

JULY 2006

Northern Section APA AWARD WINNERS, page 3

# Northern Section, California Chapter, American Planning Association

# Live sustainable or die

By Naphtali H. Knox, FAICP, Editor

n my world (Palo Alto, Santa Cruz, and points in between), "sustainable" is the overused word of the day.

- The *Palo Alto Daily News*, April 28, 2006, page 77, quotes planning commissioner Lee Lippert as saying (about Alma Plaza): "I see this project as failing on the four main elements of sustainability: density, diversity, design, and transportation."
- The dinner menu at a fine Santa Cruz restaurant offers "Certified sustainable Scottish farmed salmon." "Why is the fish sustainable?" I asked. It's the process, the waiter proudly responded. The fish are raised in a chain of four Scottish lochs, and only one loch is used while the others regenerate and recover from the feed and wastes put into the lochs for and from the salmon.
- Also noted in Santa Cruz: "Sustain," "sustainable," and "sustainability" were used a total of eight times in the *summary* minutes of the April 27 meeting of the General Plan Advisory Committee. The City's one-page vision statement uses "sustainable" three times.
- The Bay Area Alliance for Sustainable Communities (Oakland) promotes the "Three E's of Sustainable Communities"prosperous Economy, quality Environment, and social Equity. (See "Pathways to Results: Measuring Progress Toward Sustainability," Jan. 2003, revised May 2004.) The closest thing to a definition is on page 45, under Ecological Footprint: "Sustainability means achieving satisfying lives for the current population and future generations within the limited capacity of the planet."
- Governor Schwarzenegger once decried "fiscally unsustainable sprawl." ("Schwarzenegger Embraces 'Smart Growth' Ideas to Curb Sprawl," CNN.com, Inside Politics, November 21, 2003.)

- In *Northern News*, February 2006, **Connie Galambos** (Regional Sustainability Initiative Coordinator, Redefining Progress, Oakland) outlines "Planning tools for environmental, economic, and social sustainability." Her excellent one-page article uses "sustainable" and "sustainability" 10 times.
- And we have this from the *California General Plan Guidelines*, 2003, page 21: "The comprehensive, integrated, and long-term nature of the general plan makes it an ideal vehicle for implementing local sustainable development goals" and "The concept and application of sustainable development is evolving through creative interpretation and use."

## Why we should be concerned

As lead consultant for the City of Santa Cruz General Plan, I observed that local participants (staff, committee members, public) were defining "sustainability" to mean whatever they had in mind at the moment—nothing more, nothing less. I brashly suggested—and there was general acknowledgement from the Committee—that we needed multiple definitions for "sustainable" in its various contexts.

The purpose of defining a term is to clarify meaning and eliminate ambiguity. To some people, the terms used in the planning process are new. Others know what the terms mean, but interpret them with variations. Because the General Plan is such a comprehensive and overriding policy document, all those involved in preparing the plan should have a common understanding of the more frequently used terms.

## What does "sustain" really mean?

The *Oxford American Dictionaries* (version 1.0.1, Apple Computer, 2005) define "sustain" to mean "strengthen or support physically or mentally." "Sustainable" means "able to be maintained at a certain rate or level; ...conserving an ecological balance by avoiding depletion of

#### BOARD MEMBER DIRECTORY

DOARD		
Director		
Hing Wong, AICP	(510) 464-7966	hingw@abag.ca.gov
Director Elect		
Juan Borrelli, AICP	(408) 535-7709	juan.borrelli@sanjoseca.gov
Administrative Direct	or	
Michael Olin	(415) 229-2812	molin@sf.wrtdesign.com
Treasurer		ç
Jeff Baker	(925) 833-6610	jeff.baker@ci.dublin.ca.us
Immediate Past Direc	• •	
Jeri Ram, AICP	(925) 833-6617	jeri.ram@ci.dublin.ca.us
	(723) 000 0017	
Advertising Director		
Marta Self, AICP	(925) 988-9188	mself@mms-inc.net
AICP Director		
Don Bradley, AICP	(650) 592-0915	dr.donbradley@comcast.net
Awards Program Dir	• •	
	(510) 670-6503	alex.amoroso@acgov.org
		• •
Mark Rhoades, AICP		mrhoades@ci.berkeley.ca.us
Communications Dire		
Jerry Haag	(510) 644-2106	jphaag@pacbell.net
Ethics Review Directo		
Hanson Hom, AICP	(510) 577-3421	hhom@ci.san-leandro.ca.us
International Director		
Rob Eastwood, AICP	(408) 299-5792	rob.eastwood@pln.co.santa-
		clara.ca.us
Legislative Director		
Kit Faubion, AICP	(510) 808-2000	kfaubion@meyersnave.com
Membership Director		
Christopher Wolf, MPIA	(415) 412-2672	membership@norcalapa.org
Planning Diversity Di	irector	
Michele Rodriguez, AIC		michele@boggis.com
Newsletter Editor		00
Naphtali Knox, FAICF	(415) 699-7333	knoxnaph@gmail.com
Professional Develop		
Darcy Kremin, AICP	(925) 906-1460	dkremin@rbf.com
		ukreininerbi.com
Student Representation	(619) 757-4677	adamkbinstock@msn.com
	(415) 205-1339	mchickey@berkeley.edu
Maureen Hickey	(415) 205-1559	mcmckey@berkeley.edu
University Liaison		
Connie Galambos	(510) 444-3041	cgalambos@rprogress.org
Website Coordinator		
Pierce Macdonald	(510) 459-6092	piercemac@hotmail.com
Regional Advisory C		
	ommittees (RACs)	
	ommittees (RACs)	
East Bay		ioanna@dcenlanning.com
<b>East Bay</b> Joanna Jansen	(510) 848-3815	joanna@dceplanning.com
<b>East Bay</b> Joanna Jansen David Ralston		joanna@dceplanning.com dralston@oaklandnet.com
East Bay Joanna Jansen David Ralston Monterey Bay	(510) 848-3815 (510) 238-2970	dralston@oaklandnet.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP	(510) 848-3815 (510) 238-2970	· · · · · ·
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay	(510) 848-3815 (510) 238-2970 (831) 425-5425	dralston@oaklandnet.com michael@slattcon.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP	(510) 848-3815 (510) 238-2970	dralston@oaklandnet.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay	(510) 848-3815 (510) 238-2970 (831) 425-5425	dralston@oaklandnet.com michael@slattcon.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay Ladd Miyasaki	(510) 848-3815 (510) 238-2970 (831) 425-5425	dralston@oaklandnet.com michael@slattcon.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay Ladd Miyasaki Peninsula Andrea Ouse, AICP	(510) 848-3815 (510) 238-2970 (831) 425-5425 (707) 935-3145	dralston@oaklandnet.com michael@slattcon.com schellcreekfuyu@comcast.net
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay Ladd Miyasaki Peninsula Andrea Ouse, AICP Redwood Coast	(510) 848-3815 (510) 238-2970 (831) 425-5425 (707) 935-3145 (650) 985-2590	dralston@oaklandnet.com michael@slattcon.com schellcreekfuyu@comcast.net aouse@mcaplanners.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay Ladd Miyasaki Peninsula Andrea Ouse, AICP	(510) 848-3815 (510) 238-2970 (831) 425-5425 (707) 935-3145 (650) 985-2590	dralston@oaklandnet.com michael@slattcon.com schellcreekfuyu@comcast.net aouse@mcaplanners.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay Ladd Miyasaki Peninsula Andrea Ouse, AICP Redwood Coast George Williamson, A San Francisco	(510) 848-3815 (510) 238-2970 (831) 425-5425 (707) 935-3145 (650) 985-2590 ICP (707) 825-8260	dralston@oaklandnet.com michael@slattcon.com schellcreekfuyu@comcast.net aouse@mcaplanners.com georgew@ planwestpartners.com
East Bay Joanna Jansen David Ralston Monterey Bay Michael Bethke, AICP North Bay Ladd Miyasaki Peninsula Andrea Ouse, AICP Redwood Coast George Williamson, A	(510) 848-3815 (510) 238-2970 (831) 425-5425 (707) 935-3145 (650) 985-2590 ICP (707) 825-8260	dralston@oaklandnet.com michael@slattcon.com schellcreekfuyu@comcast.net aouse@mcaplanners.com georgew@ planwestpartners.com

South Bay open

#### **Newsletter Designer**

(415) 824-4375 jxp.design@yahoo.com Juliana Pennington specializing in visuals for the planning and design professions



# ver 120 planners, architects, builders, and elected officials attended

DIRECTOR'S NOTE by Hing Wong, AICP

the glamorous Northern Section Awards Banquet at Scott's Seafood in Jack London Square on June 9, making it the largest awards ceremony gathering the Section has ever held. (See page 3.) Fourteen awards and honorable mentions were presented in an evening that concluded with recognizing our four most recent FAICP inductees. Awards Program Directors, Alex Amoroso, AICP, and Mark Rhoades, AICP, put on a

fabulous event with the generous assistance of Mika Miyasato, AICP, Greg Powell, and Charity Wagner. The awards jury, consisting of Natalie Macris, Ladd Miyasaki, Steve Piasecki, AICP, and Sonia Urzua, AICP, had the difficult but rewarding task of going through every award nomination and selecting the winners. Congratulations to the winners and thanks to everyone for putting together an unforgettable event.



Mark Rhodes and Alex Amoroso

Relax and enjoy each other's company at social mixers hosted by our RACs this summer. The mixers give us an opportunity to meet you and to find out what you desire from your local APA. E-mails will be sent to announce the dates and locations. The East Bay Berkeley social was held June 27, co-hosted by PMC at Beckett's Irish Pub. A San Francisco mixer is scheduled at BOCA (Bar of Contemporary Art) on Friday, July 21. (See calendar, back page.)

This year's CCAPA Conference will be held at the Hyatt Orange County, October 22-25. The early registration deadline is August 15; register online at www.calapa.org. Northern Section is again planning to provide scholarships to help a limited number of students attend the conference. Last year, we awarded three \$150 scholarships for the Yosemite conference. Information and sign-up details will be sent to APA student members.

Do you know of any good venues in the South Bay that we can use to host the Opening Reception for the 2007 CCAPA Conference? The facility would need to accommodate 1,500. Contact Juan Borrelli, AICP, (408) 535-7709 or juan.borrelli@sanjoseca.gov

Would you like to give a session at the 2007 conference? Contact Hanson Hom, AICP, (510) 577-3421 or hhom@ci.san-leandro.ca.us. The next Conference Steering Committee meeting is Saturday, August 19, 10 AM at San José City Hall, 200 East Santa Clara Street. Everyone is welcome to participate!

	NEWSLETTER INFO	ADDRESS CHANGES	
-	EDITORIAL	ADVERTISING/JOBS	Membership Department
	Naphtali H. Knox, FAICP TEL: (415) 699-7333	Marta Self, AICP TEL: (925) 988-9188 e-mail: mself@mms-inc.net	APA National Hqtrs. 122 South Michigan Ave. Ste.1600 Chicago, IL 60603-6107

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

printed on recycled paper 🚯

312/431-9100



John Bunch, AICP, Development Services Director (retired); Project Manager and Facilitator, Vallejo



Howard Stark, Acting Deputy State Director for Natural Resources, California State Office, BLM



Elaine Costello, FAICP, Community Development Director, Mountain View



Emeryville CDD Director Charlie Bryant, AICP, with Hing Wong, AICP

# NORTHERN SECTION APA AWARD WINNERS, 2006 OUTSTANDING PLANNING AWARDS

Comprehensive Planning, Large Jurisdiction Downtown Vallejo Specific Plan and Design Guidelines (City of Vallejo and Ken Kay Associates)

The Plan recognizes the existing downtown's historic fabric and grid street system. Surface parking lots are seen as opportunities for mixed-use development near the heavily used ferry terminal. Revised land use regulations and development standards promote retail and housing, a greater intensity of development downtown, and high quality design.

## Planning Implementation, Large Jurisdiction California Coastal National Monument Resource Management Plan (Bureau of Land Management)

The Coastal Resource Management Plan is built on four principles: Preservation (the "management focus"); Landscape (the "ecosystem focus"); Partnerships (the "collaborative focus"); and Communities (the "local focus"). While most planners can plan for only a few miles along the California coast, the Bureau of Land Management had the daunting task of protecting 1,100 miles of coastline, from mean high-tide to the 12 mile limit, and coordinating with jurisdictions up and down the coast. The Coastal Resource Management Plan succeeds by thinking big and acting small. It seeks a high level of clarity and focuses on details. It documents the locations of over 20,000 geologic formations that create unique habitat along the California coast.

Planning Implementation, Small Jurisdiction Mountain View Rowhouse Guidelines (City of Mountain View)

The guidelines aim to achieve high-quality living environments; to seamlessly integrate new development into existing neighborhoods; to build a diversity of housing opportunities by incorporating rowhouses at 15-30 dwelling units per acre; and to create walkable neighborhoods. Rowhouses are now the most active development type being proposed in Mountain View. Since adoption of the guidelines in May 2005, 200 rowhouses have been approved for construction and another 500 are in the pipeline. Many of the projects are near the city's transit stations.

#### Focused Issue Planning

# Emeryville Stormwater Guidelines for Redevelopment

#### (City of Emeryville and Community Design + Architecture)

This project is a noble and successful effort to make stormwater issues as uncomplicated as possible in a dense, built-out environment. The City was faced with meeting very stringent water quality standards without the luxury of open space for swales or large detention basins. The city also has a high water table and quite a few areas with contaminated soils. The Guidelines suggest ways for projects to meet water quality requirements and introduce environmentally friendly measures for treating stormwater on very constrained sites, for example, by adding a water quality function to roof gardens, landscaping, and parking areas. The Guidelines are the first of their kind in the US, and the EPA has used them in staff training and as a reference for applicants.

(continued on page 4)

3

#### **Outstanding Planning Project**

## Master Plan, California State University, Monterey Bay

#### (CSUMB Campus Planning and Space Management, and Moore Iacofano Goltzman)

This award is for adaptive reuse on a large scale. The challenge was to convert the Fort Ord military base into a state university campus. The goals set by the campus leadership were to transform the former military base, respect the environment, and serve as a bridge between the separate and disparate communities of the Monterey Peninsula and the Salinas Valley. That the plan is highly readable will help ensure the success of its implementation.

#### LEADERSHIP AND SERVICE AWARDS

## Innovative Use of Technology Napa County Baseline Data Report (Napa County and Jones & Stokes Associates)

This is a comprehensive resource inventory and baseline for watershed management, environmental compliance, and land use planning. In the 1990s, Napa County faced several planning challenges owing to the lack of a recognized environmental baseline for comparing and evaluating project and planning outcomes. The countywide baseline data report (BDR) provides a scientifically valid, consistent, and defensible basis for assessing and comparing projects. It also provides an updated and comprehensive mapping database and inventory to improve overall regional planning. Though just completed, the BDR is already actively supporting several planning efforts underway in the County.

#### Education Project

San Rafael General Plan 2020 (City of San Rafael)

The Governance Element is a gem embedded in the San Rafael General Plan 2020. The element codifies principals of empowering from the bottom up and building communities from the inside out. Outreach consisted of going to meetings hosted by traditionally underrepresented groups. A key aspect of the element is a commitment to provide simultaneous translation for all participants.

### HONORABLE MENTIONS

Comprehensive Planning, Large Jurisdiction Macdonald Avenue Economic Revitalization Plan

(City of Richmond and BMS Design Group) This is a comprehensive plan to revive Richmond's main street. Among other things, it emphasizes housing as a means to increase the population living downtown to support retail and other desired activities. It increases density in the BART station area; strengthens the relationship of the Civic Center to the community; uses an incremental approach to filling existing storefronts with local nonprofits as activity generators to foster greater retail activity; makes streetscape improvements and modifies vehicular operations to create a safe, pedestrian-friendly environment; and emphasizes public art and Richmond's extensive art community.

## Planning Implementation, Small Jurisdiction City of Lafayette's Traffic Calming Program (City of Lafayette)

This project emphasizes public education and self-help approaches to slow down traffic. The highlight is the Traffic Calming Guidebook, a user-friendly report that explains how the program works, what it can do, and how residents can get started. It offers three levels of traffic calming, ranging from actions people can take right awaylike yard signs and speed watches-to more complex and expensive measures like speed humps and gateway treatments at neighborhood entries. The program has helped the City set priorities for traffic calming requests by creating a standardized process for allocating resources where they are most needed. This program is a model that other Bay Area cities can look to.



Daniel Iacofano, FAICP, Principal, MIG



Patrick Lowe, Deputy Planning Director, Napa County



Bob Brown, AICP, Community Development Director, and Linda Jackson, Principal Planner, City of San Rafael

## JOBS

#### WOOD RODGERS, INC.

#### SENIOR PLANNERS, MODESTO, SACRAMENTO

Duties and responsibilities: In this role, the candidate will prepare and/or direct preparation of subdivision maps, site plans, and other graphics; prepare application forms, letters, reports, specific plans, and other land planning documents; monitor and coordinate tasks and correspond with project team toward completion of projects; coordinate with clients and project team, plus attend meetings unsupervised; and present projects at public workshops and hearings, facilitate and manage groups, and market the company and participate in industry groups. In addition, this role will schedule, train, mentor, and supervise Planning CAD Technicians and Planner I or II staff members.

Job knowledge, skills, abilities, and education:

The candidate will possess seven to ten years planning experience and Bachelor's degree in City or Urban Planning/Landscape Architecture. Additional requirements include strong Microsoft Office, AutoCAD, GIS, and other software skills; ability to send and receive drawings/files; understanding of urban planning, site design, and report writing and correspondences; and ability to communicate clearly both in verbal and written form with clients and agency staff.

Wood Rodgers, Inc. was the recent recipient of the Sacramento Workplace Excellence Leader Award from the Sacramento Bee and Sacramento Area Human Resources Association (SAHRA). We have been recognized as the #10 Best Mid-Size Firm To Work For in the country, and #21 overall in the country (CE News 2005). We believe our employees are our greatest asset, and it shows. We offer all employees:

- 100% paid employee benefits
- Fully stocked kitchens
- Training and licensure assistance
- Mentoring programs
- Annual bonuses
- Profit sharing
- Referral bonuses
- Annual picnic, holiday party, open house, and pancake breakfast
- The opportunity to work AND have fun doing it!
- And much, much more...

Please fill out our online application at www.woodrodgers.com/careers or email your resume to charris@woodrodgers.com

# Sustainable ...

(continued from page 1)

natural resources." Here (alphabetically) are six definitions that could prove useful to planners:

#### Sustainability

Community use of natural resources in a way that does not jeopardize the ability of future generations to live and prosper. *Source: California General Plan Glossary, and State of California General Plan Guidelines*, 2003, page 270.

#### Sustainable development

1. Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. *Source: UN Commission on Sustainable Development*, December 1992.

2. Development that maintains or enhances equity, economic opportunity, and community well-being while protecting and restoring the natural environment upon which people and economies depend. Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. *Source: Minnesota State Legislature, and State of California General Plan Guidelines*, 2003, page 270.

("In all of its work, OPR attempts to encourage more collaborative and comprehensive land use planning at the local, regional, and statewide levels to achieve sustainable development goals of protecting the environment, maintaining a healthy economy, and ensuring equitable treatment of all people." [California General Plan Guidelines, 2003, page 3] "...a decision or action aimed at promoting economic development should not result in decreased environmental quality or social inequity." [Guidelines, page 20] These are the same Three E's promoted by the Bay Area Alliance for Sustainable Communities.)

#### Sustainable economy

One that offers a wide variety of economic opportunities, creates strong local prosperity, and contributes to the local tax base, providing needed public services. *City of Santa Cruz Economic Development Strategy*, 2004, page 2.

#### Sustainable mobility

The essential elements for sustainable mobility include reasonable housing density and street connectivity, an excellent transit system, bike lanes and sidewalks that support biking and walking, a regional carpool system (including online ridematching), taxicabs, and car sharing. *Source: Planners' Network, Fall 2003.* 

#### Sustainable neighborhood

One in which homes are near shops, schools, recreation, work, and other destinations. Sustainable building practices reduce the environmental impact of increased housing. *Source: University of Toronto's Faculty of Architecture, Landscaping and Design, and architectural firm ARK Ink.* 

#### Sustainable society

RBF

One that meets the needs of the present without sacrificing the ability of future generations to meet their own needs. *Source: Sustainability Plan for the City of San Francisco, www.sustainable-city.org/ Plan/Intro/intro.htm.* Printed copies available from City of San Francisco, Department of the Environment, 415-554-6390.

Do you have a definition to add, or a comment? We invite letters to the editor!



# Placemaking on a Budget

ing et is intended to provide dictizent alike with a practical

Placemaking on a Budget is intended to provide planners, designers and citizens alike with a practical approach that can be readily used to realize placemaking efforts that make a difference in communities. This publication, a Planning Advisory Service (PAS) Report through the American Planning Association, is receiving national, state, and local attention by the planning community.

At a time in history where many local governments are seeking to do more with less, Placemaking on a Budget provides photos, illustrations and "how to" steps to help local planners and officials facilitate desired change - even with limited financial resources. The book includes a CD-Rom with worksheets that are implementation focused, as well as a PowerPoint presentation for informing audiences of how Placemaking on a Budget can occur.

To purchase this publication please visit the Planners Book Service in the APA Store at <u>www.planning.org</u>. For additional information please contact AI Zelinka or Susan J. Harden, RBF Consulting's Urban Design Studio at 949.472.3505.

# National APA affairs update

he new APA Board Member for Region VI is Jeffrey Lambert, AICP, a consultant in Sherman Oaks. He is the former California Chapter and Los Angeles Section APA President, and was co-chair of the 1992 State and 2000 Region VI conferences.

The new AICP Commission Member for Region VI is **Collette Morse**, AICP, a consultant with RBF Inc., Irvine. She is a former California Chapter and Orange Section APA President.

More than 4,800 attended the APA National Conference in San Antonio in April. The Texas Host Committee put on a remarkable, one-of-a-kind conference tied to Fiesta Week and a "Night in Old San Antonio," events that draw more than 3.6 million people to San Antonio each year.

Keynoter **Molly Ivins** set the stage for a rollicking good conference with hilarious tales of political chicanery across the country. APA President **Dave Siegel** gave the funniest opening speech yet by an APA president, in which he speaks to God ... and She answers.

Jeri Ram, AICP, led a substantial California presence. Our state again made its mark during discussion of the proposed Affordable Housing policy guide at the National Delegate Assembly. An amendment offered by California to address condominium conversions was rejected by the Delegate Assembly, only to be largely restored by the Board of Directors the next day.

Next year's conference will be in Philadelphia, followed in 2008 by the first-ever national planning conference to be held in Las Vegas.

Membership Growth. APA's first-ever strategic growth plan is paying off. Membership is nearly at 40,000 members. Virtually every student at an accredited planning school in the country is (or can be) an APA member, and initial studies show the students are maintaining their memberships as they move into the workforce.

**Dues Increase.** The APA Board approved a very modest, across the board increase of \$10 per member, to be phased in by billing cycles. This is the first across-the-board increase in six years, and dues in several categories, like students and Steven A. Preston, FAICP, and Mark Winogrond, FAICP, from a May 12 report to the CCAPA and Nevada APA Boards

new professionals, have actually decreased. (A \$10 per member increase is less than the adjusted cost of inflation.)

The dues increase will permit APA to proceed with its growth and communications plans, including a full upgrade of the website to allow full activation of electronic purchases and new user interfaces. In the future, expect the Board to weigh in on the vexing increase in the cost of National Planning Conferences, caused substantially by the need to move to expensive Convention Centers in order to accommodate APA's growth.

**Regional Realignment.** The Board rejected a proposed regional realignment that might have added or subtracted Chapters from Region VI. We remain the only two-state region in the country.

**Diversity.** The Board received an update on implementation of its diversity plan, but our own **Jeannette Dinwiddie Moore, AICP**, pointed out that despite one of the most assertive diversity efforts in the nation, California was not represented on the committee this year ... an issue the Chapter's leadership will want to take up with the new Board.

#### **AICP MATTERS**

Officer Reports. The very credible work in the aftermath of Katrina continues, eating into staff time for regular work, but the task is important. AICP is on solid fiscal footing: the budget is in good shape, and we continue to have healthy reserves.

**Certification.** As all probably know, there were a couple of major snafus in this last round of AICP exams. Scoring errors and notification errors were caused by the new vendor. Staff are now requesting proposals from other firms. Follow-up analysis of the new exam questions will also proceed.

**Professional Development.** APA member surveys continue to beg the question of mandatory versus voluntary continuing education, and it appears there will be a new move to make it mandatory. Related to this, the relatively new AICP Training Workshops have generally been very successful, with good enrollment and excellent feedback. The exceptions were the ones in San Diego in the last year.

Ethics. Finally there is a stable system in place that takes in cases, processes them, tracks them, and reports their status back to the AICP Commission. This is a complete reversal from where we were four years ago, and vigilance will be required to insure that we do not slide back to the old ways.

Membership. A discussion about a minor dues increase for Life and Retired members was continued without action, but it will come back. The formalization of the FAICP has been completed, and controversies have died down.

On the horizon are some issues have particular relevance to our region.

- High cost of conferences
- Making diversity and social equity count in APA, and securing a stronger role for CCAPA in National committees pursuing the issue
- Impact of eminent domain and takings issues on the profession
- Advancing to a much higher level of communications and advertising capability
- Retirement of a number of key staff over the next few years, with that transition offering both opportunity and risk
- Potential changes in staffing the Policy Department
- Nevada Conference 2008
- Los Angeles Conference 2012

#### HONORABLE MENTIONS

(continued from page 4)

# Planning Implementation, Small Jurisdiction

## Sonoma County Housing Implementation Program

#### (Sonoma County)

In June 2005, the Sonoma County Board of Supervisors, with broad-based community support, approved a package of affordable housing policies including a jobs-housing linkage fee and an inclusionary housing ordinance. This is an excellent example of "smart growth," merging environmental and housing objectives, providing a better jobshousing balance, promoting infill housing, and increasing densities in urban areas. A huge amount of information is provided in an easy-to-understand "binder" format. The policy package makes sense of the State's new density bonus program, providing the mandated bonuses and incentives in an easyto-understand chart. Discussion papers within the binder provide a menu of policy options for each topic, and discuss the merits of each. Fact Sheets for the public cover all the new programs and changes to existing programs.

#### Cotati Land Use Code

#### (City of Cotati and Crawford, Multari and Clark Associates)

This is a citywide form-based code from **Paul Crawford, FAICP**, one of the pioneers of form-based coding. It comprehensively replaces the former conventional code and facilitates transforming auto-oriented commercial to pedestrian-oriented mixed use. The code embraces and supports sustainability and resource management. To view the code, go to http://ordlink.com/ codes/cotati/index.htm, and click on Title 17, Land Use.

#### Focused Issue Planning

#### Castro Valley Redevelopment Strategic Plan (Alameda County Community Development Agency and Wallace Roberts & Todd)

Castro Valley's Plan is a strategy for transforming a former State highway to a pedestrian-friendly town center. It uses multiple tools to catalyze, redevelop, and create a sense of downtown. The Plan makes bold changes to the street configuration and identifies focused priority zones to jumpstart implementation.

#### Coast to Crest and Coast to Cave Trail Way Study

#### (Del Norte Resource Advisory Committee, Redwood Economic Development Institute, and Planwest Partners, Inc.)

The study focuses on planning and building a safe destination trail and an attraction for hikers, bikers, and equestrians, residents and visitors. It sites and evaluates potential routes and develops interpretive signage. The trail way traverses an international biosphere site, a world heritage site, a national park, a national recreation area, and a national monument.

#### San Francisco Bay Trail Gap Analysis Study (Association of Bay Area Governments, Alta Planning and Design, Questa Engineering, and Green Info Network)

This is a comprehensive study of every gap in the 500-mile San Francisco Bay Trail that will eventually circle San Francisco Bay. The study asks and answers, when will the trail be done and at what cost? The study details the permitting, funding, and environmental review needed to complete each gap in the trail, using GIS mapping and a methodology for estimating costs. The clear and concise construction information will assist public agencies in incorporating Bay Trail segments in their development and infrastructure projects.

7

# Sustainability survey offered

REDEFINING PROGRESS (RP) has developed the Scenarios for Sustainability (S2) toolkit for use by planners at the state, regional, and local levels. S2 encompasses a set of indicators that provide objective, quantifiable information about the degree to which policies, programs, and plans meet objectives for economic, environmental, and social sustainability.

As part of an ongoing process to refine S2, RP has prepared a short survey on the usefulness of its indicators. The survey can be accessed at www.RegionalProgress.org and takes about 20 minutes to complete. Responses are confidential and will be used solely for RP's internal analytical purposes. Taking the planner survey does not automatically subscribe participants to any mailing lists, although the option is provided for those who request it.

Redefining Progress is a nonprofit sustainability think tank, funded largely through grants and donations. Although other areas within RP undertake fee-forservice contracts, the Regional Sustainability Initiative has been offered without fee and has been funded over past years by the San Francisco, Columbia, TOSA, and Kendeda Foundations.

While the S2 toolkit (now in the research and development phase and freely accessible) may be converted to a standardized tool to generate revenue, RP's primary goal is to identify what planners are concerned about and to determine whether a demand exists or should be cultivated. The online survey asks specific questions about each indicator currently in the S2 package, which will be available on the website later this year along with survey results.

Questions regarding the survey may be e-mailed to survey@rprogress.org. RP staff is also available to conduct workshops and training regarding sustainability planning in general and indicators specifically. You can e-mail general questions to sustainability@rprogress.org.

#### Environmental Assessment URBAN & REGIONAL PLANNING **Resource Management** Los Angeles 310 268-8132 San Francisc 415 362-1500 DYETT & BHATIA GENERAL PLANS URBAN DESIGN SPECIFIC PLANS san francisco san diego 619 232 3166 415 956 4300 • ZONING 755 Sansome St. Suite 400 ENVIRONMENTAL San Francisco, CA 94111 PLANNING • GIS www.dyettandbhatia.com Korve 155 Grand Aven Engineering Oakland, CA 94612 (510) 763-2929 Transportation Civil Traffic Planning Engineering Engineering Progressive Solutions for the 21st Century Chandler W. Lee, AICP Contract Planner 940 Diamond Street San Francisco, CA 94114 Phone: 415.282.4446 VWA Vernazza Wolfe Associates, Inc. 5464 College Ave. Suite C • Oakland, CA 94618 Tel. 510-596-2475 • Fax 510-652-5605 Email VWA@vernazzawolfe.com • Affordable Housing Strategies and Planning Market, Fiscal and Economic Impact Studies Redevelopment Planning URBAN DESIGN CAMPUS FLANNING LANDSCAPE ARCHITECTURE LAND PLANNING BMS 414 Jackson Street, Suite 404 San Francisco, CA 94111 т. (415) 249-0130 F. (415) 249-0132 designgroup.c ones & Stokes Your Project Means The World To Us General & Specific Plans CEQA/NEPA Compliance Public Involvement Environmental Planning & Studies San Francisco **Oakland** San Jose 415.296.0524 510.433.8962 408.434.2244 www.jonesandstokes.com Denise Duffy & Associates, Inc. DD&A Land Use Planning and Environmental Consulting Environmental Assessments Natural Resources Management Permitting/Monitoring Community/Urban Planning Reno San Jose Monterey 775-853-6090 831-373-4341 408-451-8438

# Onward and upward

**Greg Larson**, a resident of Santa Cruz, is the city's new Community Development Director. A graduate of Stanford (where he was student body co-president with Steve Westly), Larson served in various positions (including deputy city manager) with the City of San José (1985-1994). He was city manager and chief information officer for Scottsdale (1994-1997) and city manager of Milpitas (1997-2001). He managed the Westly campaign for State Controller (2002) and has been chief Deputy Controller since 2003.

Art Henriques has left the City of Santa Clara to work for San Benito County. The Director of Planning and Building Services since January, he is helping the County with issues ranging from agricultural preservation to affordable housing to developing a permit center, and will soon start a major update of the county's general plan.

## NORTHERN SECTION CALENDAR

July		JULY						
	S	М	Т	W	Т	F	S	
12 Northern Section Board meeting, 6:30-8:30 PM; WRT, 1328 Mission					_		1	
Street, Fourth Floor, San Francisco	2	3	4	5	6	7	8	
21 San Francisco RAC social and mixer, 6-8 PM at BOCA	9	10	11	12	13	14	1	
(Bar of Contemporary Art), 414 Jessie St., San Francisco, a half-block from	16	17	18	19	20	21	22	
Powell Street BART/MUNI Station, use 5th Street Exit.	23	24	25	26	27	28	29	
Contact FWheele@bart.gov for information.	30	31						
<b>30</b> AICP Workshop. Contact dr.donbradley@comcast.net	AUGUST							
	S	М	Т	W	Т	F	S	
August			1	2	3	4	5	
<b>19</b> 2007 CCAPA Conference Steering Committee. 10:00 am to Noon,	6	7	8	9	10		12	
San José City Hall, 200 East Santa Clara Street, San José	13	14	15	16	17		1	
<b>25-27</b> 15th annual Planners Sierra Retreat, hosted by Central Section.	20	21	22	23		25	2	
For details, contact Bruce O'Neal <boneal@pesc.com> or (559) 256-4250,</boneal@pesc.com>	27	28	29	30	31			
or Mike Waiczis <mrw36@csufresno.edu> or (559) 434-8637.</mrw36@csufresno.edu>	SEPTEMBER							
27 AICP Workshop. Contact dr.donbradley@comcast.net	S	М	Т	W	Т	F	S	
September						1	2	
<b>24</b> AICP Workshop. Contact dr.donbradley@comcast.net	3	4	5	6	7	8	9	
	10	11	12	13	14	15	10	
	17	18	19	20	21	22	23	
	24	25	26	27	28	29	30	

APA Northern News EDITORIAL OFFICE Naphtali Knox 1025 Forest Avenue Palo Alto, CA 94301

FIRST CLASS MAIL U.S. POSTAGE PAID Hayward, CA Permit No. 2

Send To:

This newsletter and past issues, job postings, and membership news and information are online at www.norcalapa.org