



NORTHERN NEWS



American Planning Association
California Chapter
Northern
Making Great Communities Happen

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

SEPTEMBER 2009

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OPINION: Redesign neighborhoods to reform health care

By Daniel Jacobson

In the debate over health care reform, Congress has focused on expanding coverage and reducing costs while overlooking one of the major causes of America’s health care crisis: Americans’ sedentary lifestyle. Despite the well-documented connection between public health, active neighborhoods, and complete streets, neighborhood improvement funds are in jeopardy in the reform bill. Republicans in both the House and Senate have gone so far as to make the limited amount of “community transformation grants” the subject of talking points on alleged wastefulness of the bill (officially the Affordable Health Choices Act). What should be an integral part of health care reform may be dropped altogether.

True health care reform must address the sprawling physical design of our communities in the postwar era that has created an over-reliance on automobiles and discouraged everyday physical activity. We must promote a return to our country’s once-active lifestyle and focus on creating walkable, bikeable communities.

It’s no secret that the cost of America’s health care system is not on a par with its benefits. America is currently ranked 37th of 191 by the World Health Organization for “overall health system performance,” and an even lower 72nd for “level of health.” Yet, America spends a whopping 16.5 percent of its GDP on health care—approximately \$2.4 trillion per year. In contrast, European countries on average spend half of what the US spends on health care, but are consistently ranked among the best in the world for health care coverage and overall public health.

How is it that these countries spend so little of their GDP on health care? The daily lifestyle in France, Italy, and other high-ranking European nations is inherently tied to a culture of walking, bicycling, and eating fresh, healthy foods. The densely built European neighborhoods are themselves preventive medicine.

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Redesign neighborhoods to reform health care

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In contrast, America's automobile-oriented neighborhoods are among the country's largest risks to public health. While one-quarter of all trips are under a mile, 59 percent are made by car. Half of all trips could be biked in under 20 minutes, yet 75 percent are driven instead. The high proportion of short trips by car—a consequence of overinvestment in automobile-oriented development and underinvestment in complete streets—has created a culture of inactivity that clearly separates us from our European counterparts. Lack of exercise, combined with poor diet, has led the sharp decline in US public health over the past few decades.

Health care reform must confront obesity, which is now the fastest growing, costliest, and deadliest disease in America. Two-thirds of adults and one fifth of American children are either obese or overweight, contributing to some of our costliest health problems—type 2 diabetes, heart disease, certain cancers, and stroke. Citing over 100 studies, the Centers for Disease Control has recommended three steps toward healthier communities: increase availability of fresh and healthy food options, expand opportunities for physical activity, and promote compact, mixed-use, transit-oriented neighborhoods that encourage walking and bicycling as everyday transit modes. In other words, tackle obesity with complete streets and complete neighborhoods.

Healthier communities start with relatively affordable improvements—better sidewalks, new bikeways, traffic calming measures, and pedestrian plazas. Larger projects, such as the expansion of public transportation based on smart growth policies, take more time and money but will pay bigger dividends in the long run. By itself, realizing large-scale community transformations from the health care bill might be too much to ask, but working in conjunction with transportation, climate, and energy legislation, the effects of reform could be far-reaching.

For American health care to catch up with its European counterparts, Congress must include complete streets and smart growth measures to foster more active communities. Health care reform can neither succeed at reducing costs nor at improving public health without reforming Americans' unsustainable and unhealthy lifestyles.

The above editorial represents the opinion of the author. Northern News welcomes your comments. Email the editors or contact the author.

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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.](#)

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DIRECTOR'S NOTE

By Darcy Kremin, AICP

Fall is here, and that means many events are scheduled or in process for the Northern Section, including our Holiday Party. Look for more details in October's *Northern News*.

We are also planning professional development events throughout our Section, including several in the Redwood Coast area! The board and our volunteers work tirelessly to schedule and promote these events at no or low cost to our members. I hope you are able to attend one this fall, for both professional development and networking.

Later this month (September 13–16), APA California is hosting its annual conference in Squaw Valley (see [page 17](#)). The conference will provide you with numerous opportunities to meet with planning professionals from around the state. There will be a career center for young planners to assist them with résumés, interviewing skills, and career counseling. Also, the Section's Young Planners Group has events planned at the conference, including a BBQ mixer. I hope to see many members from Northern Section there. If you cannot make this year's conference, be sure to pencil in a trip to San Diego for the 2010 conference.

Lastly, I want to acknowledge all the hard work the *Northern News* team has put into this issue, as well as previous ones. *Northern News* is well organized and expertly edited by our three newsletter editors, **Naphtali Knox, FAICP**, **Mika Miyasato, AICP**, and **Caroline Teng**, and beautifully laid out by our newsletter designer, **Nancy Roberts**. It contains factual, objective, and balanced articles and opinion pieces, and features cutting-edge planning and legislative issues for our region, state, and country. Additionally, since we converted from our paper-only version in August 2007, the layout has matured into an attractive, colorful, user-friendly newsletter, with text stories, images, and advertising, and is easy to read on both the computer screen and in hardcopy. Many people have commented on the high quality of our newsletter, and for that, be sure to thank our team the next time you see them!



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.

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Northern California roundup

“You’re not an environmentalist if you’re also a NIMBY.

As both Berkeley and Oakland debate their downtown plans, there is growing recognition that the fight against global warming requires greater urban density. For years, city dwellers who consider themselves to be eco-conscious have used environmental laws and arcane zoning rules to block new home construction, especially apartments and condominiums. In the inner East Bay, liberals have justified their actions by railing against gentrification and portraying developers as profiteers.

“But the people who have lived for years along the East Bay’s major transit corridors and consider themselves to be liberal environmentalists need to start thinking globally and acting locally. The coming global warming crisis demands that they do more than just eat organic, install solar panels, or buy a Prius. They also need to realize that dense development will make their neighborhoods and their cities better—not worse. More people means more shops, cafes, and restaurants—and more tax revenues. And who doesn’t want to be able to walk to the local store for a bag of groceries or grab a cup of coffee at the corner cafe—and save help save the planet at the same time?”

— [Robert Gammon, East Bay Express](#), July 1, 2009.

HCD awards Prop 1C funds for Bay Area infill infrastructure and TOD projects.

Twenty-one Bay Area projects will receive a total of just under \$229 million toward construction of 5,053 housing units almost entirely within Priority Development Areas (PDAs), a key element of the region’s FOCUS initiative. Included are funds for projects in San Francisco (\$97 million, 1859 units), San José (\$40 million, 991 units), Union City (\$15 million, 344 units), Sunnyvale (\$6.6 million, 124 units), Oakland (\$3 million, 174 units), El Cerrito (\$2.9 million, 57 units), Windsor (\$900,000; 22 units), and Fremont (\$700,000; 98 units). In addition, two separate awards totaling \$47 million will go to the South Hayward BART project for 994 units of senior and family housing. In the North Bay, Santa Rosa received \$11.4 million for Railroad Square, a mixed use project with 279 units adjacent to the planned SMART station. Pittsburg officials welcomed \$5 million in funding for Siena Court, with 111 units of high-density, affordable senior housing. —Metropolitan Transportation Commission, “[Bay Area communities rewarded for focused growth initiatives](#),” July 21, 2009. ([Click here](#) to download a one-page list of award recipients and detailed dollar and unit amounts.)

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Northern California roundup *(continued from previous page)*

East Bay may lose 30,000 jobs in Toyota plant closing.

"Dissolution of the [NUMMI] factory comes as a blow to California. Top politicians, including Governor Arnold Schwarzenegger, have publicly urged Toyota to save the plant. The Fremont plant was owned solely by GM until 1982, when labor unrest and spiraling costs triggered its closure. But Toyota invested \$150 million to reopen the shuttered plant as a joint venture with GM in 1984. The plant has long lost money, in part because of higher labor costs in California [and] strict environmental standards. On top of direct job losses [of 4,550], about 1,000 companies in California supply parts and services to NUMMI. The closure could indirectly affect about 30,000 jobs, according to the East Bay Economic Development Alliance."

—Hiroko Tabuchi, ["In a first, Toyota is in talks to close a plant,"](#) *The New York Times*, July 24, 2009. Meanwhile, a "letter, co-signed by Gov. Arnold Schwarzenegger, says the Legislature is working on a bill to designate NUMMI an enterprise zone, one effect of which would be to let NUMMI carry forward current operating losses to offset future profit for up to 15 years. That designation would also waive sales taxes on \$20 million a year in plant machinery upgrades." —Tom Abate, ["State offers incentives to save Nummi plant,"](#) *San Francisco Chronicle*, August 5, 2009.

Seacliff residents sue Santa Cruz County. Communities Organized for Relational Power in Action (COPA) filed suit in Santa Cruz County Superior Court July 16th against the county for its June 16th "decision to commit four acres of mostly undeveloped land in Seacliff" for housing. "At least 40 percent of the new homes will be reserved for low-income residents." The plaintiffs claim that residential development there "would bring traffic, pave over valuable open space, and put pressure on already-burdened water supplies. Beyond the legal challenge, the county's zoning changes must pass muster with the California Coastal Commission, which has not reviewed the county's actions yet." —Kurtis Alexander, ["Seacliff neighbors sue over county's housing plans,"](#) *The Mercury News*, July 18, 2009.

Bowling for bonds. Half Moon Bay officials began selling more than \$16 million in bonds in July "toward paying off a lawsuit settlement nearly twice the size of the city's annual budget. The bond sale will help resolve a looming \$18 million debt owed to a developer who prevailed over the city in a property-rights lawsuit in 2007." A developer had planned "to build 129 homes on the

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Northern California roundup *(continued from previous page)*

Beachwood property, a vacant parcel between two subdivisions along Highway 1, despite wetland restrictions. City Manager Mike Dolder said the city's projected annual budget surplus of \$1.5 million will narrowly cover [30 years of] annual bond payments, provided Half Moon Bay does not radically increase its spending, and existing revenue sources such as hotel taxes do not plummet." —Julia Scott, "[Half Moon Bay selling bonds to pay developer](#)," *San Mateo County Times*, July 15, 2009.

Menlo Park, a tale of two cities. In a three-and-a-half minute YouTube video, high school students Adriana Garcia and Pia Santos show and tell the differences between East and West Menlo Park, with comments by George Stammer, Housing Rehabilitation/Finance Specialist, City of Menlo Park: "[East Menlo Park](#)," May 2009. *Directed by Allison Malathong, Computer Academy, Menlo-Atherton High School. Funding from the League of Women Voters Education Fund, South San Mateo County.*

Housing Element watch. All San Francisco Bay Area and Monterey Bay Area jurisdictions are required to have their adopted Housing Elements in compliance with Article 10.6 of the Government Code in 2009. As of August 11, HCD has certified the Housing Elements of 11 jurisdictions in the Northern Section as complying with State law: Del Norte County, Fairfield, Fort Bragg, Hillsborough, Lakeport, Petaluma, Rohnert Park, San José, San Juan Batista, San Ramon, and Sonoma County.

Plastic bag ban update. The city of Palo Alto has settled a lawsuit filed last April by a coalition of businesses and individuals claiming that a local ordinance prohibiting plastic check-out bags at supermarkets was illegal because the city failed to prepare an EIR before adopting the ban. Under the settlement, the city will be able to maintain the ban—which currently applies to only seven supermarkets—but any expansion of the ordinance will require full environmental review. To read the coalition's media release, [click here](#). To read the settlement, [click here](#). —Gennady Sheyner, "[Palo Alto settles lawsuit over plastic bags](#)," *Palo Alto Weekly*, July 28, 2009. The same coalition had "successfully sued the city of Manhattan Beach under the California Environmental Quality Act for banning plastic bags without adequately studying the impacts. The city has appealed that decision."

—Will Oremus, "[Palo Alto settles lawsuit over plastic bag ban](#)," *The Mercury News*, July 28, 2009. ■



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BOOK REVIEW

Contemporary Urbanism in Brazil: Beyond Brasilia

Edited by Vicente del Rio and William Siembieda

Reviewed by Susanna Diaz

Much has happened in the urban development of Brazil since 1960, when the building of Brasilia as the country's new capital captured the imagination of architects and urban designers around the world. While no similarly grand design gesture has been made in Brazil since 1960, there have been equally important interventions in many of the country's major cities since then. *Beyond Brasilia* effectively surveys contemporary Brazilian urbanism and how it shaped eight of the country's capital cities in the last two decades of the twentieth century.

Brazil is South America's largest country, occupying nearly half the continent; and with a population of 187 million, is the fifth most populous country (and the fourth most populous democracy) in the world. Brazil's architects and planners have contributed much to urban design with sculptured buildings, streetscapes, and transit designs that continue to inspire colleagues around the world.

This compendium of 12 case studies (written by 18 authors and edited by Vicente del Rio, a native Brazilian, and William Siembieda—both professors at California Polytechnic University, San Luis Obispo) describes the forces that created the urban living environments experienced in Brazil today. The cities examined—which range in population from 1.5 to 11 million—are Belém, Brasilia, Curitiba, Palmas, Porto Alegre, Rio de Janeiro, Salvador, and Sao Paulo.



Brasilia, Ministries Esplanade and National Congress Building. Source: Wikimedia Commons. Photo by Mario Roberto Durán Ortiz, with permission.

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BOOK REVIEW

Contemporary Urbanism in Brazil: Beyond Brasilia

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Brazil began as a federated republic in 1889. Throughout the twentieth century, the country experienced periods of development where the government sought to manipulate urban space to shape society. Post-Brasilia, from 1964 to 1985, the country was under the rule of military leaders, and until 1990 there were no popular elections for President. However, beginning in the late 1970s, Brazil gradually returned to democratic rule, and in 1982, direct elections were held for state governorships. It is this period of redemocratization that *Beyond Brasilia* examines—decades of intense urban planning, feisty politics, successful public and private collaboration, and sometimes innovative city design.

By creating a foundation for understanding the development of towns and cities through case studies, *Beyond Brasilia* accomplishes the editors' goal of familiarizing readers with Brazilian urbanism. The analyses are particularly instructive because, while the country has modernized rapidly, there are major differences between rich and poor. Developing countries elsewhere can assess how Brazil's planners used urbanism to overcome social inequities while attempting to meet market and social demands and respect place, culture, and history.

Highlighted with maps, photographs, and diagrams, each well-crafted chapter discusses the correlation of urban development and the political, economic, and social environment in specific localities. Brazil's cities endured controversies and struggles similar to those in some American cities as the country encountered the need to recognize "the value of historical precedents, multiple uses, sustainable development, and the growing role of the private sector as a partner in public projects."

Vicente del Rio—a professor at Cal Poly San Luis Obispo and formerly at the Faculdade de Arquitetura e Urbanismo, Federal University of Rio de Janeiro, 1978 to 2001—introduces the common thread by summarizing the history of Brazil's political and planning environment in the twentieth century. He also offers informal and informative introductions to each of the book's three major parts by summarizing the contributing authors' views.

Beyond Brasilia is thus a catalog of information enhanced by the authors' opinions—held to a minimum—while their objective and factual studies delve into the processes that occurred and the urban mechanisms used in response.

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BOOK REVIEW

Contemporary Urbanism in Brazil: Beyond Brasilia

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Structured in three segments, the book presents three overarching struggles discussed as topics rather than chronologically. In each of the three parts, the contributors explain how “the public and private realms are being reformulated to address social and cultural requirements.”

Part 1, “Late Modernism,” concerns the struggle to control city form and function. The case studies include shaping the new state capital of Brasilia (from a winning design by Lucia Costa in 1960), creating a new town design for Palmas, shaping and zoning the vertical cityscape in Sao Paolo, and shopping center design in Sao Paolo. This section offers a window into the difficulties Brazilian planners experienced in attempting to create and sustain a well-designed urban environment.

For example, Dirceu Trindade, author of the chapter on “Challenges for New Town Design in a Frontier Region: Palmas,” suggests the design of Palmas was undermined by “obsolete urban legislation” and a lack of proper shepherding in a quickly designed town. Other parts of this segment discuss how the government sponsored the planning of Brasilia and helped master plan a 164-foot “environmental preservation area” along the streams in the new privately invested town of Palmas.

In “The Vertical Cityscape in Sao Paolo,” Silvio Soares Macedo, professor of Landscape Architecture in Sao Paolo, states that building height regulations adopted in the second half of the twentieth century need to be revised to address environmental needs. According to Macedo, the Brazilian culture of “living in tower buildings has become a common and desired lifestyle—one that is fully accepted by all income groups and has morphologically structured extensive urban areas for the whole country.”

Evolving from “late modernism” is **Part 2, “Revitalization,”** the struggle to make the best of the existing city.” The case studies here include the cultural corridor project in downtown Rio de Janeiro, preservation and place marketing in Salvador, the riverfront revitalization of the Amazon in Belém, and redesigning brownfields in Porto Alegre. This segment will be illuminating for every planner interested in promoting social and economic equity through revitalization. The authors include practicing planners and active and retired professors.

(continued on next page)

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BOOK REVIEW

Contemporary Urbanism in Brazil: Beyond Brasilia

(continued from previous page)

"Part 3, Social Inclusion," covers "the struggle to make a better city for the community." The four case studies in this segment delve into the urban design and politics of development in Curitiba, reclaiming city image and street livability in Rio de Janeiro, contemporary urban intervention in Sao Paulo, and upgrading squatter settlements into city neighborhoods in Rio.

Much has happened in Curitiba since the initial planning of its infrastructure in the 1960s and 1970s. Clara Irazábal, an assistant professor at Columbia University, argues that Curitiba, a city world renowned for its innovations and frequently referred to as the model of a sustainable city, must pay more attention to social and spatial inequalities in order to continue its remarkably successful planning efforts. Her chapter, "Urban Design, Planning, and Politics of Development in Curitiba," is an informative journey through the history of Curitiba, its "top-down politics," and the establishment of the Institute of Urban Research and Planning of Curitiba (IPPUC). For those interested in public transportation, this chapter alone makes the book a worthwhile read, with ample information and photos showing how this rapidly growing area developed a cutting edge bus system that rivals light rail.

In the conclusion, co-editor Siembieda, department head of the City and Regional Planning Department at Cal Poly, reflects on how contemporary urbanism in Brazil mirrors postmodern urbanism internationally.

Beyond Brasilia is a Herculean compilation of historical and contemporary examples of the ways planning and politics have shaped major urban areas, while nourishing (or not) their historical pasts. A significant resource of planning practices and methods, this is a book that urban planners everywhere will want to keep near for reference and inspiration.

Susanna Diaz is a contract planner for public workshops, visualizations, and mapping. She can be contacted at susanna.diaz@gmail.com.

Contemporary Urbanism in Brazil: Beyond Brasilia, Vicente Del Rio, Ph.D., and William Siembieda, Ph.D., AICP, editors, published January 2009 by University Press of Florida. Hardcover: \$69.95. ISBN 13: 978-0-8130-3281-8; ISBN 10: 0-8130-3281-4; EAN 9780813032818. 368 pages. 7x10. Tables. Maps. Figures. Photos. For more information about the book, visit <http://www.upf.com/book.asp?id=DELRI001>. ■

JOBS

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The City of Palo Alto is recruiting for a highly qualified and innovative Transportation Manager to manage the Transportation section of the Department of Planning & Community Environment. In this position, you will be responsible for managing and directing the operation of the section including developing policies, principles, procedures, work processes and evaluating achievement of goals and objectives. You will be responsible for supervising technical and lead staff, prioritizing and assigning work, conducting performance evaluations, ensuring staff training, and making hiring and disciplinary recommendations. You will also perform other duties as required.

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For more information or to apply for this position, please check our website at

<http://www.cityofpaloalto.org/depts/hrd/employment/default.asp> ■

Transportation's role in climate change and greenhouse gas emissions

Excerpts from remarks by the Honorable Ray LaHood, Secretary of Transportation, before the Committee on Environment and Public Works, United States Senates, on transportation's role in climate change and greenhouse gas, July 14, 2009, <http://testimony.ost.dot.gov/test/lahood12.htm>. Condensed by Michele Rodriguez, AICP, LEED AP; member of the California Transportation Commission Regional Transportation Guidelines Committee for SB 375 Sustainable Communities Strategy.

"The G8 Leaders just last week [L'Aquila, July 8–10] expressed their support for a goal among developed nations of reducing their emissions by 80 percent by 2050 as part of a goal to be shared by all nations of achieving at least a 50 percent reduction of global emission by that date. The Department is working aggressively to implement forward-thinking policies and other measures that will reduce our dependence on fossil fuels, spur clean energy technologies and infrastructure developments, create jobs, and reduce emissions of greenhouse gases to improve the lives of Americans. Passenger cars and light trucks account for 60 percent of all transportation emissions, and therefore reducing surface transportation related emission should be a primary focus. DOT recently issued new fuel economy standards for passenger cars and light trucks for model year 2011. Under those standards, the Corporate Fuel Economy (CAFÉ) level for the industry as a whole is expected to be 30.2 miles per gallon for new cars and 24.1 miles per gallon for new light trucks. DOT and the Environmental Protection Agency in coordination with the Department of Energy are working to develop proposed CAFÉ and GHG standards for 2012-2016. The proposed new rules would increase CAFÉ standards and adopt new GHG standards such that, by 2016, new cars and light trucks would deliver an industry-wide fleet average of 35.5 miles per gallon. DOT is focusing on improving the operational efficiency of the transportation systems, and on enhancing system efficiency, increasing fuel efficiency, and introducing low carbon fuels such as biodiesel, ethanol, electricity, and hydrogen, but these measures cannot stand alone.

"Addressing VMT growth plays a key role in decreasing transportation related GHG emissions. One way to achieve significant reductions in VMT is to develop more livable communities. There are several steps that can be taken to spur the development of more livable communities and reduce VMT. First, we can provide more transportation choices in more communities across the country. Second,

(continued on next page)

Onward and upward

John Steere, AICP,

formerly with PBS&J (EIP Associates), is now Project Manager/Sr. Planner with PMC in their Oakland office. John holds a Master of City and Regional Planning/



Landscape Architecture from UC Berkeley and a BA, Visual and Environmental Studies with Psychology, from Harvard. He will be working primarily in PMC's Environmental Services Group and will also contribute to their Climate Change Services Group. "They're a collaborative and dynamic group of people. It's a pleasure to be part of it and to bike to work daily, too."

Vu-Bang Nguyen, AICP,

is the new Land Use Program Coordinator at Urban Habitat, Oakland. He was previously Project Manager at Santa Clara Development Company, San José. Vu-Bang holds a BA in Architecture and a Master of City and Regional Planning, both from UC Berkeley. ■



Transportation's role in climate change and greenhouse gas emissions *(continued from previous page)*

we can promote development of housing in close proximity to transit. Third, we can promote mixed-use development. On June 16, Housing and Urban Development Secretary Shaun Donovan, Environmental Protection Agency Administrator Lisa Jackson, and I announced a new partnership to help American families in all communities develop sustainable communities. The Department will prioritize creating a livability program that measurably works to reduce VMT, greenhouse gas emissions, and also provide added economic benefits to Americans in all geographic locations. Multi-modal transportation combined with mixed-use development and smart community planning are important issues to address when we consider transportation's role in climate change. Combined with more efficient vehicles and cleaner burning fuels, these strategies will be important to reaching our GHG reduction goals."

The California Transportation Commission has begun an update of the Regional Transportation Plan Guidelines to include the Sustainable Communities Strategy (SCS) under SB 375. The Committee will be meeting bi-monthly to draft the language and incorporate the carbon emission targets of the California Air Resources Board for each MPO to meet the goals of AB 32, the California Global Warming Solutions Act. The meetings are interactive, and staff encourages planning staff participation. Access CTC RTP planning and meeting information at <http://www.catc.ca.gov/programs/rtp.htm>. ■

Where in the world?



(Answer on [page 13](#))

Planners seeking employment

One in nine Californians is unemployed. Please email or call the following Northern Section members if you can employ one of them or if you know someone who might be able to.

Senior Planner/Project Manager. 25 years experience across the US in transit and bike/ped facilities including TOD, TDM, and NEPA documents. An accomplished technical/grants writer and trained public outreach manager. Most recent salary \$105,000. Postgraduate, Polytechnic of Central London, Transport Planning and Management. BS, Political Science, UC Davis. Contact Eldridge_Julie@yahoo.com or (770) 880-0693. Prefer the Bay Area. (8-03)

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. Graduate School of Design, Harvard (1 year); MS, Natural Resource Planning, U of Michigan; BA, History, Washington University, St. Louis. Contact shearacohen@gmail.com or (734) 255-8634. (5-15)

Land Planning & Entitlements; Advance Planning/General Plans; Community Planning/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 ttruszkowski@comcast.net or (209) 612-0605. (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. MURP, Florida Atlantic Univ. BS Psychology, U of Pittsburgh; Contact davis_kf@hotmail.com or (484) 477-3727. (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. MUP, San Jose State University. BS Mathematics, UC Davis. Contact relbdour@yahoo.com or (408) 509-6303. (2-26)

Urban Design, Special/Major Projects, Land Use Planning. Flexible availability and terms for part- to full-time work. 9 years experience in public, private, and nonprofit sectors. Recent employers: Centre City Development Corporation (San Diego, 4 years); RRM Design Group (3 years). Salary history upon request. AICP. 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)

APA California Northern is using this vehicle 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 (67 words maximum) including one email link and/or one phone number. To be published in the October issue, ads must be received no later than 5 PM, Wednesday, September 16th. Send to Editor, *Northern News*, knoxnap@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. ■

Answer to "Where in the world?" ([Page 12](#))

Downtown block, Rio de Janeiro.

Photo by Licinia McMorrow, AICP, LEED AP

Profiles of APA California Northern – 2009 award winners

by Mika Miyasato, AICP, and Caroline Teng

On May 15th, APA California Northern presented its 2009 honor and merit awards to 12 recipients. The complete list of award winners appeared on the front page of the [June issue](#) of *Northern News* and is also accessible on the Northern Section webpage ([click here](#)). Beginning with the July-August issue, *Northern News* began presenting profiles of four of the award winners each month. This is the second of three installments. Many of our Northern award winners also won at the Chapter level and will be recognized at the APA California Annual Conference in Squaw Valley, at a luncheon on September 15, 11:45 AM–1:15 PM.



Mary Hewitt, PMC; Awards juror Christina Ratcliffe, AICP; Christina Gilmore, City of San Mateo; Sarah Arvidson, PMC

The San Mateo **SMART Public Outreach and Climate Change Campaign** won the *Education Project Award* at both the Northern Section and California Chapter levels. The award goes to an individual, project, or program that uses information and education about the value of planning and how planning improves a community's quality of life to create greater awareness among citizens or specific segments of the population. The award recipients were Christina Gilmore from the City of San Mateo and Mary Hewitt of PMC Public Affairs Department.

SMART, or San Mateo Acting Responsibly Together, is a citywide, year-long, interactive public outreach campaign that encourages businesses and individuals to change their everyday behaviors to contribute to reducing San Mateo's carbon footprint. Using community engagement tools such as an interactive online carbon counter, a pledge form, and a SMART speakers bureau, the ultimate goal of the campaign is to create a smart and sustainable environment for those who live and work in the city. The campaign aims to reduce 2009 carbon emissions in San Mateo to a lower rate than the 2006 baseline emissions, with a long-term objective of exceeding the 2020 state target of emissions equal to 1990 levels.

SMART is designed to be a phased, grassroots, and comprehensive effort inclusive of all sectors of the community. The long-term campaign strategy recognizes the interdependence of community and environment and the collaboration it takes to realize the city's sustainability goals. From a public education perspective, the campaign is an innovative way to encourage the public to adopt the behavioral changes necessary for San Mateo to achieve its short- and long-term greenhouse gas emissions reduction targets. Regardless of how much effort the city puts into its planning practices, large-scale carbon reduction would be impossible without the commitment of individuals in the community. The campaign serves as a model for other municipalities, combining the technical components of greenhouse gas emissions reduction with public outreach for maximum results.



SMART at the farmers market, San Mateo, November 29, 2008

The winner of this year's *Grassroots Initiative Award* is the **Chinatown Economic Action Plan**. The award is presented each year to an initiative that expands public understanding of the planning process by allowing the community to use the process to address a need beyond planning's traditional scope. Representing the planning team as recipients of the award were Alexander Quinn of EDAW | AECOM, Tourism Planning Consultant Jennifer Phelps Quinn, Amy Cohen (San Francisco Mayor's Office of Economic and Workforce Development), and Holly Lung (San Francisco Office of Small Business).



Alexander Quinn (EDAW | AECOM), Holly Lung and Amy Cohen (City of San Francisco), Jennifer Quinn, Kylie Quinn (mascot)

(continued on next page)

The Chinatown Economic Action Plan (CEAP) is the culmination of a community-driven prioritization to improve neighborhood business conditions. Unlike traditional planning documents, the CEAP is less about land use planning and more about harnessing community and city resources to reinvigorate Chinatown as a cultural destination. The process involved several levels of multilingual outreach and collaboration, and focused on implementation in order to generate momentum for a cause that was previously met with fatigue and apathy.

The jurors were impressed with the CEAP's involvement of community stakeholders who historically did not interact well with local government agencies. They felt that the CEAP was an excellent communication tool, presented with simplicity and clarity to maximize public use. The CEAP is a model for how local agencies can work effectively with a minority community to address socio-economic issues of declining retail sales and tourism, declining maintenance, and loss of residents and local employment. Already, the plan has resulted in street and transportation improvements, added maintenance, joint marketing efforts, and new cultural events in Chinatown.



The CEAP seeks to increase the length of stay in Chinatown through prominent signage of local landmarks: 1, Dragon Gates; 2, Saint Mary's Square and Sun Yat Sen Statue; 3, Old Saint Mary's Church; 4, Clarion Music Center; 5, Donaldina Cameron House; 6, Chinese Historical Society of America (former YWCA); 7, Tin How Temple; 8, Empress of China Restaurant; 9, Portsmouth Square; 10, Chinese Cultural Center; 11, Bank of Canton (former Chinese telephone exchange); 12, Golden Gate Fortune Cookie factory; 13, Imperial Tea House.

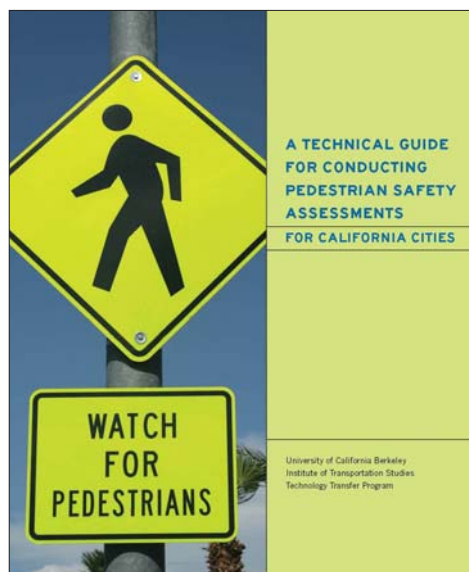
The **California Pedestrian Safety Assessment (PSA) Program** won the *Best Practices Award* at both the Northern section and statewide APA competitions. The award recipients were Fehr & Peers (Matthew Ridgway, AICP; Meghan Mitman, AICP), and the Technology Transfer Program of the Institute of Transportation Studies

at the University of California, Berkeley (Ted Chira Chavala). PSAs are funded by the California Office of Traffic Safety (Lisa Dixon and Chris Murphy).

The PSA program was developed to improve pedestrian safety; create safe, comfortable, walking environments for pedestrians; and enhance walkability, livability, and economic vitality. The PSA Program started with completion of *A Technical Guide for Conducting Pedestrian Safety Assessments for California Cities*, published in May 2008. Since then, 19 cities, including the cities of Walnut Creek and Redwood City, have received PSAs. The primary component of a PSA is a two-day field visit consisting of a



Norman Wong (Kimley Horn, formerly with Fehr & Peers), Nicole Hervol, Meghan Mitman, AICP, and Matthew Ridgway, AICP (Fehr & Peers)



(continued on next page)

review of the existing policies, programs, and practices, and completion of walking audits. Findings from these are compiled in a technical report identifying strategies for achieving the state of the practice in a range of pedestrian-related issues including land use, transportation engineering, zoning, police enforcement, and education.

For a PDF of the award-winning Guide, [click here](#). Any agency within a California city may request a PSA from the Technology Transfer Program of the Institute of Transportation Studies at the University of California, Berkeley. To learn more about Pedestrian Safety Assessments or to request one for your city, send an email to pedsafety@techtransfer.berkeley.edu.

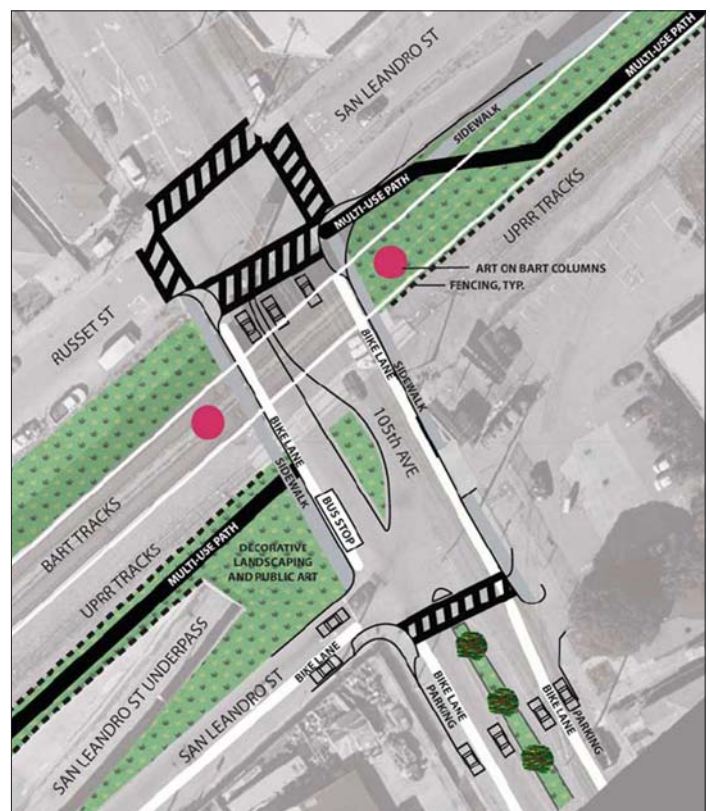
The **East Bay Greenway Concept Plan** won the *Focused Issue Planning Award* at both the Northern section and APA state levels. The Concept Plan addresses a multitude of issues related to health inequities and lack of access and open space. The award recipients were Urban Ecology (Milton Marks, Executive Director; Donald Neuwirth, former Executive Director; Phil Olmstead, Project Manager; Katherine Melcher, Lead Designer), Human Impact Partners (Jonathan Heller), and DKS Associates (Thomas Krakow).

The Concept Plan delineates a 12-mile bicycle and pedestrian corridor from Oakland to Hayward, providing access and open space. The jurors found that the Concept Plan demonstrated a good example of using a Health Impact Assessment (HIA) on a local planning project. The HIA was incorporated into the preliminary design process in order to demonstrate the positive health impacts of the project and to mitigate any potential negative impacts. Over a course of two years, over 500 residents, 12 local agencies and 35 community organizations participated in the process. Urban Ecology served as a catalyst in bridging advocacy and conventional planning to successfully lead a multi-jurisdictional community planning project. DKS Associates and Human Impact Partners provided technical expertise in traffic analysis and HIA respectively. Now the agencies are working together to overcome implementation challenges.

A virtual aerial tour and a fly-through video of the East Bay Greenway are available through the Urban Ecology's website, <http://www.urbanecology.org/greenway/>.



Andrew Hyder, Katherine Melcher, and Milton Marks (Urban Ecology) and Awards juror Larry Tong



Schematic diagram for Greenway route, pedestrian crossings, and landscaping areas at 105th Avenue

NOTE: The following award recipients profiled in the July/August issue of *Northern News* have also won at the state level and will be recognized in Squaw Valley on September 15th:

- **2009 Distinguished Leadership Award for a Student Planner, Taryn Hanano**, San José State University.
- **2009 Media Award, La Pulga: San Jose's Flea Market**, Director Rene Picazo, and Producers Alina Kwak and Henry Servin, Jr., A Pan Dulce Films Production. ■

LETTERS

Just clicked through to the *Northern News* (July-August 2009). You and your editorial team continue to put out amazing work. I especially enjoy the efforts you are making to both highlight promotions (Onward and upward) and promote out-of-work planners by allowing them to solicit opportunities in the "Planners seeking employment" section. Oh, and I like the cartoon too!

Charity Wagner,
rrmdesigngroup

I saw a link to your APA chapter newsletter on a LinkedIn.com discussion forum, and I'm very glad I did. What a great publication! As part of my consulting business, I maintain a free online newsletter (the Building Place Notebook), which includes a variety of general topic articles as well as items specific to the communities in which I work. Please check it out at <http://www.buildingplace.net>. I would be very pleased to have you use some of my material (with proper attribution, of course).

Rodney C. Nanney, AICP,
Building Place

This morning, I finally got around to going to the Northern California APA newsletter. The format is terrific and I found some things of interest to me—particularly the link to Bill Fulton's slides on SB 375. I think that "What others are saying" portion of the newsletter is terrific.

H. Pike Oliver,
[Cornell Program in Real Estate](#)



— Don't miss —

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

State Clearinghouse furloughs and CEQA document processing

Pursuant to the Governor's executive order, the State Clearinghouse was closed on July 10, 17, and 24; and effective August 7th, the Clearinghouse is closed the first, second and third Fridays of each month. The State Clearinghouse will not receive, post, or process any environmental documents on those Fridays. For more information, [click here](#) to download a PDF. ■

What others are saying

Should Americans save more? “When the National Trust for Historic Preservation assembles its annual roster of America’s most endangered historic places, it looks for more than aesthetic distinction.” ([Slideshow and related article](#) by Robin Pogrebin, *The New York Times*, April 28, 2009.) Among the places and buildings the Trust recommended for preservation is the Hyatt Regency Century Plaza in Los Angeles, a 19-story building designed by Minoru Yamasaki which opened in 1966. “The actress Diane Keaton, a board member of the National Trust, made the announcement in late April at a news conference in Century City. In a later telephone interview, Ms. Keaton said she was determined to save the hotel, in part because of its distinctive shape [but also because of] her love for hotels, which she described as places where history and social connections were made.” Now, however, the building’s new owners (2008) want to replace the hotel with twin 50-story towers. “Several years ago, Ms. Keaton was part of a campaign to save another Los Angeles hotel, the Ambassador, which has been torn down. ‘We really can’t afford to lose these,’ she said.” —Fred A Bernstein, [“A hotel’s past vs. a city’s future,”](#) *The New York Times*, July 22, 2009.

Births follow the economy down. “In 2007, the number of births in the United States broke a 50-year-old record high, set during the baby boom. But last year, births began to decline nationwide, by nearly 2 percent, according to provisional figures from the National Center for Health Statistics. California logged 14,500 fewer births than in 2007, a 2.6 percent decline and the first since 2001, when the state struggled with job losses in Silicon Valley that led to layoffs in distribution, construction and other sectors. Early figures for 2009 appear to confirm the correlation [of the drop in births] with the recession.” —Sam Roberts, [“Birth rate is said to fall as a result of recession,”](#) *The New York Times*, August 6, 2009.

Quick: What’s the fastest growing city in the US?

“New Orleans has steadily won back some of the population it lost in the wake of Hurricane Katrina in 2005, according to a government report released Wednesday (July 1). Its population is up 8.2 percent in the 12 months that ended July 1, 2008, gaining 23,740 people to 311,853, according to the Census Bureau. That still leaves it well below its pre-storm population of 484,674. For sheer numerical increase, New York City added nearly 53,500 residents, more than any other city. That represented a growth rate of only 0.6 percent. New York retained its position as the largest US city by far. Its nearly 8.4 million—crammed into 303 square miles—is more than twice the number who live in sprawling Los Angeles, the nation’s second biggest city with 3,833,995 people.

—Les Christie, [“New Orleans: Fastest growing city in the US,”](#) *CNNMoney.com*, July 1, 2009.

Defense Department weighs in on climate change.

“The changing global climate will pose profound strategic challenges to the United States in coming decades, raising the prospect of military intervention to deal with the effects of violent storms, drought, mass migration and pandemics. Over the next 20 to 30 years, vulnerable regions, particularly sub-Saharan Africa, the Middle East, and South and Southeast Asia, will face the prospect of food shortages, water crises, and catastrophic flooding that could demand an American response. The Defense Department’s climate modeling is based on sophisticated Navy and Air Force weather programs and climate research programs at NASA and the National Oceanic and Atmospheric Administration.” —John M. Broder, [“Climate change seen as threat to US security,”](#)

The New York Times, August 9, 2009. ■

WIND POWER: Boons, hazards, eyesores, or emblems?

The US wind energy industry installed 1,210 megawatts of new power generating capacity in the second quarter, bringing the total added in 2009 to just over 4,000 MW—38 percent more than the 2,900 MW added in the first half of 2008, the American Wind Energy Association (AWEA) reported July 28. “The new installations nudge total US wind power generating capacity to nearly 30,000 MW, offsetting an average of 54 million tons of carbon annually, and reducing carbon emissions from the electricity sector by 2 percent—the equivalent of taking 9 million cars off US roads.”

Boons, or eyesores? For farmers, wind is a win-win. They get revenue from the energy generated by using their land, while still being able to farm or raise livestock. Yet:

In many areas where wind farms are built or planned, neighbors rally against them, warning that America’s majestic vistas are being spoiled by high-tech eyesores. Just a century ago, windmills by the hundreds of thousands dotted many of the same landscapes where their present-day descendants now loom. Nearly every farmyard had its own spindly device atop a steel tower, pumping water and powering lamps. Those windmills, in their time, stood for the settlers’ proud dominion over nature, for their self-sufficiency, and for the Yankee ingenuity that produced something from nothing, literally from thin air.

—Adam Goodheart, “[Windscares: American vistas where energy is in the air](#),” *The New York Times* Sunday Magazine, July 19, 2009.

In February, *Northern News* newsletter designer **Nancy Roberts** attended the official dedication ceremony for California’s newest wind project, Shiloh II in the Montezuma Hills Wind Resource Area of Solano County. She contributed the photos shown here. The project is the result of a four-year effort by enXco, PG&E, Solano County, Travis Air Force Base, landowners, and the community leadership of Rio Vista.

The 150 MW Shiloh II is six times larger than the only other wind project built in California in 2008. It stretches over 6,100 acres of farmland, 98 percent of which remains usable for farming and ranching. Says Roberts, “It’s interesting to be out there among these quiet, kinetic giants. Their movement is tranquilly slow—surreal, yet almost hypnotically peaceful.”

While the number of completed wind farm installations was solid, AWEA said it is seeing “a reduced number of orders and lower level of activity in manufacturing of wind turbines and their components.” At the same time, concerns have been expressed regarding the monetary and carbon costs of transporting the essential equipment to the wind farms and the toll that the transport takes on rural landscapes, small towns, and their economies:

(continued on next page)



*New Turbine and old windmill,
Solano County*

California Redevelopment Association Awards of Excellence, 2010

CRA annually brings statewide recognition to outstanding redevelopment projects and programs that have resulted in building better communities. To honor California projects and programs, CRA invites nominations for its 2010 awards. The winning redevelopment professionals will be recognized at CRA's 2010 Annual Conference Awards luncheon, March 10, 2010, in Pasadena.

Deadline for entries is September 18th.

Awards will be presented in nine categories:

- Commercial/Industrial development
- Community revitalization
- Education, marketing, and promotion
- Mixed-use development
- Public spaces and linkages
- Residential development new construction
- Residential development rehabilitation
- Special citation
- Sustainable development

[Click here](#) for the entry packet ■

WIND POWER: Boons, hazards, eyesores, or emblems?

(continued from previous page)



Turbines at Shiloh II

As demand for clean energy grows, towns around the country are finding their traffic patterns roiled as convoys carrying disassembled towers as well as motors, blades, and other parts roll through. Escorted by patrol cars and gawked at by pedestrians, the equipment must often travel hundreds of miles from ports or factories to the remote, windy destinations where the turbines are erected. On a per-turbine basis, the cost of transportation and logistics generally varies from around \$100,000 to \$150,000. The cost and hassle of transporting has led to interest in manufacturing turbines in the United States, rather than in Europe. Even if more turbine parts are made in the US, transportation logistics are starting to limit how large—and as a result how powerful—wind turbines can get. Some blades are already more than 50 yards long. The vast majority of turbine parts travel by truck, but some wind companies are looking to move more parts by train to save money.

—Kate Galbraith, "[Slow, costly, and often dangerous road to wind power](#)," *The New York Times*, July 23, 2009.

As the US need for wind farms grows, it is apparent that transportation costs must be reduced, shifting the demand from Europe and Asia to the manufacture of wind turbine parts in the US. Already companies are responding to the opportunities. For example:

A plant being built by Vestas Towers America and scheduled to open this fall in Pueblo, Colorado, will be the world's biggest factory making towers for wind energy. The [Russian owned] Danish company already has one plant in Colorado and will open two more to manufacture and assemble the components for making wind power. The company plans to hire up to 2,500 manufacturing workers in the next year—550 in Pueblo alone. "The new energy economy is playing out and paying off in places like Pueblo—one of the last cities in the country where steel is poured for

(continued on next page)

San José establishes “wikiplanning” site to get wide input on General Plan update

On August 6th, a *Mercury News* editorial called on readers to “[Have your say now on future development in San José](#),” as “the 300-plus acres set aside for industry in Evergreen, at the city’s southeastern edge, will stay that way, shelving discussions of replacing it with housing.”

San José is the tenth largest city in the US, and *Envision San Jose 2040*, the city’s general plan update, is creating the blueprint for the city’s future growth and development. “Digging into the wiki is a great place to start,” says the editorial.

Through October 31st, San José is looking for input from both residents and nonresidents.

If you live, work, or play in San José, follow the instructions below to help shape the city’s future. Northern Section planners are also invited to engage in the effort. Supported in part by the Knight Foundation, the goal of the effort is to have more than 10,000 online participants, diverse in age and background.

To participate, go to www.WikiPlanning.org; enter your e-mail address and the password 2040. For more information on the *Envision San José 2040* process, go to http://www.sanjoseca.gov/planning/gp_update/default.asp. Contact Lee Butler at Lee.Butler@sanjoseca.gov or (408) 535-7851 with any questions. ■

WIND POWER: Boons, hazards, eyesores, or emblems? (continued from previous page)



Getting a feel for the size of the turbine

making rail—in an area rich in potential for wind and solar energy.”
(Kirk Johnson, “[New energy injects hope in a Colorado steel town](#),”
The New York Times, July 31, 2009.)

According to AWEA’s CEO Denise Bode, “Our challenge now is to seize the historic opportunity before us to unleash this entrepreneurial force and build up an entire new industry here in the US that will create jobs, avoid carbon, and strengthen our energy security. To achieve that, Congress and the Administration must pass a national Renewable Electricity Standard with strong early targets. If the nation doesn’t have a firm, long-term renewable energy policy in place, large global companies and small businesses alike will hold back on their manufacturing investment decisions or invest overseas, in countries like China that are soaring ahead.” —[AWEA press release](#), July 28, 2009. ■

Legislature extends life of Subdivision Maps by 24 months

On July 15, 2009, the California Legislature provided some relief to developers by enacting AB 333, which extends the life of tentative subdivision maps to allow developers more time to obtain final maps.

Last year, similar legislation extended by 12 months the expiration date for tentative or vesting tentative maps that had been approved as of July 15, 2008 and that would otherwise have expired before January 1, 2011. The new law, which adds Government Code § 66452.22 to the Subdivision Map Act, extends for an additional 24 months the life of any approved tentative or vesting tentative map that had not expired as of July 15, 2009 and that would otherwise expire before January 1, 2012.

The new 24-month extension is in addition to other statutory extensions, including last year's 12-month extension and similar extensions for maps in effect in 1993 and 1996. The new 24-month extension is also in addition to automatic extensions resulting from the phasing of final maps, as well as extensions to accommodate development moratoria and litigation. However, careful review of the new law is well-advised to determine which extensions count in calculating whether a map is deemed to expire before January 1, 2012 and thus be eligible for an AB 333 extension.

The Legislature enacted AB 333 as an urgency measure, and it is already in effect. The California Building Industry Association estimates that the law will affect approximately 1,800 maps.

This information was provided by Bingham McCutchen LLP to clients and friends, and is not intended to provide legal advice. Republished courtesy Bingham McCutchen LLP. For more information, contact Matthew Gray, Partner, at matthew.gray@bingham.com or (415) 393-2256.

Redwood Coast region holds Form-based Codes workshop

By Stephen Avis, AICP

Over 80 people attended a community workshop in Fortuna on March 11. Introducing the concept of form-based codes was presenter Stefan Pellegrini, AICP, AIA, of Opticos Design, Berkeley. Workshop participants included professional planners, policy makers, representatives of the development and real estate community, and members of the general public. The workshop was cosponsored and supported financially by APA California Northern, and AICP/CM credits were awarded to AICP members who attended.

The workshop provided a broad and introductory overview of form-based codes and their application in small communities. To download a two-part PowerPoint presentation by Mr. Pellegrini, [click here](#).

Part 1 described the basic components of a form-based code and how it differs from traditional Euclidean zoning. Points emphasized were:

- Regulating plans
- Public space standards
- Street standards
- Street frontages
- Building types
- Block and subdivision standards
- Administration, and
- Steps to creating a community form-based code.

Part 2 of the program presented three case studies where form-based codes are being used in California:

- Infill within an existing community (Benicia)
- Inclusion of a form based code in an existing Euclidian model (Hercules), and
- Creating new, walkable neighborhoods with growth under a form-based code (Grass Valley).

The presentation concluded with a half-hour of questions and answers. Follow-up email and telephone calls from attendees confirm the success of the program and lay the foundation for future planning workshops in the Redwood Coast region.

Stephen Avis, AICP, is an Associate Planner with the City of Fortuna and the newly appointed chair of the Redwood Coast Regional Advisory Council (RAC). You can reach him at savis@ci.fortuna.ca.us ■

got credits?

CM grace period

For those of you admitted to AICP before 2008, the first two-year reporting period will end December 31, 2009. However, AICP members will have a four-month grace period—through April 30, 2010—to fulfill their 2008–09 CM requirements. Members who have not fulfilled their requirements by December 31, 2009, should use the grace period to attend and record CM-eligible activities.

Upcoming courses

As a service to our membership, Northern Section is offering classes that fulfill the Law and Ethics requirements for CM certification. Each course in these specifically required categories will offer 1.5 CM credits. The Law Update will be given by Bryan Wenter, AICP, APA California Northern's Legislative Director. The Ethics update will be given by Colette Munier, AICP, our Ethics Review Director. Both courses will be given in November. Watch for the biweekly *eNews* and check our Northern website for announcements of the specific dates and times.

Also **check the AICP web site for free online credits** and a listing of previous and upcoming classes: <http://www.planning.org/cm/search/>

For more information, please contact one of our Professional Development Directors: Tania Sheyner, AICP, LEED AP, at tsheyner@esassoc.com; or Christina Ratcliffe, AICP, at cratcliffe@pmcworld.com

Policy for accepting calendar items, APA California Northern

As a service to members of APA California Northern Section, *Northern News* and the *eNews* publicize professional and social events of relevance or interest to the planning profession.

The following criteria apply when listing events (at no cost to the listing entity) in the *Northern News* and *eNews* calendars, whether the events are sponsored or cosponsored by APA or by allied or compatible organizations.

Events other than those offering CM credits must be:

1. Directly relevant to the practice of city or regional planning and/or related professions in Northern California; *and*
2. Local (i.e., must occur in the counties served by Northern Section) or reasonably accessible to Northern Section members; *and*
3. Affordable (free or low in cost) to Northern Section members. In general, "low cost" means less than \$120 for a single day event (proportionately less for shorter events).

Events offering CM credits:

The calendars will list events which have been submitted or approved for AICP Certification Maintenance (CM) credits provided they charge no more than \$20 per CM credit.

All calendar listings must be submitted in writing to the [Administrative Director](#) no later than the Monday prior to the deadlines established for the respective newsletters ([see schedule](#)) and will be subject to editing for brevity and format. Persons or organizations seeking to place a calendar item in the APA California *Northern News* or *eNews* will be responsible for verifying the deadlines and providing a timely proposed calendar listing.

This policy does not preclude organizations from placing paid advertisements for events in the *Northern News* or *eNews*. Providers of higher-priced courses and workshops are encouraged to purchase an ad offering incentives such as lower registration rates for section members and opportunities for Northern Section to promote APA membership. Contact APA California Northern's [Advertising Director](#) for information and rates. ■

NORTHERN SECTION CALENDAR

AUGUST

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					

AUGUST

- 8/26** **South Bay/Peninsula APA Social Event.** 6–8 PM, Gordon Biersch Brewery and Restaurant, 640 Emerson Street, Palo Alto. Cosponsored by M-Group. RSVP to Katja Irvin at katja.irvin@sbcglobal.net or Surachita Bose, surachitab@gmail.com.

SEPTEMBER

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			

SEPTEMBER

- 9/2** **Bay Area 2009 Clean Air Plan, Public Workshop & CEQA Scoping Meeting.** 9:30 AM–12 PM, Mountain View City Hall, 500 Castro Street, Mountain View. The Bay Area Air Quality Management District presents the draft 2009 Clean Air Plan (CAP) control strategy for public review and comment. Workshop materials are posted on the CAP website at <http://www.baaqmd.gov/Divisions/Planning-and-Research/Plans/Clean-Air-Plans.aspx>. For questions on the CAP, contact David Burch at dburch@baaqmd.gov or (415) 749-4664.
- 9/3** **Bay Area 2009 Clean Air Plan, Public Workshop & CEQA Scoping Meeting.** 9:30 AM–12 PM, MetroCenter Auditorium, 101 Eighth Street, Oakland. See above for details.
- 9/3** **Board meeting, APA California Northern.** 6:30–8:30PM, (light dinner and networking from 6–6:30 PM). ABAG, 101 Eighth Street, Oakland. RSVP to Hanson Hom at (408) 730-7450 or hhom@ci.sunnyvale.ca.us.
- 9/13–9/16** **2009 APA California Conference**, the Resort at Squaw Creek, Lake Tahoe. Register at www.webregpro.com/events/mxcept/ccapa2009. Use APA's chartered bus service for travel between Sacramento and Lake Tahoe (\$40 per person roundtrip). **CM | multipart**
- 9/17** **Urban Design and Equitable Development Webinar**, 2–3:30 PM (Eastern). This free webinar will showcase real-world opportunities, challenges, and practices targeting equitable development and urban design within African-American and Latino communities. For more information go to <https://catalog.cerkit.rutgers.edu/course/display/9394>. **CM | 1.5**

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SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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20	21	22	23	24	25	26
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SEPTEMBER (continued)

- 9/18** **CRA Awards of Excellence, Entry Deadline.**
[See announcement, page 20.](#)
- 9/24** **Fourth Annual ULI TOD Market Place 2009, “San José, connecting cities and developers to TOD.”** 8:30 AM–4:30 PM, Hilton San José, 300 Almaden Blvd. Multidisciplinary panels on Transit-Oriented Development presented by real estate, regulatory, transportation, and affordable housing specialists. \$70 for ULI Members / \$90 Non-members; \$30 Public and YLG Members / \$50 Public Non-members and YLG Non-members; \$15 Student Members / \$25 Student Non-members. [Click here](#) for agenda and registration or contact Marisa Cravens at (510) 464-7926 or marisac@abag.ca.gov.
CM | 5.0

OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

OCTOBER

- 10/5** **Roundabouts Are Forever!** 6–8:30 PM, Kula Ranch Island Steakhouse, 3295 Dunes Road, Marina. \$25 including dinner. Topics include an engineer’s perspective of roundabouts, air quality, and Watsonville’s recent efforts to work with Caltrans to build a roundabout. The meeting is jointly hosted by APA, AEP, and ACEC. RSVP by September 28th to Meryka Blumer at meryka_blumer@yahoo.com or (916)201-0201.
CM | 1.5 pending
- 10/15** **13th National Conference on Planning History**, Society for American City and Regional Planning History (SACRPH), Oakland Marriott City Center, Oakland, October 15–18, 2009. In conjunction with the conference, SACRPH—an interdisciplinary society of scholars and planning practitioners—will present its 2009 biennial awards. For more information on the conference, go to <http://www.barnard.edu/urban/sacrph09>.

AICP EXAM preparation workshops begin September 26th

The sessions are held on alternate Saturdays, 10 AM–4 PM, at the San José State University King Library, 150 East San Fernando Street at 4th, San José. The seminars are free, but there is a one-time materials cost of \$100. **Dates: Sept. 26th, Oct. 10th, Oct. 24th, and Nov. 7th.** National exam window is Nov. 9th through Nov. 23rd. For further information, contact Don Bradley, Ph.D., AICP Director, APA California Northern, at (650) 592-0915 or (650) 868-4859 (mobile) or dr.donbradley@comcast.net.

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NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30					

NOVEMBER

11/4 **Board meeting, APA California Northern.** 6:30–8:30 PM, (light dinner and networking from 6–6:30 PM). Location TBD. RSVP to Hanson Hom at (408) 730-7450 or hhom@ci.sunnyvale.ca.us.

11/4–11/5 **Fall 2009 series, APA Planners Training Service workshops,** San Francisco. PTS consistently offers top-flight training from expert presenters. “Planning and the Foreclosure Crisis” and “Sustainable Zoning and Development Controls.” Registration will open in August. **CM | 14.0** (each workshop)

11/6–11/7 **Fall 2009 series, APA Planners Training Service workshops,** San Francisco. PTS consistently offers top-flight training from expert presenters. “Planning for Prosperity in the ‘New Normal’ Economy” and “Transportation, Land Use, and Green Urbanism.” Registration will open in August. **CM | 14.0** (each workshop) ■

Northern California APA eNews and Northern News schedules, 2009

Northern News		eNews	
Submittal Deadline 5 PM	Final PDF with links	Submittal Deadline 12 Noon	Mailed
October Issue		Sept 9	Sept 14
Sept 16	Sept 22	Sept 23	Sept 28*
November Issue		Oct 7	Oct 12
Oct 14	Oct 20	Oct 21	Oct 26*
December/January Issue		November 10	November 16
December 1 (Dec/Jan issue)**	December 8	December 9	December 14*
		Dec 23	December 28

* eNews for notice/distribution of Northern News. PDF online the previous Friday.

** Two-month issue of Northern News. ■