



Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Smart Growth Illustrated

NOVEMBER 2006

Developers trying to build smart growth developments in the San Francisco Bay Area have an unusual ally, a conservation organization called the Greenbelt Alliance. Smart developers have found that a Greenbelt Alliance endorsement can help level the regulatory playing field that is tilted against smart growth in many communities.

In 1987, the Greenbelt Alliance realized that to conserve open space, communities would have to build more compactly to accommodate new growth and provide affordable housing. To address this concern, the alliance began endorsing affordable, compact housing developments as a complement to their open space conservation programs. Since then, the alliance has added mixed-use development

projects that include affordable housing to the program.

The endorsement process begins with the review of the project against the following criteria: location, effect on automobile dependency, minimum density, affordability, design, size, and com-

munity input. Endorsed projects get a letter of support and a news release that can be used to publicize and promote the project. The alliance also actively supports some projects at hearings and other public forums.

Completed projects endorsed by the Greenbelt Alliance include Ryland Mews, a high-density (56 units per acre) mews-style condominium apartment in San Jose. Completed in 1996, this project offered a moderately priced alternative to high housing prices in Silicon Valley during the dot-com boom. Because it is two blocks from a light rail transit stop and near shopping areas, the devel-

Adapted from the Environmental Protection Agency website for the Compact Development Endorsement Program, <http://www.epa.gov/smartgrowth/case/compact.htm>.

oper could keep the parking ratio to a relatively low 1.77 spaces per unit. This freed more space for housing, allowing 131 units to be built on less than 3.5 acres in a four-story building.

Another endorsed project, the Emeryville Warehouse Lofts, was one of the earliest housing developments in an old industrial and warehouse area in Emeryville. The old fruit-drying warehouse was converted into 157 loft-style condominiums, and two new buildings provided six live-work townhouses, 15 studio lofts, and a parking garage. Twenty-one of the units were sold to moderate-income households, and five were sold to low-income households. This project proved the economic viability of housing in this area and helped balance the jobs-housing ratio in Emeryville. Built in the middle of an industrial and warehouse area, the Warehouse Lofts are now surrounded by a vibrant residential, retail, and office community.

Swan's Market is a mixed-use redevelopment of an abandoned historic market in downtown Oakland. Reopened in 1998, it includes 18 units of rental housing affordable to families with 20 to 60 percent of area median income, 20 market-rate co-housing condominiums, and one live-work space. The average residential density is 27 units per acre. In addition, a market hall houses the tenants of the historic Housewives Market, formerly located across the street. Restaurants and shops round out the commercial tenants. Civic presence is provided by a public courtyard, which is also home to a farmer's market every Friday, and the Oakland Museum of Children's Art.

(continued on page 4)



San Jose light rail train passes in front of Ryland Mews. Because it is located close to a transit stop, the developer was able to reduce the number of parking spaces and increase the number of apartments. The higher density created moderately priced apartments in the middle of high-cost Silicon Valley. Photo courtesy of the Local Government Commission.

BOARD MEMBER DIRECTORY

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Hing Wong, AICP (510) 464-7966 hingw@abag.ca.gov

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Juan Borrelli, AICP (408) 535-7709 juan.borrelli@sanjoseca.gov

Immediate Past Director

Jeri Ram, AICP (925) 833-6617 jeri.ram@ci.dublin.ca.us

Administrative Director

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Treasurer

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Marta Self, AICP (925) 683-0379 mself@williamself.com

AICP Director

Don Bradley, AICP (650) 592-0915 dr.donbradley@comcast.net

Awards Program Directors

Alex Amoroso, AICP (510) 670-6503 alex.amoroso@acgov.org

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Hanson Hom, AICP (510) 577-3421 hhom@ci.san-leandro.ca.us

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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, MPA (415) 412-2672 membership@norcalapa.org

Newsletter Editor

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

Associate Editor

Erin Dando, AICP (510) 526-4606 erindando@hotmail.com

Planning Diversity Director

Michele Rodriguez, AICP (415) 269-6399 michele@boggis.com

Professional Development Director

Darcy Kremin, AICP (925) 906-1460 dkremin@rbf.com

Student Representatives

Emy Mendoza (510) 923-1276 emymendoza@earthlink.net

Lisa Peterson (510) 301-0713 lpeterson@berkeley.edu

University Liaison

Connie Galambos (510) 839-9505 connie@urbanhabitat.org

Webmaster

Pierce Macdonald (510) 459-6092 piercemac@hotmail.com

Regional Advisory Committees (RACs)

East Bay

Joanna Jansen, AICP (510) 848-3815 joanna@dceplanning.com

David Ralston (510) 238-2970 dralston@oaklandnet.com

Monterey Bay

Michael Bethke, AICP (831) 425-5425 michael@slattcon.com

North Bay

Ladd Miyasaki (707) 523-1010 laddmiyasaki@w-and-k.com

Peninsula

Andrea Ouse, AICP (650) 985-2590 andrea.ouse@lsa-assoc.com

Redwood Coast

George Williamson, AICP (707) 825-8260 georgew@planwestpartners.com

San Francisco

Kenya Wheeler, AICP (510) 287-4782 fwheele@bart.gov

South Bay

Adam Binstock (619) 757-4677 adamkbinstock@msn.com

Newsletter Designer

Juliana Pennington (415) 824-4375 design@famsf.org
specializing in visuals for the planning and design professions



Juliana Pennington

Graphic Design
Technical Illustration
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DIRECTOR'S NOTE *by Hing Wong, AICP*

You'll find the ballot for the Northern Section election in this newsletter. Please cast your votes for Director Elect and for Administrative Director by November 30th. At our November 8th Board meeting, we will adopt the draft Bylaws, which includes a new Board position (Planning Diversity Director) and a few minor changes. To view the draft Bylaws go to: www.norcalapa.org.

Over 1,300 planners attended the California Chapter APA Conference in Orange County in October. Our Section will host the statewide conference in 2007. Mark your calendars for next year's conference in San Jose: September 30 to October 3. Opportunities still exist to help the conference committee. Please contact **Juan Borrelli, AICP** at (408) 535-7709 or juan.borrelli@sanjoseca.gov. Proposals for presentations and mobile workshops are due January 19, 2007. Sponsorship and exhibitor opportunities are also available—please note that this is a first-come, first-served, first-pay basis. Check the California Chapter APA website (www.calapa.org) to download the appropriate forms and for updated information on the conference.

Our RAC Directors and I would like to personally thank the generous support of local planning firms and their colleagues for sponsoring many RAC events this year. Special acknowledgment goes to: LSA Associates; Pacific Municipal Consultants (PMC); RBF Consulting; Wallace Roberts & Todd (WRT); and Winzler & Kelly Consulting Engineers. We look forward to hosting more events next year!

The annual Holiday Party will be held on Friday, December 1 at Caffé Verbena in Downtown Oakland. The Association of Environmental Professionals (AEP) will be joining us again for the festivities. Celebrate the conclusion of 2006 by joining fellow planners while enjoying delicious food and wine. Please RSVP by sending in your check (payable to "NSCCAPA") by November 23 (see the flyer in this newsletter). Dress up in your "dirty thirties" outfits—you won't want to miss the fun!

On the Road to Recovery

Bud Lortz, AICP, the Los Gatos Community Development Director, is recuperating from a motorcycle accident that occurred on his way to Reno for the Street Vibrations motorcycle festival on September 21st. Bud has successfully undergone surgery to repair major injuries including fractured arms, elbow and spine. While the list of injuries is long, Los Gatos co-workers say things are looking up. **Randy Tsuda, AICP**, is serving as Interim Director. NSCCAPA wishes Bud a speedy recovery.

NEWSLETTER INFORMATION

EDITORIAL

Naphtali H. Knox, FAICP
TEL: (415) 699-7333

knoxnaph@gmail.com

Erin Dando, AICP
TEL: (510) 526-4606
erindando@hotmail.com

ADVERTISING/JOBS

Marta Self, AICP
TEL: (925) 988-9188

e-mail:
mself@williamself.com

ADDRESS CHANGES

Membership Department
APA National Hqtrs.
122 South Michigan Ave.
Ste. 1600
Chicago, IL 60603-6107
312/431-9100

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



Vote

Ballots must be post-marked by November 30, 2006.

Position Details: The term of the Director Elect is two years, commencing January 1, 2007. The person elected to this seat will become the Director of the Northern Section in January 2009. The term of Administrative Director is two years, commencing on January 1, 2007.

Write-ins are welcome: Candidates for Director Elect must have served on the Northern Section Board for at least one year. Candidates for Administrative Director should have strong note-taking and organizational skills.

Who may vote: All NSCCAPA members in good standing.

Directions: Mark your official ballot (photocopies not accepted) and place it in a sealed, stamped envelope addressed to Hing Wong, AICP, NSCCAPA Ballot, P.O. Box 2050, Oakland, CA 94604-2050.

Candidate Statement for NSCCAPA Director Elect Darcy G. Kremin, AICP

The Northern Section is the largest section in the state, both geographically and total membership. Our section is even larger than many other state chapters combined! Given this incredible variety, as planners we should concentrate on our geographic, cultural, historical, ethnic and generational diversity to continue to broaden our understanding of our community's needs.

I am enthusiastic about becoming your Director Elect and ready to pursue the following goals:

- Enhance diversity in the field of planning: to encourage people of different backgrounds to learn about planning and become professional planners.
- Promote awareness of planning to the public: let's make the profession more understandable to the average citizen, and bridge the gap between what professional planners say and what happens in the real world.
- Encourage continuing education for planners: we should share experience amongst planners, as well as other professions, and foster professional development at all levels of the field.
- Maintain the fiscal health of the section: the fiscal health of section is important to provide us with innovative programs and events, a high-quality website and newsletter that meets our resource and informational needs, and fun activities, such as the holiday party and awards programs.
- Fulfill the role and duties of Director Elect: preside at Section board meetings and officially represent the Section at meetings and functions when the NSCCAPA Director is unable to do so.

I look forward to the opportunity to serve Northern Section as Director Elect.

Ms. Kremin has eight years of experience as an environmental planner, both in the public and private sector. In her current position as a Senior Planner with RBF Consulting, she is responsible for the preparation and review of both CEQA and NEPA documents. She received her Bachelor's degree from UCLA in Geography/Environmental Studies and her Master's degree from Tufts University (Boston) in Environmental Policy. Ms. Kremin has served on the Northern Section board for over a year, and is currently the Professional Development Director. In addition, Ms. Kremin is a Design Review Commissioner for the City of Walnut



Creek. Ms. Kremin has lived in the Bay Area for four years, and currently resides in Walnut Creek with her husband, Terry, and daughter, Joey.

Darcy G. Kremin, AICP

Candidate Statement for NSCCAPA Administrative Director

Michael Olin

My name is Michael Olin, and I would like to continue serving as your Northern Section Administrative Director. After being appointed to fill a vacancy over a year ago, I have faithfully performed my duties to the Section. The Administrative Director's primary responsibility is taking minutes at bi-monthly board meetings, and I have been very attentive to the detail and accuracy of my minutes, which have been complimented by other board mem-

(continued on next page)

Official BALLOT

Mail by November 30 to: Hing Wong, AICP, NSCCAPA Ballot, P.O. Box 2050, Oakland, CA 94604-2050

Vote for one

For **Director Elect**

Darcy G. Kremin, AICP

_____ write-in

Vote for one

For **Administrative Director**

Michael Olin

_____ write-in

Smart Growth...

(continued from page 1)

Like many of the projects endorsed by the Greenbelt Alliance, Swan's Market has won several awards in 2001, including a Pacific Coast Builder's Golden Nugget award, a California Preservation Foundation Design Award, a California Redevelopment Association Award of Excellence, an AIA/HUD Secretary's Mixed-Use/Mixed Income award, and a Rudy Brunner Silver Medal for Urban Excellence.

From 1990 to 2004, the Greenbelt Alliance has endorsed 95 development projects and 17 neighborhood plans that, if built, would create more than 48,000 residences within existing city limits. By endorsing these projects, the Greenbelt Alliance is making smart growth easier to build while simultaneously reducing pressure to build over green space.

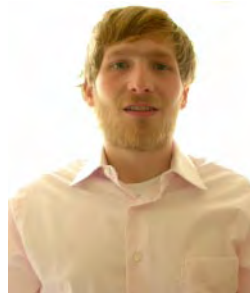


An abandoned warehouse was turned into apartments and town homes in the middle of an Emeryville industrial district. The success of this project sparked many retrofits of old warehouses in the area, turning it into a lively neighborhood of homes and shops. Photo courtesy of the Local Government Commission.

Candidate Statement (continued from page 3)

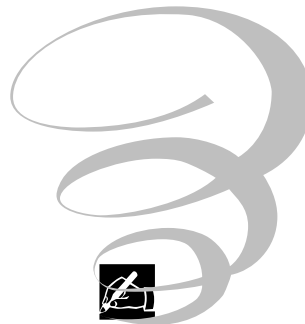
bers. In addition to my listed duties, I've initiated a GIS-based analysis of our membership to better understand the geography of our Section and thereby how to better serve the membership. I value what the Section offers its members—professional development, community interaction, and ethical guidance—and hope to continue to play an active role in supporting these efforts.

Professionally, I'm a planner with Wallace Roberts & Todd (WRT), a planning and design firm, in our San Francisco office. I work on a variety of project types, including general, specific, and park system plans among others. A strong commitment to urbanism underlies this work, and this philosophy reflects my personal values and professional goals: creating more vibrant, healthful, and equitable places to live. As an avid bicyclist and a generally committed



individual, I bike to work everyday, rain or shine. Prior to joining WRT, I studied geography and planning at UC Berkeley.

Michel Olin



JOBS

RBF CONSULTING

Environmental Planning Project Manager

RBF Consulting has an exciting opportunity for an experienced Environmental Planning Project Manager in one of our three Northern California offices: Walnut Creek, Sacramento or Monterey Bay. Current projects include military base conversions, urban in-fill projects, sports complexes, industrial site conversions, transit-oriented villages and affordable housing projects that will improve quality of life in Northern California and make a difference for generations to come.

This position requires proven success in EIR preparation and management including initial studies, negative declarations and mitigated negative declarations. Public outreach and presentations to jurisdictional entities, coordination of multidisciplinary consulting services, project organization and proposal and project submittal preparation.

Qualified candidates will have a Bachelor's or Masters' in environmental studies, Urban Planning, Geography or related field, 8 to 10 years of relevant public and/or private sector experience in environmental planning, and must be a CEQA expert. Excellent written, verbal and presentation skills are essential.

RBF offers excellent compensation and benefits packages, including a generous matching 401(k), profit and bonus plans, relocation assistance and ownership opportunity. We invite you to join our Team and build your career with the Best Firm to Work For in the nation!

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Jones & Stokes is the premier CEQA/NEPA firm headquartered in Sacramento, California and a fantastic place to work and grow. With 19 offices in eight states, the firm provides a wide range of natural resources management and planning services to public agencies and private clients throughout the nation. We provide opportunities to work with experts renowned in their field and to work on interesting and challenging projects.

We are employee-owned firm. This provides you with a vested interest in your company's success, a greater opportunity to chart your own course, and profit sharing.

Our benefits package includes:

- Medical, dental, vision coverage
- Retirement savings plans
- Flexible spending accounts
- Company-paid and voluntary life/AD & D insurance
- Stock purchase plan
- Education assistance program
- Time off benefits
- Vacation/company condominium
- Employee assistance program
- Health club reimbursement

We currently have openings in the following areas:

The **GIS Practice Leader** will develop a vision and chart a strategy to advance GIS at Jones & Stokes beyond its current capabilities into a state-of-the-art unit within the company that excels technically, is efficiently managed and is well integrated with the other consulting staff within the firm. Our current GIS team is highly skilled and motivated and excited to take our current GIS technology and project approaches to the next level. The GIS Practice Leader will lead that effort. The ideal candidate will have the combination of technical, managerial and marketing experience necessary to identify and meet client needs, manage projects, supervise and mentor staff, and lead the development of the GIS team's technical capabilities. The candidate will be responsible for pursuing external GIS opportunities in addition to working with multiple internal clients to provide excellent, comprehensive GIS services.

The qualified candidate must have proven leadership skills, a minimum

of 10 years GIS experience in the environmental or natural resources consulting industry, a B.A. or B.S. (Master's preferred) in Geography/GIS or related environmental science field, and a proven track record in business development and experience in managing staff. Proficiency with ESRI GIS software is required, and familiarity with an enterprise GIS environment is preferred. We would prefer the position be located in Sacramento, but would be open to candidates from other locations.

Project Manager—All Locations: This person will manage the preparation of CEQA/NEPA environmental documents including EIRs/EISs, initial studies environmental assessments. The qualified candidate will have a MA degree in environmental studies, scientific field of technical discipline, or equivalent; plus 4 or more years experience preparing environmental documents and 2 years experience managing the preparation of documents.

Botanist/Wetland Ecologist—Sacramento: This person will conduct botanical surveys, wetland delineations, environmental impact assessments, and prepare survey reports, biological assessments, and other documentation to support environmental compliance and permitting. Bachelors (Masters or Ph.D. preferred) in botany, wetland ecology, or related science and 3 to 5 years of progressively responsible professional experience. Experience with botanical keys and the California flora, including rare species. Prefer working knowledge of federal and state Endangered Species Acts and other relevant federal and state environmental regulations as well as experience working with permitting agencies.

If you are interested in a challenging opportunity with a dynamic employee owned firm that offers an outstanding compensation package, send a cover letter with resume and three professional references: Human Resources Department Jones & Stokes
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What's in It for Me? The Question That Haunts Smart Growth.

Reprinted with permission from Civic Strategies, Inc.

If the urban renaissance of the past 15 years continues, it will be because smart growth advocates answered this question: How does adding large numbers of people to a neighborhood benefit those who are already there?

The answer is critical because a backlash is growing in many older neighborhoods to smart growth, which urges local officials to concentrate growth in mixed-use developments near transit stations. What are the objections? That there's nothing in it for those who already live in these places. In fact, older residents say, they end up paying the price for density, in increased rents, property assessments, traffic congestion, parking woes, changes in neighborhood scale and on and on. There's also a touch of reverse classism here: Some don't like these developments because those who move in are better off than their neighbors.

To begin, smart growth boosters shouldn't pretend that their developments won't change the lives of existing residents. They will. But that could be a good thing, since not all change is bad (although it's sometimes hard convincing neighborhood leaders of this). Better to acknowledge that rents will go up, as will property assessments. Yes, the sidewalks will be more crowded, and many who are walking around will have higher net worths than those who've been there for years...

There are tradeoffs, of course, and smart growth advocates would be wise not to run from them—such things as rising property assessments and rents. But even here, there's a case to be made. Studies have shown that, while rents in gentrifying areas do increase, job opportunities increase as well, and higher wages more than compensate for the rent increases. As for the change of scale, some things can be done to make new developments less jarring, but to an extent this is something residents have to accept if they want the benefits that new developments bring.

In other words, what's needed is a frank discussion of tradeoffs, of the costs and benefits of neighborhood change. But we'll never get to that discussion if the neighborhood benefits of mid-rise, mixed-use developments aren't made clear. Smart growth advocates haven't made that case yet, and time is running out.

A note from the editor:

Two articles in this edition examine the successes and challenges of Smart Growth. The EPA has identified innovative developments in the Bay Area through *Smart Growth Illustrated*; however, Civic Strategies, Inc. notes that proponents of Smart Growth may not be succeeding. As the Northern Section's population and jobs continue to increase, what are land use planners and our communities doing to make our growth smart? Is there an increased backlash from existing neighborhoods and communities to smart growth? How are the trade-offs balanced in your community? Write the editors!

Into the Transbay Transit Center

by Kenya Wheeler, AICP

The Northern Section's San Francisco RAC along with the Transbay Joint Powers Authority held a panel discussion on the new Transbay Transit Center project on October 4th at the Metreon Action Theater. Other co-sponsors included the San Francisco Planning and Urban Research Association (SPUR) and the San Francisco chapter of the American Institute of Architects. **Dennis Gillespie, AIA, AICP, LEED AP**, moderated the panel discussion which began with a presentation by **Maria Ayerdi**, Executive Director of the TJPA, who provided an overview of the Transbay Transit Center project and the international design competition to begin in late 2006. Completion of the first phase of the Transit Center project, a new bus intermodal station, is expected by 2012. An underground rail station and a rail tunnel under 2nd Street connecting the existing Caltran line at 4th Street and Townsend and the Transbay Transit Center is planned for completion by 2018.

Dean Macris, FAICP and **Amit Gosh** of the San Francisco Planning Department described the redevelopment of the community around the transit center and provided a visual context that new projects will have on San Francisco's skyline. Dean noted the plan for a Mello-Roos Community Facilities District to capture the value from increased density around the center, including a new 850+ foot tower adjacent to the new Terminal. **Mike Grisso** of the San Francisco Redevelopment Agency provided more detail on the project, including details about the Mello-Roos financing structures used for the development. He also described some of the street-level placemaking elements that will be added to the redevelopment area creating a vibrant urban neighborhood, including plans to convert Folsom Street to a two-way retail corridor and a new urban park planned near the Transit Center.

Finally, **John Kriken, AICP, FAIA**, Urban Design Partner at SOM, described the changes to the urban skyline of San Francisco occurring from new high-rise developments identified in the redevelopment plan.

The panel discussion was well-attended by over 120 individuals. Northern Section would like to thank the Transbay Joint Powers Agency, the San Francisco Redevelopment Authority and the San Francisco Planning Department for their participation and involvement in organizing the event.



Dennis Gillespie, Maria Ayerdi, and Dean Macris (L to R)



Please join APA and SPUR for a joint session presentation by **Paul Farmer, FAICP**, Executive Director and CEO of the American Planning Association

What Would U.S. Domestic Planning Policy Look Like If We Had One?

Tuesday, November 14, 2006

Wine & cheese reception at 5:30 p.m.
Paul Farmer will speak beginning at 6:00 p.m.

SPUR Office

312 Sutter Street, 2nd Floor
Accessible from the Montgomery and Powell Street BART stations
Parking located at the Sutter-Stockton garage

This event is free for APA and SPUR members
Non-members contribute \$5

RSVP to 415-781-8726 x120
or email events@spur.org

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NORTHERN SECTION CALENDAR

November

4 2007 CCAPA Conference Steering Committee, 10 AM to Noon,
San José City Hall, 200 East Santa Clara Street, San José

6–17 AICP Exams

7 Election Day (VOTE!)

8 NSCCAPA Board meeting, 6:30 PM, MetroCenter Room 171,
101 Eighth Street, Oakland

8 Celebrate World Town Planning Day

14 Paul Farmer, FAICP, 5:30 PM Reception. 6 PM Talk. 312 Sutter Street
(Stockton/Grant). Free to members. See ad on page 6.

30 Last day for mailing NSCCAPA ballots for Director Elect and
Administrative Director.

December

1 Annual APA/AEP Holiday party. Caffé Verbena, 1111 Broadway,
steps from 12th Street BART station, Oakland. See flyer in this issue.

7 North Bay RAC Social, 6–8 PM, Shoreline Restaurant, 127 1st Street,
Benicia. For more information contact Ladd Miyasaki at
LaddMiyasaki@w-and-k.com.

NOVEMBER

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JANUARY

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It's a taxpayer TRAP

CCAPA Joins Coalition to Stop Proposition 90

by Vivian Kahn, FAICP

"CCAPA has joined an unprecedented coalition of environmental, public safety, education, business, local government, and community leaders who have come together to oppose Proposition 90 on California's November ballot... we need to spend time educating voters about this scam and about the enormous damage this misleading measure will create for the taxpayers of California."

For the above article, please see the September/October 2006 edition of Cal Planner, also available online at: <http://www.calapa.org/attachments/articles/88/CalPlannerProp90.doc>. More information is available at <http://www.noprop90.com/> or contact Vivian Kahn, FAICP at vkahn@kmort.com to get involved.

Police and Planners: Working together for public safety

by Joanna Jensen, AICP

On October 4, the Northern Section's East Bay RAC and RBF Consulting hosted a successful seminar on Crime Prevention Through Environmental Design (CPTED) presented by Mike Wells. Mr. Wells, retired after 30 years of service with the Concord Police Department, offers training and consulting services helping local agencies identify, prevent, and solve crime problems through changes in the built environment.

He illustrated successful and ineffective solutions to universal issues such as visibility and surveillance, transitions from public to private space, access control, and maintenance, highlighting the following major strategies:

- Visible and well-maintained public and private spaces are less susceptible to crime.
- Design spaces that are visible by lowering fence heights, incorporating landscaping that won't provide hiding places, avoiding blank walls and furnish appropriate lighting.

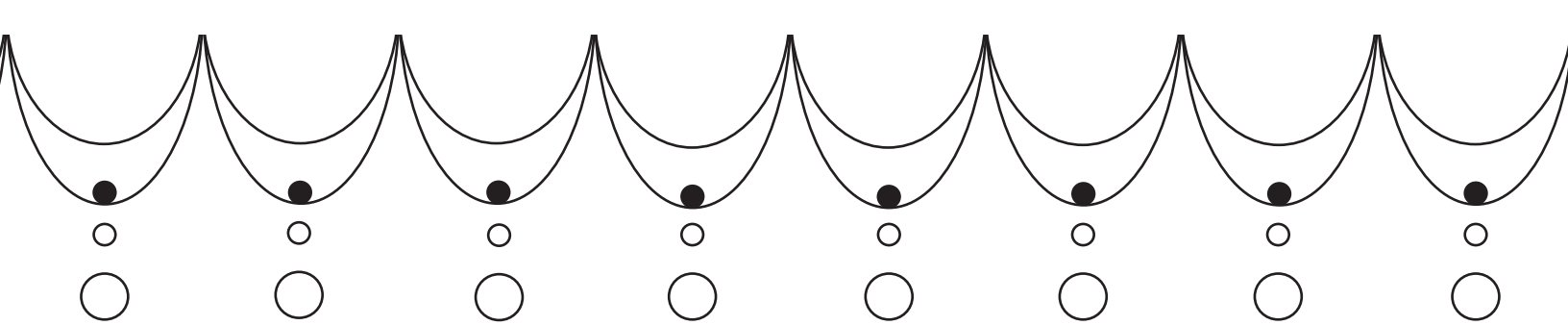
- Maintain existing spaces by trimming back overgrown vegetation and repairing damaged property quickly.
- Work with (at least one member of) your local police department to educate them about CPTED principles, and involve the police department in the review process early. Encourage the police and applicants to talk so that each understands the other's goals and concerns. After all, everyone involved wants to see a safe, attractive and enduring project.

Those in attendance included city planners from BART, Contra Costa County and several East Bay cities, as well as a Walnut Creek police officer and neighborhood advocates from Oakland and San Francisco. For additional information see the September 2006 *Northern News* or contact Joanna Jensen, AICP, joanna@dceplanning.com, or David Ralston, DRalston@oaklandnet.com, East Bay RAC co-chairs.

Where in the world? By Christopher Corbett, AICP



Answer on page 6



Celebrate the year! Enjoy delicious wine and food! Win fabulous raffle prizes! At the annual

APA/AEP Holiday Party

With live music by

Michael Brilliot & the **Dirty Thirties Obsolete Jazz Ensemble**



Friday, December 1

6:30 to 9:30 p.m.

Caffe Verbena

1111 Broadway

Downtown Oakland

(at 12th Street BART)

\$25/member, \$35/nonmember, \$10/student

Raffle to benefit the California Planning Foundation

Please bring a can of food for the
Alameda County Community Food Bank

Free, secured parking underneath Caffè Verbena.
Enter on left side of 11th Street before Broadway.

RSVP by Nov. 23 to Mary Laux
150 Chestnut Street
San Francisco, CA 94111
(415) 955-2800
Mary.Laux@edaw.com

Special thanks to the City of Oakland for their generous support of this event.

Yes! Count me in for the APA/AEP Holiday Party!

Name _____

Address _____ City _____ Zip _____

Guest(s) _____

Employer _____ Phone _____

I'd like to buy ___ raffle tickets at \$1/ticket or ___ at \$5/7 ticket

To RSVP, mail this form and a check to NSCCAPA to Mary Laux.

- APA member
- AEP member
- Member of both
- Non-member
- Student