenance funds. Measure B’s 1/8 of one percent sales tax will not start until and unless the federal funds are secured.

For more information, read “Big money set aside for BART extension to South Bay,” by Gary Richards, *San José Mercury News*, September 25, 2008; and “City Council divided on BART extension,” by Arden Pennell, *Palo Alto Weekly*, October 7, 2008; or go to www.BARTtoSiliconValley.com

Overheard at a downtown Starbucks. “When I can find on-street parking, I make a quick mental note of where I’m parked. Last week I parked in front of the bank. When I returned, the bank was gone.” ■

Where in the world? *Photo by Richard C. Paddock*



Answer on page 16

Corrections

In the October issue of *Northern News* (“Northern Californians win 2008 State APA awards,” page 16), Alex Hinds was mistakenly identified as a Fellow of AICP.



Alex Hinds, NOT FAICP

We regret the error. Mr. Hinds is a member in good standing of APA California Northern. He has managed county land use and resource agencies in California for the past 24 years and has directed the Marin County Community Development Agency since 1999. He told *Northern News*: “I am not AICP, nor have I ever claimed to be! Although, I really should have done it a long time ago. Maybe someday I'll take the test...” ■

Planning layoffs turn tragic

Petaluma’s chief building official, Cliff Kendall, was found dead September 23rd, an apparent suicide. He was among 12 of 23 members of the city’s planning department whose positions were cut to help close a multimillion-dollar budget shortfall.

The community development department positions eliminated by the Petaluma City Council September 15 were the chief building official, two building inspectors, two senior planners, two assistant/associate planners, two permit technicians, two office assistants, and a GIS mapping analyst.

As home sales fell over the past year, City revenue from building permits and other development-related fees dropped 60 percent below expectations. The city had not adopted a budget and had been operating with a \$20 million emergency appropriation since July 1. The layoffs saved the city about \$1.1 million. More layoffs in other departments could be coming in the next few months, according to the city manager.

The Council apparently was considering a “golden handshake” and early retirement for employees with at least five years of service when Mr. Kendall took his life—a week after learning he was to be laid off. Mr. Kendall, 55, had worked eight years for the city. The local newspaper reported he was upset about losing his job and worried he would also lose his house.

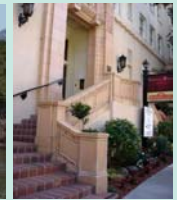
The Cliff Kendall Memorial Fund has been established at Redwood Credit Union to help Patricia Kendall, wife of the deceased, with expenses in the wake of her husband’s death. The city’s development department announced it would reduce counter hours and phone access for the public, take longer to complete building inspections, and curtail work on an updated development code, a green building program, and a public art program.

For more information, see the following source articles by Corey Young, *Petaluma Argus-Courier*: “City layoffs ‘the tip of the iceberg,’” September 18, 2008 ([click here](#)), and “City Hall mourns one of its own,” September 25, 2008 ([click here](#)). ■

THE AMERICAN PLANNING ASSOCIATION, CALIFORNIA CHAPTER, NORTHERN SECTION

cordially invites you to join us for the

2008 Annual Holiday Party



- * Celebrate the year's accomplishments
- * Reconnect with planning colleagues
- * Relax with great food and drink in a beautiful setting and
- * Purchase drawing tickets to win great prizes to benefit the California Planning Foundation!

FRIDAY, December 5, 2008, 7–10 PM

**Terrace Room, Lake Merritt Hotel
1800 Madison Street, Oakland**

SPACE IS LIMITED—EARLY RESERVATIONS SUGGESTED

Make your reservation by December 1

\$35 Members, \$45 Non-members, \$15 Students
\$45 for all at the door (subject to available space)

Pay by PayPal at <http://www.norcalapa.org>

Contact **Al Kostalas** at akostalas@entrix.com or (925) 988-1289
with any questions, or to arrange to pay through other than PayPal.

Sponsorship opportunities available—contact Al Kostalas.

Travel to Terrace Room:

On-street parking is limited—we encourage you to use public transit or carpool to the Holiday Party.

Travel by BART:

Exit to Broadway from Oakland's 19th Street BART station. Follow Broadway southwest to 17th Street. Turn left on 17th Street (toward Lake Merritt). Follow 17th Street for 6 blocks to Madison Street. Take a left on Madison Street. The Lake Merritt Hotel is at 1800 Madison Street, on the corner of Lakeside and Madison.

Got credits? *By Naphtali H. Knox, FAICP, Editor*

Did you attend the California APA conference in San José in October 2007?

If you did, **here's some good news:** AICP members can now log Certification Maintenance (CM) credits for any of the 11 mobile workshops they attended October 1 through October 3, 2007. Go to <http://www.planning.org/cm/> and log in. Click on "Track my credits"; click on "Add Credits." At "Provider Name," enter "APA California Chapter Conference." Both the 2007 and 2008 conferences will come up as a list.

Click on "2007 APA California Chapter Conference." A popup frame shows the first 10 sessions, below which you'll see a selector for pages 1 through 5. The mobile workshops are listed on pages 6 and 7. Clicking on fast forward (>>) will take you to pages 6 through 10. Click on the workshop attended (e.g., MW #1 – Livermore Downtown Revitalization), and the field on the right offers details and 5.50 CM credits for that particular full-day workshop. Click on "Add to My Log," complete the required fields, "Submit," and you are credited!

You can also add credits for stand-alone sessions (like "Climate change impact analysis in CEQA documents," Thursday, 05/24/07, San Francisco) and for multipart sessions (like "Urban planning tour of China," 05/25/07 to 06/09/07). At "Provider Name," enter "APA California Chapter." Sort by "Date" or "Best Match."

Don't forget that you can **get quick and easy credits from the comfort of your computer** without adding to greenhouse gas emissions. Get one CM credit each for viewing one of the 2008 Great Cities Speakers Series that you may have missed. Go to <http://www.1stact.org/speakers.jsp> and look for the four one-hour videos now online: June 5—City planet (Stewart Brand); June 8—When cities tango (Bill Morrish); July 14—Great ideas for building livable communities (Dan Burden); and September 15—The distinctive city (Dr. Ann Markusen).

Happy logging! ■

Health impact assessment—free online course for CM credit

AICP is offering “Planning for healthy places with health impact assessments” as the first in a series of CM-eligible online courses from APA. Through examples and activities, this how-to guide explains the value of health impact assessments and outlines the steps involved. APA developed the course in partnership with the National Association of County and City Health Officials. It is offered free of charge through a grant from the Centers for Disease Control. AICP members can earn six Certification Maintenance (CM) credits. After finishing the course, AICP members must complete a course evaluation and report the credits in their CM log.

[Click here](#) for the online course. ■

Answer to “Where in the world?”

Inle Lake, Myanmar, located high in the Shan Mountains. About 70,000 people (mostly Intha) live in four cities bordering the lake, in numerous small villages along the lake shores, and on the lake itself. Most are self-sufficient farmers who live in simple houses of wood and woven bamboo on stilts. Most transportation on the lake is by small boat. Local fishermen use a distinctive rowing style which involves standing at the stern on one leg and wrapping the other leg around the oar.
Photo: Richard C. Paddock

LETTERS

The newsletter is looking great. It is a particularly nice format considering most people will read it online. Very easy to read and navigate—I love the separate colors for the articles. Great palette too. Also, the ads have good presence without overwhelming the articles.

Audrey Feely, Firebox Media—San Francisco

The writer organizes and hosts the APA California Northern website, www.norcalapa.org

What a fantastic job you are doing with the Section Newsletter. Such variety and quality. Keep up the great work—much appreciated.

Gordon Jacoby, AICP—Oakland

You and your associate are doing a great job with the Newsletter. It is packed full of good information, articles, news, calendar items, and great photos! Keep up the great work. My question is why you can't allow the monthly Newsletter to be accessed directly from the Section's eNews announcement email? We say it is reachable by “clicking here,” but only as a PDF. It should come up as a web page. Printing options and font sizes should be up to the recipient. The key ingredient ought to be making the Section Newsletter as accessible and user-friendly as possible.

Tom Conrad—Walnut Creek

Re “On an August day,” October 2008: So glad I've become a tea drinker. I knew how good tea anti-oxidants are for me, but I did not realize how GREEN I am as a result. Thank you!

Anne Cronin Moore, AICP—San Rafael

Re Calendar and AICP/CM: Thanks to the newsletter, I learned of the Coyote Creek Parkway County Park Integrated Master Plan Program sponsored by the San José State Student Urban Planning Coalition. I was impressed with the planning and learned about all the county parks in Santa Clara County. Sadly, there were only eight people—three San José State University grad students, four presenters, and me. I received three AICP/CM credits (total cost: \$6 for parking). Also for AICP/CM, the Great Cities videos are really easy to access, and the sound and picture quality are excellent.

Joe Hall, AICP—Santa Cruz

[Ed. Note: To watch videos of four of the earliest sessions in the Great Cities Speakers Series, [click here](#). AICP members can log on later to claim one credit for each course.] ■

NORTHERN SECTION CALENDAR

NOVEMBER						
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						

NOVEMBER

11/2

AICP Test Preparation. 10 AM – 3 PM, San José State University, Martin Luther King, Jr. Library, Room 525, 150 East San Fernando Street at 4th, San José. Materials charge is \$50–\$75. Free parking (in garage across the street) on Saturdays and Sundays. This is the last session of the year; national AICP exams are November 3–17. Call Don Bradley, AICP Director, (650) 592-0915 or email dr.donbradley@comcast.net with your name, email, phone numbers, and any questions.

11/3

2008 Great Cities Speaker Series presents: The Power of Zero—The Mayan Key to Vibrant Communities, by **Luis Valdez**, playwright, film maker, and educator. 6–7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José. An artist, activist, and community organizer, Mr. Valdez offers a Mayan perspective—integrating “The Power of Zero” into the performances of daily life—unleashing the creative faculties of children, adults, and the community at large. The Mayan design of cities as ceremonial centers allowed for the vibrancy of their humanity. Regarded as the “Father of Chicano theater and film,” Mr. Valdez was one of the founding professors of the California State University at Monterey Bay, where he launched the Institute for Teledramatic Arts and Technology. **Approved for 1.0 AICP/CM credits.** RSVP by visiting www.commonwealthclub.org

11/6

Northern Section Board Meeting, 6:30–8:30 PM (light dinner and networking from 6:00–6:30 PM). Location: PBS&J, 353 Sacramento Street, Suite 1000, San Francisco. RSVP to Director Elect Darcy Kremin, AICP, DKremin@entrix.com

11/12

East Bay RAC, Southern Alameda County—Presentations of special planning projects, 5:30–8 PM, Hayward City Hall, 777 B Street, Room 2A, Hayward (one block east of the Hayward BART Station). A special event showcasing planning in the southern portions of the East Bay. Planners from the cities of Hayward, Fremont, Union City, San Leandro and the County of Alameda will be on hand to present some of their exciting, recently completed and ongoing projects. Presenting for Hayward will be the planning manager, Richard Patenaude. Come mingle, share ideas, and explore the cutting-edge planning in the East Bay and the challenges planners faced. Food and refreshments provided. For more information please contact Joanna Jansen, joanna@dceplanning.com or David Ralston, dralston@oaklandnet.com.

(continued on next page)

DECEMBER						
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			

DECEMBER

12/1

2008 Great Cities Speaker Series presents: The Reframing of the Everyday—Artists and Public Space, by **Anne Pasternak**, president and creative director of *Creative Time*. 6–7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José. Anne Pasternak’s projects include *Tribute in Light* (two beacons of light in Lower Manhattan following 9/11) and *59th Minute*, a collaboration with Panasonic for the presentation of video work in Times Square. Ms. Pasternak is committed to initiating projects that give artists innovative opportunities to reflect on contemporary society and everyday urban life. She will speak about the benefit to artists in reframing people’s everyday experiences of their surroundings and enriching public space. **Approved for 1.0 AICP/CM credits.** RSVP by visiting www.commonwealthclub.org

12/5

APA California Northern Section Annual Holiday Party, 7 PM, Terrace Room, Lake Merritt Hotel, a historic building with sustainable green features. 1800 Madison Street, Oakland. Walking distance from 19th Street BART. For information, see [page 15](#), or contact Al Kostalas at akostas@entrix.com or (925) 988-1289.

12/18

Monterey Bay RAC and AEP Monterey Chapter Joint Happy Hour, 5:30 PM, Ol’ Factory, 1725 Contra Costa Street, Sand City. Let’s celebrate the holidays, network, and exchange ideas for future RAC events. For more information, contact Elizabeth Caraker at ECaraker@rbf.com or (831) 884-2430.

JANUARY						
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

JANUARY

1/10 or 1/24

APA California, Northern Section Board Retreat, time and place to be determined. ■