



# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

## 2003 APA Northern Section Awards

MAY 2003

The Awards Jury had 100+ years of combined planning experience and expertise. The field of 28 nominations was awe-inspiring. And the awards standards were rigorous. The Jury has made its selections, so here they are, the Northern Section's best of 2003:

### OUTSTANDING PLANNING

**Best Comprehensive Planning, Large Jurisdiction: *The Presidio Trust Management Plan.*** A land use and management plan used by the Presidio Trust to preserve the Presidio's National Landmark status within the Golden Gate National Recreation Area. The plan outlines decision-making principles, significant resources, design guidelines, and a financing implementation plan, maintaining self-sufficiency and sustainability. A superb example. Contact: Hillary Gitelman, The Presidio Trust, San Francisco.

**Best Comprehensive Planning, Small Jurisdiction: *Milpitas Midtown Specific Plan and Environmental Impact Report.*** A vision to revitalize and transform

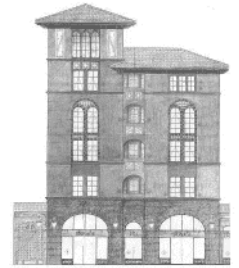
942 acres of under-utilized industrial land located in the city's heart. Noted for a community driven planning process; emphasis on the public realm, as the unifying link between private properties; and a distinct neighborhood character. A model for transforming a suburban community. Contact: Allen Folks, AICP, EDWA Inc., San Francisco.

**Honorable Mention for Comprehensive Planning, Small Jurisdiction: *Comprehensive Amendments to the City of Fairfield General Plan.*** A comprehensive amendment to the 1992 General Plan that reigns in the Plan's vision of sprawl. Establishes a new Livable City vision that promotes a variety of smart

growth concepts. A noble, courageous effort to promote higher densities, preserve farmland, and protect military uses. Contact: David Feinstein, City of Fairfield.

**Best Planning Implementation, Large Jurisdiction: *City of Berkeley Infill Housing Implementation.*** Sustainable development policies and examples of successful higher density infill development, downtown and along major transit corridors in Berkeley. The General Plan recognizes sustainability as an organizing principle, along with the interdependent goals of protecting the environment, promoting social equity, and achieving a healthy economy.

Contact: Mark A. Rhoades, City of Berkeley.



City of Berkeley implements high-density housing near transit.

**Best Planning Project: *Eastshore State Park General Plan.*** A collaborative planning process jointly sponsored by a partnership of the East Bay Regional Park District, California Department of Parks and Recreation, and California State Coastal Conservancy, that has won support from diverse constituencies. A General Plan for 8.5 miles of the bay shoreline along the waterfronts of five cities, that balances resource protection with recreation and access. A new urban park prototype. Contact: Stephen D. Hammond, Wallace Roberts & Todd, LLC, San Francisco.

**Honorable Mention for Planning Project: *Camp Arroyo, East Bay Regional Parks.*** An innovative, state-of-the-art Summer Youth Camp and Environmental Education Center designed and built using ecologically sustainable technology and part of Arroyo Del Valle Regional Park in Livermore. Its goal

(continued on page 4)

*The Awards Banquet is scheduled for Friday evening, May 30, 2003, at the UC Berkeley Faculty Club. See flyer inside.*



Downtown is slated to receive development under the new Fairfield General Plan.

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## DIRECTOR'S NOTE

Thousands of planners converged to the Mile High City of Denver in March to attend the 2003 APA National Conference. The opening session of the conference featured guest speaker **Jerome Kaufman**, FAICP, who is a planning practitioner, author, and educator. His address, *Looking Ahead: Major Planning Challenges Moving into the 21st Century*, explored the unfinished work and new challenges facing planners in this century, including taming sprawl, effective regional action, and planning for a community food system. Planners need to be visionaries instead of just being in a rational, bureaucratic mode.

Next year's conference will be held in Washington, DC. Then in 2005, we are excited that San Francisco will play host to this annual event. Some of the highlights of these conferences are the mobile workshops. Planners love to be able to see and explore planning issues rather than just sit and listen. But don't get me wrong, sessions are great too! Please contact me, if you have any suggestions or if you are interested in helping out with the **2005 National Conference in San Francisco**. Even though it's two years away, the planning starts now! The core working group will meet in May to help plan out the theme and logistics and to form committees. There are plenty of opportunities to get involved. We will be expecting over 5,000 conference attendees.

Please plan to attend the Awards Banquet on Friday, May 30 at the U.C. Berkeley Faculty Club (see insert page for details). We also have an international trip planned to **Cuba** in October. There are still some spaces for you to be a part of this once-in-a-lifetime trip. Please contact **Jennifer Andersen** if you are interested in going. Finally, if you haven't had the chance to look at our website, [www.norcalapa.org](http://www.norcalapa.org), please do so. There, you will be able to complete a short questionnaire as to the timing, ticket price and location of the next annual holiday party. We value your opinion and participation.

— Hing Wong, AICP

## LETTER TO THE EDITOR

Please send digital versions of the excellent article on "A Tax Plan that Hurts" (*Northern News*, April 2003) to Dianne Feinstein and Barbara Boxer! In fact, it should be sent to all Senators, particularly those on the conference committee battling over Bush's budget!

*Anne Cronin Moore, AICP*  
Moore Consulting, San Rafael

## NEWSLETTER INFORMATION

### EDITORIAL

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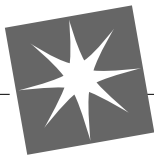
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The deadline for submitting materials for inclusion in the **Northern News** is the 16<sup>th</sup> day of the month prior to publication.



## There are great Planning books out there!

Read one lately? Please submit a book review for inclusion in the Summer Reading issue of the *Northern News* (the July/August issue). Book reviews can be current best-sellers or classics. Articles must be 300 to 500 words in length. Deadline for submission is June 11. This issue will also count readers' favorite planning-related movies. Send your article to [pierce.macdonald@ci.dublin.ca.us](mailto:pierce.macdonald@ci.dublin.ca.us)



HEV emissions are up to 50 times lower than a typical diesel bus.

## A Student Perspective

by *Irvin Dawid*

The highlight of my attendance at the APA National Conference in Denver last month was clearly the downtown Sixteenth Street Mall, especially its fascinating 'FreeMall Ride' buses.

I had never experienced anything even close to what I experienced there. The first time I boarded the FreeMall Ride I thought I was on a streetcar, light rail, or some ultra-modern type of transport. Technically, it is referred to as an HEV, or Hybrid Electric Vehicle. Electrically propelled by batteries that are charged by an engine powered by compressed natural gas, and additionally charged through 'regenerative braking' (excess electricity is created when the brakes are applied), the bus makes a 'whishing' sound similar to that created by a light rail vehicle.

Passenger boarding on the bus was extremely efficient. It was a 'low-floor' design, of course, requiring only one short step, as are many new transit vehicles these days. What was unique (for a bus) were the four doors that passengers used to quickly board and exit. Similar to the automated people mover at the Denver International

Airport, there was no charge – hence the name "FreeMall Ride". Unlike the DIA, the bus was driven by a human operator.

Aboard the bus, there were few seats. This was more of a standing environment, similar to being on a subway car.

Rather than being unpleasant, it added to the vitality. One held onto a pole or strap and looked out through the large windows at all the shops and historic buildings as the bus quickly accelerated.

With the combination of no-fee, low-floor, and exiting patrons standing by the four doors, the dwell time at stops was a matter of seconds, unlike most transit choices. In

fact, by comparison, the light rail train at the convention center stop appeared downright clunky, as the train seemed to wait forever before proceeding after the passengers entered and exited.

While the technology of the bus was fascinating, it was the mall itself that enabled the transit to be so efficient and attractive. The mall can be viewed as a 'busway' – only the buses, police cars, and mall maintenance vehicles are allowed to use the two-lane street. Even bicycles, somewhat to my dismay, are prohibited. With no competition on the street, the FreeMall Ride never experienced traffic congestion. Its passengers were whisked quickly, quietly, and safely throughout the mall's 17 blocks. The buses stopped literally at every block, and passengers quickly boarded and exited, creating a subway-type of excitement.

Most of the mall had a wide median containing benches, art, flowerpots, and even vending wagons, providing a unique atmosphere. Pedestrians enjoyed the streetscape by relaxing in the median, as well as the sidewalks. Unlike conventional malls, it had a street atmosphere like what might have existed prior to the advent of the automobile when streetcars provided the main form of transportation, and pedestrians enjoyed more than just the peripheries.

At last check, daily ridership on the FreeMall Ride was 60,000 (boardings); that's 25,000 more than the extensive 15.4 mile, 2-branch light rail system. Both modes are operated by Denver's Regional Transportation District.

Being an urban transportation planning student, I felt uncomfortable calling the FreeMall Ride a mere bus. After much deliberation, I picked my own definition: a non-automated people mover.

*Irvin Dawid is a student at San Jose State University. He can be reached at (408) 924-5882. For more information on HEV, visit: Hybrid Electric Vehicles: <http://www.transteq.com/index.asp> and Denver's transit agency: <http://www.rtd-denver.com/>*

## Awards ... *(continued from page 1)*

is to provide children the opportunity to learn with hands-on experience about their environment. The green camp design not only provides beautiful facilities, but also serves as an example of sustainable development. Contact: Mike Anderson, East Bay Regional Park District, Oakland.

**Honorable Mention for Innovative Use of Technology: U.C. CEQA Handbook.** A web-based reference document that provides a guide for consistent and successful implementation of CEQA throughout the statewide U.C. system. By using the CEQA process to address environmental impacts, the University is implementing its objective of being a good neighbor to campus communities. Succinct, easy to read, easy to navigate, and good reference 'links.' Contact: Charlotte Strem, University of California, Office of the President, Oakland.

**Best Focused Issue Planning: City of Brentwood Agricultural Enterprise Program.** Provides farmland mitigation at a ratio of one acre protected for each acre lost; density bonuses through a transferable agricultural credits program where valuable agricultural land is permanently protected; and agricultural enterprise support through measures such as staffing and financing. Can be used by other communities with extensive agricultural land, urban growth pressure, and a desire to protect agriculture. Contact: Mitch Oshinsky, AICP, City of Brentwood.



The Opportunity Center of the Mid-Peninsula offers 200+ units per acre for homeless and transitional housing.

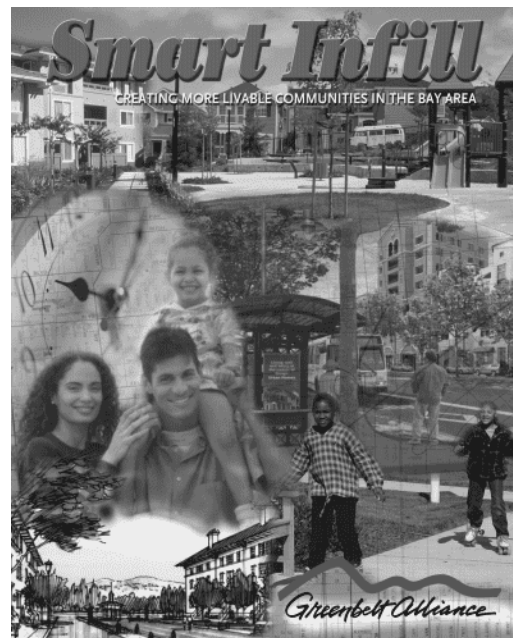
## LEADERSHIP AND SERVICE

**Best Advocacy Planning: *The Opportunity Center of the Mid-Peninsula.*** A five-story development that provides 89 affordable permanent and transitional housing units above a homeless services center. The inclusive planning process produced a design that provides dignity and a sense of place. The project has a density of 200+ units per acre close to transit and downtown Palo Alto. An exemplary collaboration of the Housing Authority, the faith community, two counties, and five cities. Contact: Beth Young, City of Palo Alto.

**Honorable Mention for Advocacy Planning: *East Palo Alto Housing Element and Inclusionary Housing.*** A Housing Element that represents diligent and conscientious efforts to incorporate input from all economic segments of the City of East Palo Alto. Innovative policies and actions to allocate affordable housing opportunities to existing residents, community members who help strengthen the City, and those who work in the City. Forward thinking in an extremely challenging setting. Contact: Veronica Tam, Cotton/Bridges/Associates, Pasadena.

**Best Education Project: *Smart Infill: Creating More Livable Communities in the Bay Area.*** A 72-page illustrated guidebook for

*(continued on page 6)*



## JOBS

### City of Union City

Assistant Planner/

Associate Planner

Opens 4/28/03. Closes 6/6/03.

\$4,201-\$6,109

(anticipate 3% increase to salary)

The City of Union City is seeking a journey professional at the Associate Planner level OR an apprentice professional at the Assistant Planner level who is committed to the profession and demonstrates potential to perform work at the Associate level with training and oversight. Work includes a variety of current and long-range planning projects. Assignments involve plan review, research, data gathering, and report writing. The planner participates as a member of the Development Review Committee when processing development applications. The position offers exciting opportunities in an energetic community concerned about quality development and neighborhood preservation.

Requirements: Equivalent to a Bachelor's Degree from an accredited college with major coursework in urban planning, public administration, geography, economics, political science, or a related field and three years of increasingly responsible experience in a municipal planning department or in private consulting for public agencies. The Assistant Planner need not have the specified work experience.

Applications may be obtained from the City of Union City, 34009 Alvarado-Niles Road, Union City, by contacting our job hotline at 510-675-5339 or by visiting our website at [www.ci.union-city.ca.us](http://www.ci.union-city.ca.us).

Greenbelt Alliance's Smart Infill guidebook contains great local examples.



**City of Anaheim**

Planning Director

The City of Anaheim (population 328,014), now the tenth largest city in California, is seeking a cutting edge planning and development professional to lead the City's Planning Department. Anaheim is a full-service, Charter City with a total annual budget of \$1.067 billion and regular full-time staff of 2,100.

Reporting to the Deputy City Manager, the new Director will be responsible for a full service planning department including advanced and current planning, building plan review and inspection, code enforcement, and economic development. The Department's resources include a staff of 96 and an operating budget of \$13.7 million.

The ideal candidate is a sophisticated planning and development executive who has exceptional leadership, communication, interpersonal skills, and possesses broad experience in all areas of planning and development. In addition, candidates should have a proven track record of innovation/creativity, and building strong relationships with elected officials, the community, Planning Commission, and City staff.

The salary range for the position is \$112,913 to \$169,369 depending on qualifications. In addition, the City provides an excellent management benefit package. To be considered for this exceptional career opportunity, submit resume, cover letter with current salary, and three work-related references by Friday, May 30, 2003.

SHANNON EXECUTIVE SEARCH, John Shannon or Teri Black-Brann, 241 Lathrop Way, Sacramento, CA 95815. 916 263-1401. Fax: 916 561-7205 Email: resumes@cps.ca.gov www.cps.ca.gov/shannon

**University of California, Davis**

Resource and Management Planning Associate Campus Planner

The University of California, Davis, is seeking applicants for the position of Associate Campus Planner. This position offers an opportunity to work at all scales of physical planning, from land use to urban design to project-specific planning. The campus is seeking an energetic professional who will contribute in a team-oriented environment.

UC Davis is the largest physical campus in the University of California system, with 5300 acres in the Davis area. Campus lands range from urban to agricultural. UC Davis is preparing plans to grow from 26,000 students today to 31,000 in 2015.

Required skills: Knowledge of land use planning processes, site analysis, site planning, and urban design principles. Skill to incorporate environmental planning principles into physical planning solutions. Skill in graphic communication, manual and computer. Excellent interpersonal, oral and written communication skills. Skill in facilitating community participation. Skill in organizing workload to meet deadlines. Ability to work independently with general direction.

Apply to: UC Davis Employment Office, TB-122, Davis, CA 95616. Refer to Vacancy Listing #030780. Final filing date: Friday, April 18, 2003. Applications must be received by 5:00 pm on the Final Filing Date for consideration (postmarks are not acceptable). Required application materials are available at the UCD Employment Office, on the Internet <http://hr.ucdavis.edu/emp>. For additional information call (530) 752-7520, TDD Line (530) 752-7140. E.O.E.

**Professional Notes**



**K.L. (Dan) Wong**, AICP MITE, Senior Transportation Planner with the San Francisco Airport Commission, spoke at both the Airfront Issues Session and Airport Planning and Development Symposium at the recent APA 2003 National Conference in Denver.

**Valentin Alexeeff** has been appointed the new Director of Planning and Development for Santa Barbara County. He has been in Contra Costa County for nearly 24 years as Zoning Administrator in Antioch, Planning Director and City Manager in Clayton, Growth Management and Economic Development Director at Contra Costa County and most recently as Director of the Policy and Innovation Institute at Contra Costa.

**Ralph 'Raffi' Kachadourian**, recently an Associate Planner with the City of Union City, is now the Senior Planner with the City of Sanger, a community of about 20,000 located 12 miles east of Fresno on the way to Kings Canyon and Sequoia National Parks. After a 10-year moratorium on new construction, due to sewer plant capacity, development in Sanger is starting again. He was with Union City for almost four years and, prior to that, with Millbrae and Dublin. This new position brings him back to his roots in the Central Valley.



## Awards ... (continued from page 4)

Bay Area leaders featuring photos and case studies of successful, smart infill development throughout the region. A practical, hands-on educational tool chest that boldly promotes social equity and economic and environmental aspects of livable communities. Excellent local examples; wonderfully written; exemplary use of graphics and computer generation. Contact: Janet Stone, Greenbelt Alliance, San Francisco.

### Best Academic Project: *Market-Almaden Neighborhood Improvement Plan*.

A student group project to prepare a viable neighborhood revitalization plan through a comprehensive planning process with collaboration of the university, the community, and the city staff and officials. A cohesive community vision that outlines specific physical, environmental, and social improvement recommendations in an official city document. An extraordinary hands-on learning experience for students at San Jose State University. Contact: Ana Ruiz, San Jose State University, Urban and Regional Planning Department.

The Awards Banquet is scheduled for Friday evening, May 30, 2003, at the UC Berkeley Faculty Club. See details on insert page. If you did not submit your outstanding project for this year's awards, it might still be eligible to compete for an award next year.

*The following individuals served on the Northern Section Awards Jury: Bob Brown, Community Development Director, City of San Rafael; Walter Kieser, Managing Principal, Economic & Planning Systems, Berkeley; and Dayana Salazar, Chair, Urban and Regional Planning Department, San Jose State University. Larry Tong, Interagency Planning Manager, East Bay Regional Park District, is an ex-official member of the awards jury. Thank you to all of the jury for the time and energy dedicated to this year's program.*

## Holiday Party Committee Needs Your Input


Several people asked for the Holiday Party to be held on a Friday night so they could come without having to worry about work the next day. We decided to post a questionnaire on our website [www.norcalapa.org](http://www.norcalapa.org). So, we put it to you, APA Members....

- 1.) When should our Holiday Party be held?
  - A. Thursday Night—the Northern Section's traditional day
  - B. Friday Night—to help others come to the party, and avoid having to work the next day

If we hold the party on a Friday night, it may be hard to find a venue in December. Also, there may be a conflict with office and social parties, so we have another question for you...

- 2.) What month would you prefer the Holiday Party be held?
  - A. Late October—to really beat the crowd and kick off the holiday season.
  - B. Early November—to get a little jump on the holidays
  - C. Early December—no matter what
- 3.) If it had to be in November to have a Friday night party, would you come?
  - A. No way
  - B. Maybe
  - C. Yes

Respond to poll at [www.norcalapa.org](http://www.norcalapa.org)



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# NORTHERN SECTION CALENDAR

## May

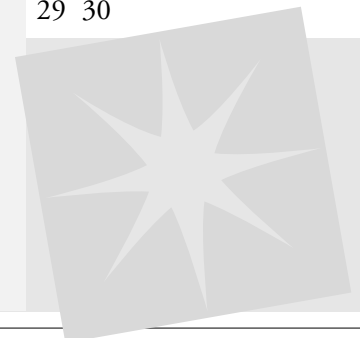
- 1** 6 p.m. APA Northern Section Board Meeting at ABAG, 101 Eighth Street, Oakland
- 10** AICP Test Date
- 14** Ozone Reduction Working Group at MTC, 101 Eighth Street, Oakland
- 20** Northern Section Awards Banquet R.S.V.P. deadline; See insert page
- 30** **Northern Section Awards Banquet**

## June

- 5** 6:30 p.m. IAPA Regular Meeting. Email [anderjenn@attbi.com](mailto:anderjenn@attbi.com) for details
- 14** MTC Transportation Summit at the Palace Hotel (Montgomery Street BART)

MAY						
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JUNE						
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22	23	24	25	26	27	28
29	30					



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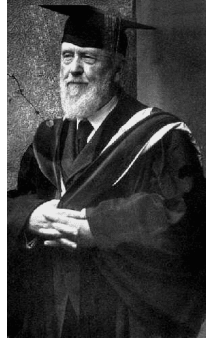


## AWARDS

# 2003 Northern Section Awards Banquet In Historic Berkeley Faculty Club

Join the celebration of planning excellence. The Northern Section and the University of California at Berkeley Capital Projects Unit\* are proud to co-sponsor this year's 2003 Northern Section Awards Banquet. We have been able to secure a portion of the historic Berkeley Faculty Club for the Awards Banquet.

Bernard Maybeck designed the original clubhouse in traditional Craftsman style in 1902. The building is one of the finest examples of the architectural style.



This is a wonderful opportunity for you, your elected and appointed officials, and your customers and clients to learn about some of the best planning efforts of 2003 in a relaxed and enjoyable atmosphere, and at the special rate of just \$35 per person. Northern Section award winners will go on to the State-wide competition, and, if successful, on to the National competition. Space is limited, and the registration deadline of Tuesday, May 20, 2003 is close, so please register today!

**When:** Friday, May 30, 2003, beginning at 6:00 p.m. Socializing & Cash Bar; 6:30 p.m. Dinner/Award Presentations/Meet with the Award Winners

**Where:** Berkeley Faculty Club, on the University of California, Berkeley campus (a nice walk from Downtown Berkeley BART: See [www.berkeley.edu](http://www.berkeley.edu) for a map of the campus or contact Larry Tong)

**Cost:** Special price of only \$35 per person

**Deadline:** Tuesday, May 20, 2003; Space is limited; Please respond as early as possible

**To register:** Complete the coupon below and mail it, with your check for just \$35 per person, to: Larry Tong, Northern Section Awards Coordinator, East Bay Regional Park District, P.O. Box 5381, Oakland, CA 94605.

**Additional information:** Contact Larry Tong at [ltong@ebparks.org](mailto:ltong@ebparks.org) or 510/544-2621



\* Special thanks to David Mandel, Environmental & Long Range Planner, and Tom Lollini, Assistant Vice Chancellor, Physical and Environmental Planning, at U.C. Berkeley.



Please register me/us for the 2003 Northern Section Awards Banquet at 6 p.m. on May 30.  
Deadline May 20, 2003

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

Agency/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Dinner selection(s): [  ] Prime rib; [  ] Poached salmon; [  ] Grilled eggplant with roasted garlic polenta  
[  ] Check for \$35 per person payable to "NSCCAPA";

Total number of persons: [ \_\_\_\_ ]; Total amount of enclosed check: [\$ \_\_\_\_\_ ]

Mail completed coupon and check payable to "NSCCAPA" to: Larry Tong, Northern Section Awards Coordinator, East Bay Regional Park District, P.O. Box 5381, Oakland, CA 94605.

