



# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

JULY/AUGUST 2003

## How Green Was My Valley

BOOK REVIEWS BY MARYANN MILLER AND NATHAN LANDAU

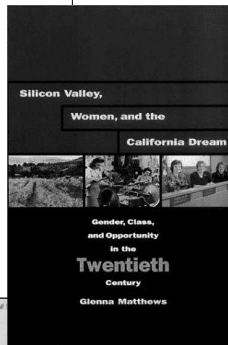
Glenna Matthews, *Silicon Valley, Women and the California Dream: Gender, Class, and Opportunity in the 20th Century*

(Stanford: Stanford University Press, 2003)

reviewed by Nathan Landau

Most books about Silicon Valley act as if it had no history, as if it sprang fully formed from the head of, say, Steve Jobs. Glenna Matthews' *Silicon Valley, Women, and the California Dream: Gender, Class and Opportunity in the 20th Century* fills in some of the "backstory." The book is a lively, well-

written account of the economic history of the Santa Clara Valley, with a particular (but not exclusive) focus on women workers. Bay Area planners would all benefit from understanding more of the history of this critical area. I enjoyed reading it and learned a great deal from it.



The story begins with the development of what Matthews calls "The Fruited Valley" in the early 20th century, when the Santa Clara Valley became one of the world's great orchard regions. By 1930, the 38 fruit canneries there formed the largest concentration anywhere in the world. The transition to the computer industry began during World War II. In 1943, IBM decided to locate a punch-card factory in San Jose (in part because of the still semi-rural lifestyle with "a rosebush in every yard"). The computer/electronic industry is thought of as displacing the canneries and it did. But there were also surprising connections. The company we know as FMC began its life as the Food Machinery Corporation, making

Devra Davis, *When Smoke Ran Like Water: Tales of Environmental Deception and The Battle Against Pollution*

(Basic Books, 2002)

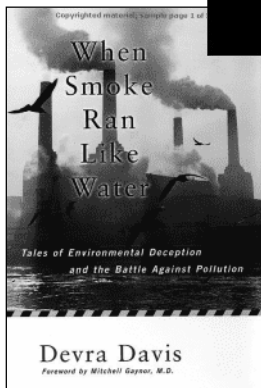
reviewed by Maryann Miller

In her National Book Award-nominated work, *When Smoke Ran Like Water*, Devra Davis leads readers on a walking tour of some of the most polluted cities in the world. First directing us inside her hometown of Donora, Pennsylvania, site of one of the worst environmental disasters in U.S. history, she keeps us marching along, from London to Bhopal, weaving connections between emissions, air quality and chronic disease, like a whistleblower who is not afraid to air some dirty laundry.

Advisor to the World Health Organization and Visiting Professor of Public Policy at Carnegie Mellon, Davis hails from one of the most polluted towns in America. In her borough, "dinner times, school recesses, and PTA meetings were announced by the shrieking mill whistles." A constant stream of soot from the Donora Zinc Works turned the sky the color of burnt toast. In 1948, when a toxic release left 20 people dead and 6,000 people ill, Donorans still clung tightly to their saying, "That's not coal dust, that's gold dust."

Davis teaches us about the political challenges facing epidemiologists and how issues of environmental health are downplayed when jobs or profit margins are threatened. Davis delivers her hypotheses with the precision of a scientist and the art of a raconteur, providing ample time to digest stirring facts such as the 300,000 deaths a year in the U.S. and Europe traced to environmental

(continued on page 4)



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**Juliana Pennington**

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## DIRECTOR'S NOTE

An enormous amount of energy could be felt Saturday morning, June 28, during the latest **2005 APA National Conference** planning meeting. Over 20 planners put their heads together to tackle fundraising, hospitality, and merchandising. Other committees that will be starting up soon will include programming, mobile workshops, portfolio, public relations, university and students, and treasurer. Our State Chapter will also be involved to make this event representational of all of California. The next meeting will be Saturday, July 26 from 9 a.m. to noon at the Joseph P. Bort MetroCenter Auditorium located at 101 Eighth Street in Oakland. If you want to join in on the fun, please contact me at hingw@abag.ca.gov.

We say goodbye to **Regina Adams**, as she moves to the Sunshine State. We will miss Regina for her many contributions as the Advertising Director for Northern News. Our Section is still seeking a Professional Development Director [PDD]. This person must be a qualified member of AICP. The duties are to organize and develop a professional development program of events and workshops. If you are interested in either of these important positions, please contact me.

The **California Planning Foundation** (CPF) raises money for student scholarships. One of CPF's main fundraising avenues is the Annual CPF Auction held at the CCAPA Conference. This year's conference will take place in September in beautiful Santa Barbara. If you or your organization would like to donate money or other items, please contact me by August 31. Some of the more popular items in the past have been walking tours, balloon trips, and stays in a bed and breakfast. Donations are only limited to your creativity. All contributions are tax-deductible and will help guarantee the future of our profession by assisting top planning students.

Finally, I would like to congratulate all of the planners and stakeholders who made the **BART extension to SFO** possible. I flew into SFO to experience the opening day on June 22. Taking BART was enjoyable, and if it removes the 10,000 auto trips that MTC expects it to eliminate daily, it will have a lasting benefit to the Bay Area.

—Hing Wong, AICP

## EDITOR'S NOTE

It is with some sadness that I announce that I am retiring as Newsletter Editor after the July/August issue. It has been a push to meet deadlines since May of 2001 and we have published approximately 20 newsletters. The newsletter was an excellent learning and professional development experience for me—and fun. I have appreciated working with Northern News volunteers, staff and ad-hoc editors, great people like Regina Adams, Jerry Haag, Juliana Pennington, Jim Moxon and Greg Powell. Ultimately, it was APA Members and Northern Section Board Members who submitted articles and tolerated my edits that made the newsletter a success. Thank you!

—Pierce Macdonald



Former Editor Pierce Macdonald, thrilled that Chip Johnson cited the Northern News June 30

## NEWSLETTER INFORMATION

### EDITORIAL

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The deadline for submitting materials for inclusion in the **Northern News** is the 16<sup>th</sup> day of the month prior to publication.

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## 2003 Planners Sierra Retreat

Hosted by CCAPA, Central Section

**August 22 - 24, 2003**

Join fellow planners, associated professionals, and their families at the 12th annual Sierra Retreat, sponsored by the Central Section of the California Chapter, APA. The Retreat provides a great combination of camaraderie and professional development with activities provided for all members of the family. Join us lakeside at beautiful Sequoia Lake in the cool Sierra.

### Features:

- Professional Program on Contemporary Planning Topics
- Campfire, Music, Crafts, Swimming, Hiking, Boating, Fishing, Bingo, Watching the Sunset, Relaxing and Doing Nothing!

Place: YMCA Camp Sequoia - Lake Sequoia  
Sequoia National Forest (1 hour east of Fresno on Highway 180)

Dates: August 22 -24, 2003  
5 p.m. Friday evening through 10:30 a.m. Sunday

Cost: Adults/Children 13 and over - \$90; Children 12 or under - \$60

Includes two nights lodging (housekeeping cabins, bring your own towels and bedding), meals, and all special activities.

For details, contact Bruce O'Neal (boneal@pesc.com) 559/490-0025, or Mike Waiczis (mrw36@csufresno.edu) 559/495-0604.



## Cuba

Still a few spaces left on NCCAPA's Fall Trip to Cuba! Please email Jennifer Andersen at [anderjenn@attbi.com](mailto:anderjenn@attbi.com) for more details. The group leaves LAX on October 10th and returns to LAX October 17, 2003. It may be your last chance to go to Cuba legally as a U.S. Citizen for a long time as U.S. Government policies toward Cuba are changing. Don't miss out!

## American Planning Association 2003 PBCD Conference Oakland Marriott, City Center San Francisco Bay Area August 7-9, 2003

### Who Should Attend

Planners representing every field of professional and technical service, planning commissioners, city managers, political leaders, civic leaders, grass-roots activists and advocates, undergraduates and graduates, and others in urban planning and design.

### Registration

Registration forms and conference updates will be available online at [www.planning.org/divisions/conferences.htm](http://www.planning.org/divisions/conferences.htm) or to request a form via fax or mail contact 2003 Conference Registrar Phyllis A. Smith at (916) 567-2536, voice, or (916) 567-3517.

### Sponsors

- American Planning Association
- Parsons Brinckerhoff Quade & Douglas, Inc.

### Interested Sponsors

Email local conference coordinators, Kenya Wheeler ([wheelerk@pbworld.com](mailto:wheelerk@pbworld.com)) or Jaki Walker ([walkerja@pbworld.com](mailto:walkerja@pbworld.com))

### Location

Contact Kenya Wheeler ([wheelerk@pbworld.com](mailto:wheelerk@pbworld.com)) or (415) 243-4736 for more information. [www.pbcdplanning.freeservers.com](http://www.pbcdplanning.freeservers.com)

## Registration Form 2003 Planners' Sierra Retreat

Please return with registrations fees by August 15, 2003, to:

Bruce O'Neal, AICP, Sierra Retreat

4747 N. First, Suite 140

Fresno, CA 93726

Name \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

A. \_\_\_\_\_ Number of Adults/Children 13 and over @ \$90 \$ \_\_\_\_\_

B. \_\_\_\_\_ Number of Children 3-12 @ \$60 \$ \_\_\_\_\_

Make Checks Payable to **CCAPA Central Section** Total \$ \_\_\_\_\_

## Silicon Valley ... (continued from page 1)

equipment for canneries and orchards. Matthews also recounts how San Jose City Manager "Dutch" Hamann led the successful drive to massively expand the borders of the city in the 1950's. Hamann's sprawl-building efforts were opposed by Santa Clara County Planning Director Karl Belser, but Belser was never able to unite growers behind his open space preservation agenda. Belser bitterly commented about area suburban sprawl in 1966, "Perhaps the only use we will ever find for the hydrogen bomb will be to erase this great mistake from the face of the earth."

*Silicon Valley* has many other interesting tales to tell. Matthews traces the consistent ethnic diversity of Santa Clara County, beginning with the key role of Italians in early 20th Century San Jose. A.P. Gianinni opened the first, non-San Francisco branch of the Bank of Italy (later the Bank of America) in San Jose. She highlights the role of women, from canning workers to the designation of the Valley—with its many female elected officials—as "the feminist capital of America." She describes the numerous bad jobs in high tech—including 19th century-style home assembly of circuit boards. The book also looks carefully at the inside stories of why high tech did not become unionized, despite the presence of strong unions in the county.

Matthews is uniquely well-positioned to write this book. She has the academic credential of a doctorate from Stanford (where else?). But she also hosted a League of Women Voters public affairs television show in San Jose, back in the late 60's when there were such programs. Matthews' book definitely deserves a place on the (not long enough!) bookshelf of Bay Area planning books.

*Nathan Landau is a Transportation Planner for AC Transit in Oakland and has been a planner in the Bay Area for some twenty years. He can be reached via e-mail at: nlandau@actransit.org*

## Smoke ... (continued from page 1)

pollution. From small town to urban behemoth, she delves into a range of topics from the Marin breast cancer cluster to global warming, illuminating the role epidemiology plays along the way.

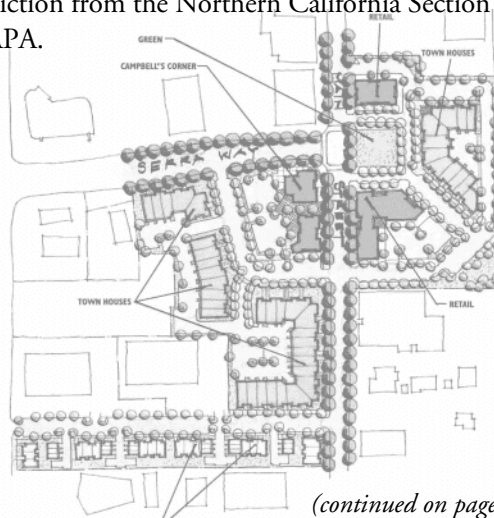
Readers can be sure that epidemiology played a key role in the recent ruling by the Air Quality Management District ordering five oil refineries in Contra Costa County to quantify their smog-producing hydrocarbon and sulfur gases. Residents in that area have complained for years and suffer from the highest rates of asthma in the Bay Area. Epidemiology will continue to play an important role in the battle against pollution and in the development of regulatory standards to protect public health. It's no wonder that one reviewer praised *When Smoke Ran Like Water* as one of the most important books on the environment since *Silent Spring*.

*Maryann Miller is a Planning Consultant based in Oakland, California. She can be reached at (510) 919-3224 and msmcmiller@msn.com.*

## Milpitas Trail-blazes TOD

*by Erin Chapman and Anu Natarajan, AICP*

In 1999, the City of Milpitas hired a team of planning consultants led by Principal Planner Allen Folks, AICP, (EDAW, Inc.) to implement the development of a transit-oriented "smart growth" specific plan for the Midtown area. That Specific Plan and EIR recently won the 2003 Award for Best Comprehensive Plan/Small Jurisdiction from the Northern California Section of APA.



(continued on page 5)

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## Milpitas ...

(continued from page 4)

The Milpitas Specific Plan was developed to transform 942 acres of industrial land located in the heart of the City of Milpitas. This presented a rare opportunity to implement “smart growth” on a very large, in-fill parcel surrounded by urban development. The resulting Plan integrates high-density, transit-oriented design, while providing affordable housing, parks and trails.

### Transit - Oriented Development (TOD)

The proposed extension of the Tasman East Light Rail Transit through the Midtown area, linking Milpitas with San Jose, and the proposed extension of BART to San Jose provide the opportunity to plan for TOD within the Midtown area. The Plan designates an overlay zone, a quarter-mile ring (a five minute walking distance) around the transit stations, which provides special density and parking standards, tailored to the proximity to the stations. These nodes will become the anchors of mixed-use, high-density neighborhoods that will be vibrant and pedestrian friendly. With densities ranging between 30 to 60 dwelling units per acre within these overlay zones, the Midtown area can accommodate much needed housing.

As early as the 1970's increasing urban congestion created the need for new mass transit systems. BART was built in the Bay Area, MARTA in the Atlanta area, and Metro in the D.C. area. TOD as it is known today is an evolution of these mass transit systems, that offers a range of benefits including: reduced auto usage, reduced air pollution, increased density to preserve the environment, increased affordable housing, revitalized commercial and financial investment into neighborhoods, and increased pedestrian opportunities and access to public spaces. These new communities provide sufficient retail development (quality, quantity and diversity) to satisfy the basic daily needs of residents and employees working in the area, and provide the ability to live, work and shop within the same neighborhood.

### Community Driven Planning Process

It was a challenge to keep community interest alive over the 2-year process. Working closely with Milpitas Planners, County Commissioners, stakeholder groups and residents, EDAW's planners kept the momentum going. The City Council also appointed a Midtown Advisory Committee to guide the preparation of the Specific Plan and all of these efforts helped retain a core group of involved citizens.

The planning process included 10 workshops and public meetings and, in total, over 100 participants. It was a challenge for the planners to go beyond their traditional role and be educators, presenting options, site tours, etc. For example,

some residents came to meetings with an idea that all affordable housing was Section 8 housing. When the range of affordability and the types of people that would live in these projects, such as school teachers, city staff, and local service providers, were discussed, these residents were more accepting. The public involvement process helped shatter myths about higher densities, and educated decision-makers about the need to balance land use decisions.

### Distinct Neighborhood Character and Implementation

Overall, the Midtown Specific Plan provides up to 4,860 new residential units and supports retail and new office space in proximity to the transit nodes. A variety of multi-family housing types, including townhouses, apartments and live-work units, will provide choices to various income groups. The Plan promotes walking and bicycling by introducing connected pathways, new parks, open spaces, and plazas. Folks says “One important idea ... was to find ways to link the downtown to the neighborhoods on all sides of Midtown. We did this through allowing residential developers the opportunity to provide their park dedication requirement towards improving

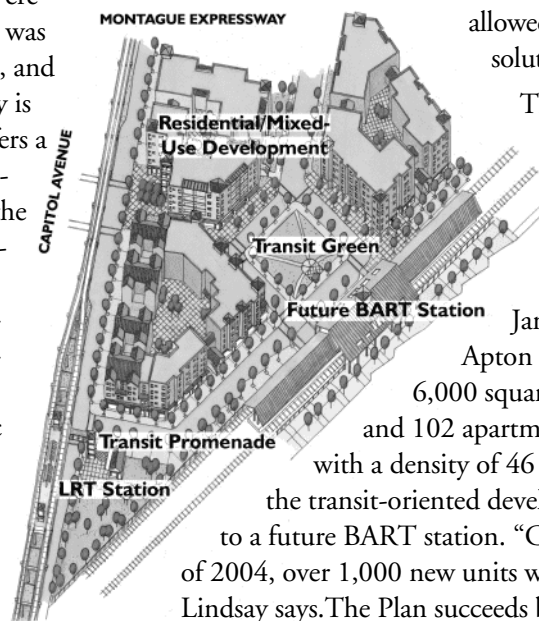
linear trail and creek connections. This allowed for more creative building solutions on small parcels.”

The Specific Plan was adopted unanimously in May 2002.

The first mixed-use development in Midtown was approved on July 1st, according to City Planner James Lindsay. The 2-acre

Apton Plaza development consists of 6,000 square feet of ground floor retail, and 102 apartment units (20% affordable) with a density of 46 units per acre. Located within the transit-oriented development zone, the site is close to a future BART station. “City staff expect that by the end of 2004, over 1,000 new units will be entitled in Midtown.” Lindsay says. The Plan succeeds because it fosters cooperation between the public and private sectors, and recognizes that the City of Milpitas must be a partner. Under the Plan, Milpitas is “helping to re-establish Main Street as a vital artery. The private sector will be given density bonuses and parking reductions near the transit centers, while the City will upgrade the appearance of Main Street and other important arteries through redevelopment funds,” Folks says.

*Erin Chapman and Anu Natarajan work for EDAW (www.edaw.com), a worldwide design, planning, and environmental consulting firm headquartered in San Francisco. Contact Allen Folks, AICP, at folksa@edaw.com or 415-433-148, or Erin Chapman, at chapmane@edaw.com*



## APA Member's Favorite Planning-related Films

A lively email discussion generated this list of our readers' favorite planning-related films. Here at the *Northern News*, we challenge you to make the connection.

- |  |                               |
|--|-------------------------------|
| 1 - Powers of Ten (by Ray & Charles Eames)       | 24 - Vertigo                  |
| 2 - Dune   | 25 - Metropolis 2002          |
| 3 - Water World                                  | 26 - Dogtown and Z-Boys       |
| 4 - Romeo and Juliet                             | 27 - Chinatown                |
| 5 - Moulin Rouge                                 | 28 - Escape From New York     |
| 6 - Mr. Houlot Goes on Holiday (by Jacques Tati) | 29 - City of Lost Children    |
| 7 - Planet of the Apes                           | 30 - Star Wars Episode I      |
| 8 - The Jetson's Cartoons                        | 31 - Brazil                   |
| 9 - The Flintstones' Cartoons                    | 32 - Manhattan                |
| 10 - True Stories (by Davis Byrne)               | 33 - Mullholland Drive        |
| 11 - Lost Horizons                               | 34 - Run Lola Run             |
| 12 - The Fifth Element                           | 35 - Amelie                   |
| 13 - 1984  | 36 - Summer of Sam            |
| 14 - Gladiator                                   | 37 - Buena Vista Social Club  |
| 15 - Office Space                                | 38 - Saturday Night Fever     |
| 16 - Edward Scissorhands                         | 39 - Pecker                   |
| 17 - Blade Runner                                | 40 - Playtime                 |
| 18 - The Truman Show                             | 41 - The Grapes of Wrath      |
| 19 - Metropolis                                  | 42 - Minority Report          |
| 20 - Sunshine State                              | 43 - Who Framed Roger Rabbit? |
| 21 - Fountainhead                                | 44 - Dark Days                |
| 22 - Singles                                     | 45 - Living Nowhere           |
| 23 - De Noorderlingen (The Northerners)          | 46 - Wonderland               |
|  | 47 - Soilent Green            |

## The View from a Bike

You know, this happens when things are built this big: They look closer. The RiteAid, the Wendy's, they're really a ten-minute walk away from each other. Doesn't look like it, does it? And you know what that does? Where's the sound? Look, there's people in a car over there, in front of the video place there, coming out of Pizza Hut. They're talking, you can see them talking. Where's the sound? Are they that far away? They don't look that far away. People everywhere and no sound but wind in trees. What you'd expect just before a stroke or a divine visitation.

*Pat Wehren, excerpted from Bike Ride to Pleasanton, his recount of adventure and wisdom along the Iron Horse Trail. Visit his website at [www.themesandexamples.com](http://www.themesandexamples.com) or email Pat at [makegofar@hotmail.com](mailto:makegofar@hotmail.com)*



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# NORTHERN SECTION CALENDAR

## July

**10** Northern Section Board Meeting will be at the law offices of Meyers Nave, 555 12th Street, Suite 1500, in Oakland (near 12<sup>th</sup> Street BART)

## August

**7** 6:30 p.m. IAPA Regular Meeting. E-mail [anderjenn@atti.com](mailto:anderjenn@atti.com)

**7-9** 2003 PBCD Conference, Oakland. See page 3.

**22-24** 2003 Planners Sierra Retreat. Hosted by CCAPA, Central Section

## September

**4** Northern Section Board Meeting, ABAG Offices, 101 N. Eighth Street. (Lake Merrit BART)

## 28- October

APA California Chapter Conference in Santa Barbara. See insert.

## October 10-17, 2003

NCCAPA's Fall Trip to Cuba! Email Jennifer Andersen at [anderjenn@attbi.com](mailto:anderjenn@attbi.com) for more details.

## October 27-29, 2003

Brownfields Conference, Portland. See [www.norcalapa.org](http://www.norcalapa.org) for details.

JULY						
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AUGUST						
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