



APA Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Fat city? To health with planning

By Lisa Feldstein, JD, Senior Policy Director, Land Use & Health Program, Public Health Institute, Oakland

FEBRUARY 2007

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City planning has roots in public health: Early planning efforts were undertaken to stem the spread of infectious diseases. Over the past century, the two fields have drifted apart, each becoming more specialized. Public health shifted its focus from infectious diseases to the emerging epidemics in chronic diseases. Planners developed tools to create great places but reduced their attention to public health.

Representatives of planning and public health—the Bay Area Planning Directors Association (BAPDA) and the Bay Area Regional Health Inequities Initiative (BARHII, an organization of Bay Area Health Department Officers)—met on December 1, 2006, toward reintegrating the work of their professions. BARHII was created “to transform public health practice for the purpose of eliminating health inequities using a broad spectrum of approaches that improve community health.”

Approximately 120 attended the half-day meeting in Oakland. For many of the participants—seated at tables by county—it was their first opportunity to meet practitioners of the other profession, even though they serve the same populations. All nine Bay Area counties were represented.

What led to this event? In July, the BAPDA Steering Committee invited members of BARHII and the Land Use & Health Program of the Public Health Institute’s Public Health Law Program to a meeting to discuss how they could provide opportunities for people to live healthy, complete lives. BAPDA members were well-informed about the links between health and the built environment, but lacked fluency in the language of health. BARHII members had been thinking about how the built environment created the context in which health outcomes were

determined, but didn’t know how to inform the community planning process with information about the health implications of land use decisions. Both groups felt that a joint meeting would educate each about the other’s work and identify opportunities for collaboration.

BAPDA President **Michael Moore**, AICP, opened the December forum. **Dr. Richard Jackson**, MD, MPH, Adjunct Professor – Environmental Health Sciences, School of Public Health, UC Berkeley, was the first speaker. For the past several years, he has been traveling around the US and abroad, engaging audiences in the connections between the built environment and health.

One particular incident first got Dick thinking about the issue. He was Director of the National Center for Environmental Health at the CDC in Atlanta. Driving to work one hot and humid day, he saw an elderly woman struggling to carry her shopping bags across a busy highway. Dr. Jackson knew “men don’t offer women rides in the United States, but,” he thought, “if she dies out there, the cause of death will be listed as a pedestrian/auto accident, or perhaps heat-stroke.” Really, though, what would have killed her was the heat island effect and the lack of safe crosswalks, good public transportation, and adequate shade. That realization shifted his focus from “parts per billion” of toxics to a study of the larger environmental conditions that lead to disease.

Dr. Jackson ticked off alarming trends about obesity:

- In 1991, four states had obesity prevalence rates of 15–19 percent
- In 1991, no states had obesity rates at or above 20 percent.

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DIRECTOR'S NOTE

by Juan Borrelli, AICP

Please join me in a very big thank you to Immediate Past Director, **Hing Wong, AICP**. Hing enthusiastically participated on our Northern Section Board in various positions for almost a decade. As Director over the last four years, he provided dedicated and outstanding leadership and professional service to the entire Northern Section membership. Hing will be a difficult act to follow, but I am up to the challenge!

A big thank you is also in order to **Erin Dando, AICP**. Erin, who served as Associate Editor for *Northern News* from July 2006 to January 2007, is leaving the Bay Area for Ireland. We wish her "Bon Voyage" and all the best, and we'll expect a photo for the "Where in the World?" feature of the newsletter.

Our joint APA/AEP 2006 Holiday Party was a huge success. Held at Oakland's stylish Caffé Verbena December 1, it was well attended by 130 planners and environmental professionals. **Michael Brilliot** and his "Dirty Thirties Obsolete Jazz Ensemble" band had the place swinging! You'll find donor acknowledgements and a sampling of party photos on page 9 of this issue. More photos are posted on our website at www.norcalapa.org. Many thanks to our extraordinary holiday party organizers—East Bay RAC Officers **Joanna Jansen, AICP**, and **David Ralston**, and to all of their exceptional volunteers. Thanks, too, to the agencies and firms who so generously contributed to the event and provided prizes for the drawing that benefited the California Planning Foundation. And thanks to each of you who attended and contributed to the canned food drive that benefited the Alameda County Food Bank.

We held our annual Board Retreat Saturday, January 13, in Walnut Creek. The Board adopted goals for 2007, and many exciting events are envisioned. They include an Urban Planning Tour of China organized by International Director **Rob Eastwood, AICP**, which will depart toward the end of May; and the 2007 CCAPA Conference, which Northern Section will host at the Fairmont Hotel in Downtown San José at the end of September. We look forward to an eventful year!

Interested in getting involved in APA? Do you live or work in San Mateo County? Join the Northern Section Board as the **Peninsula Regional Advisory Committee (RAC) Officer**. You will be charged with advising the Board regarding the needs of Peninsula region members; organizing periodic meetings, workshops, social functions, and some professional development events for members in the Peninsula RAC region; and contributing relevant articles to *Northern News*. Please contact me at (408) 535-7709 or juan.borrelli@sanjoseca.gov, or **Andrea Ouse, AICP** at (650) 985-2590 or andrea.ouse@lsa-assoc.com. ■

The deadline for submitting materials for inclusion in the *Northern News* is the 15th day of the month prior to publication.

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Onward and upward

Dr. Edward J. Blakely, who once quarterbacked UC Riverside to an undefeated football season, has been named by New Orleans Mayor Ray Nagin as the city's new "executive director for recovery management." Blakely will "coordinate and direct recovery efforts" and ensure that local government leaders "work together under one umbrella."

Blakely goes to New Orleans from his position as Chair of Urban and Regional Planning at the University of Sydney. California planners will remember him as Dean and Professor of Planning and Development at USC (1994-1999) and Professor and Chair of the Department of City and Regional Planning at UC Berkeley (1986-1994). He was a member of the California Planning Roundtable, 1992-1998; served on the boards of directors of APA and the Nature Conservancy; was vice chair of the Presidio Trust, 1997-1999, and was the 1993 co-recipient of APA's Paul Davidoff Award given to a project, group, or individual showing a commitment to social advocacy planning. Dr. Blakely is the author of four books and more than 100 scholarly articles, and gave the keynote address to the 2002 APA National Planning Conference on the planning significance of September 11.

David Boesch, community development director in Sunnyvale in the 1990s and Menlo Park city manager since 2000, is now assistant county manager, San Mateo County.

Thomas Jacobson, AICP, has joined The Sohagi Law Group as Of Counsel. Tom is one of California's foremost land use attorneys, a Professor of Environmental Studies and Planning at Sonoma State University, and a member of the California Planning Roundtable. He received a JD from Hastings College of the Law and a masters in city planning from UC Berkeley.

Lisa Whitman is now a zoning technician with the City of Burlingame. Lisa has a B.S. in Environmental Science and Philosophy, Allegheny College (1994); an M.S. in Regional and Urban Planning, London School of Economics (2004); and spent a semester in Botswana at the Kalahari Conservation and Ecology Institute. Between 1997 and 2006, she worked for the Stewardship Council, Essex Environmental, and CONCUR, Inc.

Lynn Melena, has joined the Northern News staff as associate editor. A planner and project manager with 35 years' experience, she recently retired as senior planner after 15 years with the Mountain View planning department. Lynn received her bachelors degree from the University of North Dakota and a masters in city planning from San José State University. ■

In memoriam



Daniel J. Curtin, Jr., 73, died Nov. 30, 2006, from natural causes at his Walnut creek home. He was City Attorney of Walnut Creek, 1965-1982, and a partner and of counsel at Bingham McCutchen, LLP, for over 20 years, where he worked until the time of his death. Widely regarded as the Dean of land use and local government law, Dan received countless honors and awards including the American Planning Association's Distinguished Leadership Award in 1988. His long list of publications—frequently cited by the California Courts—includes Curtin's California Land Use and Planning Law, which just saw its 27th edition.

Details: http://www.norcalapa.org/assets/home/InMemoriam_Curtin.pdf



Photo by
Jane Webber

Melvin M. Webber, 86, professor emeritus of city and regional planning at the University of California, Berkeley, died of multiple myeloma at his Berkeley home on Saturday, Nov. 25, 2006. He served for many years as editor of the *Journal of the American Institute of Planners*. Webber became director of UC Berkeley's Institute of Urban and Regional Development in 1970, where he initiated the first large-scale, systematic study of the BART district's impact on travel behavior and land use. In 2000, he won the Distinguished Planning Educator award from the Association of Collegiate Schools of Planning, the highest annual prize in United States planning education.

Details: http://www.berkeley.edu/news/media/releases/2006/12/01_webber.shtml

What participants said:

"Create a joint public health/city planning agenda. Select an advocacy project for the year on which both groups can focus, and establish sustainability criteria for public health that both can apply. A single advocacy project will allow public health officers and planners to start small while learning to work together."

Ray Minjares, Graduate Student, Health Policy and Management, School of Public Health, UC Berkeley

"Assure conditions in which people can be healthy. Twenty-two percent of California high school students exceed the obesity level, yet we have reduced the number of schools five-fold since WW II."

Dick Jackson, MD, MPH, Adjunct Professor—Environmental Health Sciences, School of Public Health, UC Berkeley

"Today's communities are created by developers who control large parcels. Traffic engineering and fixed models for retail drive the community layout. We need to engage merchant home builders and financing institutions in a discussion to reconfigure communities."

Richard Mitchell, Director of Planning and Building Services, Richmond

"We need to educate and work with fire departments on how to make major response routes pedestrian-friendly (speed cushions) and treat minor streets (more traffic calming). Cul-de-sac retrofit is a challenge, and may be impossible."

Pete Parkinson, AICP, Director, Sonoma County Permit & Resource Management Department

"The State Architect needs to revamp school standards to support compact smart growth for schools in urbanized areas. The centralized, land-dependent model doesn't fit the need for healthy communities and healthy citizens."

Dennis M. Barry, AICP, Community Development Director, Contra Costa County ■

Fat city? To health with planning *(continued from page 1)*

- By 2005, only 4 states had obesity prevalence rates less than 20 percent
- By 2005, 17 states had prevalence rates equal to or greater than 25 percent; (with three of those having prevalences equal to or greater than 30 percent).

Dr. Jackson calculated how much oil we'd save if California's children walked to school and concluded that the same conditions that contribute to obesity also causing global warming. His prescription? Get up a little earlier, engage in vigorous exercise three-five times a week, and reconnect with loved ones and community.

Paul Zykofsky, AICP, (Director, Land Use & Transportation Programs, Local Government Commission) introduced the health benefits of narrower streets, traditional grids, and mixed-use development. He showed examples of developments that create environments to support healthier choices – and mistakes. He encouraged planners to think about such things as where sidewalks lead, and are they wide enough to accommodate two walkers side-by-side. And he quoted Dr. Seuss: "With your head full of brains and your shoes full of feet, you're too smart to go down any not-so-good street."

In facilitated conversations, the participants, seated at tables by county, evaluated the Mountain House development, then focused on how they might work together in their home jurisdictions. In some places, general plan updates were in process or about to start, and public health could lend valuable and respected input. Officials in other areas planned to work together on Safe Routes to School. Marin County officials drafted a detailed, five year work plan.

A set of recommendations arose from the participants:

- Create ongoing working groups to integrate planning and public health issues, goals, and policies at the local level
- Integrate public health into the community planning process
- Use the stature of the public health community to promote smarter growth
- Give public health a key stakeholder position during general plan updates
- Focus on Safe Routes to School
- Create a mechanism for early public health input on proposed developments
- Jointly introduce policy agendas to city councils and boards of supervisors
- Jointly educate decision-makers
- Utilize public health data
- Cross-train between disciplines on language and concepts
- Hold joint conferences; publish joint newsletters
- Bring Public Works and Parks and Recreation into the conversation
- Remember that we are stronger together

This forum was just a beginning in establishing working relationships to create better and healthier communities. Public health professionals understand that engaging the general plan update processes in their jurisdictions is a critical element in effecting change. Planners understand that public health professionals can provide valuable help in educating city and county officials and the public about the connections between health and the community's planning decisions. Now it's time for action. ■

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Profile: Nick Perry wins CPF, APA awards

By *Connie Galambos, NSCCAPA
 University Liaison*

Nick Perry, winner of the 2006-07 California Planning Foundation Runner-up award and 2006 APA Fellowship, is one of those rare planning students to have gone directly from an undergraduate to a professional degree program at the University of California, Berkeley. Formerly in the Architecture department, Nick switched to Urban Studies along the way. The interdisciplinary nature of the Urban Studies program allowed him to explore other departments and mold the degree to fit his interests in urban design and the history of the built environment.

As one of Cal's first Urban Studies students, Nick helped found BUSSA, the Berkeley Urban Studies Student Association, a group that is still going strong. "There were only a few dozen students in the program when I started, and BUSSA brought together a much larger group of people interested in the same things we were." In graduate school, Nick has continued his role as a student leader. This past year he reorganized Cal's graduate Planning Student Association, and in October he was elected Student Representative to the CCAPA Board.

In the Master of City Planning program, Nick has concentrated on urban design and has forged relationships with professors he never worked with as an undergrad. The class selection has been a natural fit for him, and he completed two official studios under professors Elizabeth MacDonald and Michael Southworth. "I love studio classes—the applied team experience, with hands-on drawing opportunities." Last summer Nick filled that studio desire by

taking a part-time urban design internship with the City of Berkeley, working on a four-person team preparing a downtown area plan.

Many Urban Design students complete client reports as a final project for the MCP degree at Berkeley. These projects are not necessarily tied to official organizations and are structured more as independent studios. Nick's work focuses on a shopping center in Mountain View, a typical big box development across from CalTrain and enveloped by parking lots. It is across the street from The Crossings, one of Calthorpe's early new urbanist projects. Once a mall, now a Wal-Mart—"that always bothered me," explained Nick.

Nick's conceptual plan for a new mixed-use neighborhood is timely, as pressure to redevelop



Mexican-American procession, downtown Mountain View, c. 1950

the aging suburban shopping center grows. Although there is no specific client involved, Nick has significant relationships in the community from his time growing up there, plus a city internship during high school. He also authored a photo history of Mountain View's development, *Images of America: Mountain View* [2006 Arcadia, ISBN 0-7385-3136-7].

When asked about post-graduation plans, Nick expressed a desire to stay in the Bay Area. After growing up in the South Bay and living six years in the East Bay, his next home may be San Francisco. "Who knows," Nick ponders, "maybe someday I'll even move back to Mountain View." ■

Honoring Geof Goodfellow

By Michael Bethke, AICP,
Monterey Bay RAC

City parks and town squares around the country are filled with statues and plaques commemorating heroes and civic leaders who helped shape the fabric of their communities. One such city is the City of Santa Clara, which recently rededicated its newest park as the “Geoffrey C. ‘Geof’ Goodfellow Sesquicentennial Park,” to commemorate the recent retirement and service of the City’s long-time Planning Director.

For more than 34 years, Geof was a key staff member facilitating and leading the planning and development of the City of Santa Clara. As a new young planner, I had the honor of working with Geof while completing my Master’s degree at San José State University. I was impressed with Geof’s critical, but pragmatically applied abilities to solve the most complex problems, while always leaving room for a healthy dose of spontaneous levity.

I tried my best to emulate Geof’s natural and easy-going leadership style, and took full advantage of the training and mentorship opportunities he gave his staff. As a result, I was soon able to advance my professional career, becoming the planning director for three local municipalities.

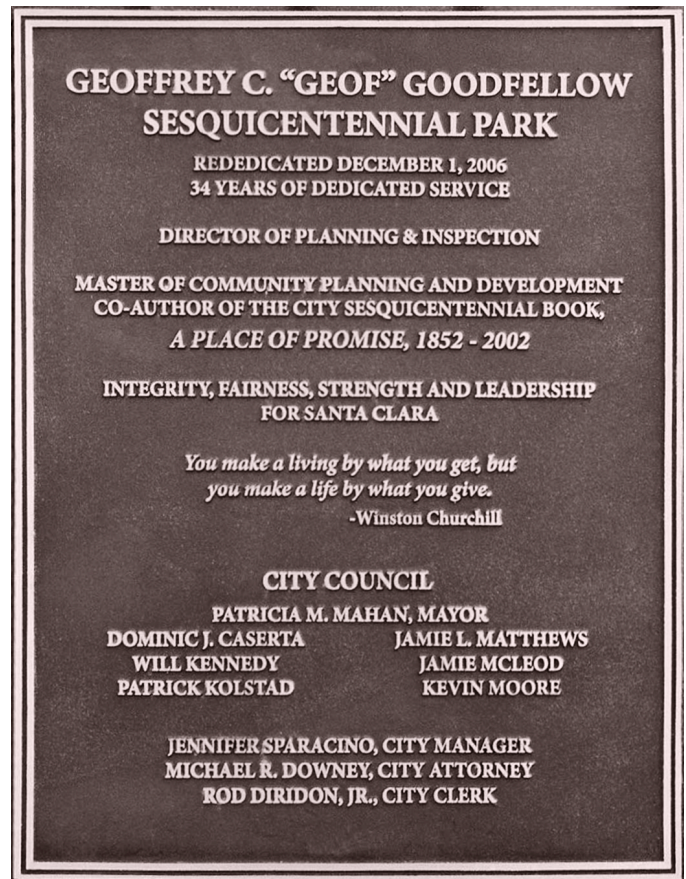
Although the City recognized Geof’s phenomenal contributions as the City’s chief planner, I felt it would also be important for the planning community to acknowledge the lasting contributions he made to the planning profession as a mentor and leader.

Even now, while Geof struggles with the onset of Lou Gerhig’s disease, he serves as an inspiration for a new generation of urban planners just starting their careers. His co-authorship of the City’s

official history book, *A Place of Promise*, reflects the heartfelt sentiments he holds for his community—where he continues to live—and its citizenry.

Geof’s philosophy of life is summed up on his commemorative plaque in a quote from Winston Churchill: “You make a living by what you get, but you make a life by what you give.”

On behalf of all my fellow planners in the APA Northern Section, I want to thank Geof for everything he has given us. Our lives have been made all the richer! ■



NSSCAPA Director Juan Borrelli presents certificate of appreciation to Immediate Past Director Hing Wong for 10 years of service to the Northern Section Board, Walnut Creek City Hall, January 13th. Photo by Ladd Miyasaki

Coming next month

The March issue of Northern News will be devoted to the subject of “climate change.” Here is a sample of what other newspapers are saying about the subject.

“Everyone—public and private—must act to avoid catastrophe... At current rates of warming, state researchers project that the sea level will rise as much as three feet by the end of the century, flooding many low-lying areas and tainting important sources of fresh water like the San Joaquin-Sacramento River Delta.”
San José Mercury News, December 26, 2006.

“In the next phase of human history, we will need to find a way to reintegrate ourselves into the rest of the living Earth if we are to preserve our own species and conserve the planet for our fellow creatures.”
Jeremy Rifkin, author of “The Age of Access,” writing in the Washington Post, December 17, 2006.

“Boston is expected to become the first major city in the nation to require private developers to adhere to a strict set of green-building standards... The recommended standards mandate new buildings meet requirements in at least 26 of 70 areas of design and construction, such as how they dispose of waste materials and how energy efficient walls and glass are.”
Thomas C. Palmer Jr., Boston Globe, December 20, 2006.

“[Parking lots] are getting their day in the sun, with search giant Google joining other companies in planting groves of pole-mounted solar panels between the rows of Saabs and SUVs, generating clean power and providing a little shade at the same time.”
Marty Graham, Wired News, December 13, 2006.

“Frustrated with the federal response to global warming, hundreds of cities, suburbs, and rural communities across the United States are taking bold steps to slash their energy consumption and reduce emissions of the pollutants that cause climate change.”
Stephanie Simon, Los Angeles Times, December 10, 2006.

“If the city were to reduce its electrical load by 20 percent from current projections, carbon-dioxide emissions would drop by 100 percent.”
Sue Dremann, Palo Alto Weekly, December 15, 2006.

“A dramatic change in leadership has thrust Menlo Park into a hot new topic: global warming... The city is poised to make the controversial worldwide issue a top local priority.”
Joshua Molina, San José Mercury News, December 17, 2006.

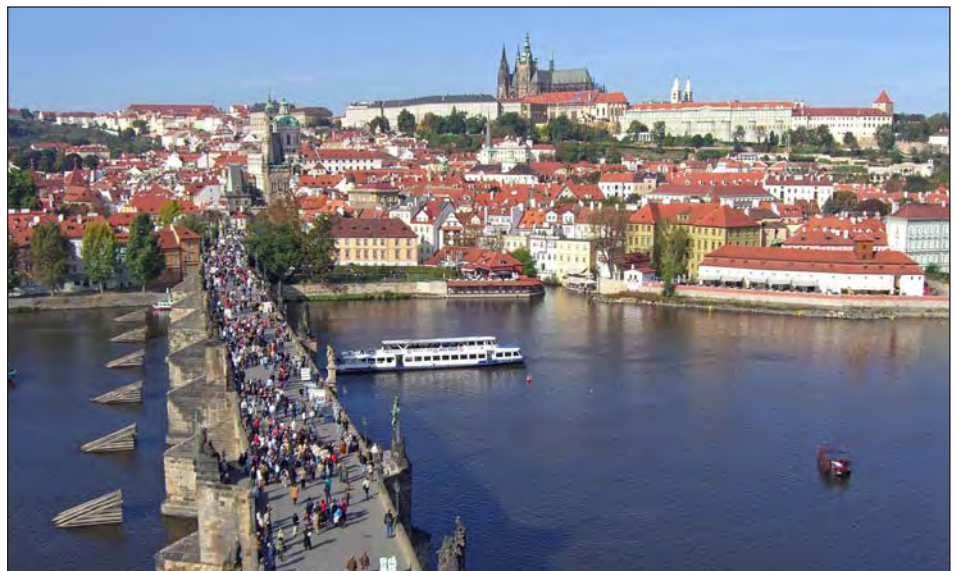
“A consensus is emerging that one fight, and one fight only, looms at the center of our environmental efforts. That’s the battle against global warming, which has begun to serve as the organizing principle for green America.”
Bill McKibben, author of “The End of Nature,” writing in the San José Mercury News, December 17, 2006. ■

A city sonnet

Ed. Note: In March 1987, *Planning* magazine published a poem by Ashley Bernhardt, then age 7. Ashley (who now works for a Nashville law firm) is the daughter of Richard Bernhardt, then Orlando’s Community Development Director, and now Executive Director of the Metropolitan Nashville-Davidson County Planning Department and an AICP Fellow. With the permission of *Planning*, Rick, and Ashley, we reprint the poem exactly as it appeared 20 years ago.

The City Planner
My Daddy plans the city,
And it is very pretty.
He plans where stuff
Is going to go
Like parks with seats
And signs and streets.
He goes to meetings
And they’re a bore
And sometimes he helps
To plan a store
He likes to read
A lot of books,
And drives around
With eyes that look
I see Orlando
It grows each day
And this is what
I’m going to say:
City planners
Plan the city
They make it neat
And make it pretty.

Where in the world? *By Naphtali H. Knox, FAICP*



Answer on page 8.

New planning division to address Hispanic issues

APA is now the home of the only national entity for professional planners and others concerned about community planning issues affecting Latinos.

Latinos and Planning (LAP), the twentieth and newest division of APA, was created to address the concerns of urban, suburban, and rural Latino communities and career challenges facing Hispanic planners.

"We're excited to offer a division within APA that will be focusing exclusively on the planning-related needs and concerns of Hispanic planners and their communities," said APA Executive Director and CEO **Paul Farmer**, FAICP. Leading the effort to establish the division were about a dozen volunteer planning professionals and academics from around the United States. Since October 2005, they have been holding forums that have engaged approximately 200 professionals from around the country to establish a national agenda for action. Latinos and Planning has attracted a broad spectrum of practicing planners and community development professionals, students, and professors. Leading the division's efforts in Northern Section is **Michele Rodriguez**, AICP. She can be reached at 415 269-6399 or Michele@boggis.com

The national discussions took place in 10 *dialogos* (Spanish for "dialogues"), which were held between October and November 2006 and focused on two questions: What are the biggest challenges facing Latino planners? and What are the biggest planning challenges facing Latino communities? Findings of the *dialogos* were used to help shape the division's national agenda, as well as its goals and by-laws.

The 2007 Northern Section, CCAPA Awards Program

Awards Application Packages Now Available!

DOWNLOAD at www.norcalapa.org
or contact Andrea Ouse at andrea.ouse@lsa-assoc.com

Application Submittal Deadline: March 1, 2007

2007 AWARDS Categories:

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- Planning Implementation
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- Innovative Use of Technology
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Environmental Award

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- Advocacy Planning
- Contribution to Women
- Education Project
- Academic

Distinguished Leadership Award

Diversity in Planning Award

Save the Date!

2007 NSCCAPA Awards Dinner Gala

Friday, May 18, 2007

Marines' Memorial Club, San Francisco

At the division's website <http://www.planning.org/latinos/> you will find information on the national agenda, how the division was formed, and division membership. Site enhancements will include resources for planners working in Hispanic communities—ways to engage Latino residents and organizations in community planning efforts and ways to build planning capacity of organizations within Latino communities.

"The formation of the Latinos and Planning Division comes at a critical time, given that Hispanic Americans

represent the largest ethnic minority in the country, and public awareness of their concerns is growing," Farmer said.

Other APA divisions include Planning and the Black Community, Indigenous Planning, New Urbanism, Economic Development, Private Practice, Housing and Community Development, Urban Design and Preservation, and Transportation Planning. ■

Answer to "Where in the world": Charles Bridge west to Hradcany, Prague, Czech Republic

Holiday Party

Northern Section, California Chapter, APA, wishes to thank the City of Oakland for its support and the following sponsors of the 2006 holiday party raffle and benefit for the California Planning Foundation Scholarship Fund:

DC&E, Design Community & Environment, Berkeley

Design, Community & Environment provides a compressive range of planning and design services including environmental and visual impact analysis, urban design, and land use planning. DC&E serves public, private, and institutional clients throughout California.

ESA, Environmental Science Associates, San Francisco

ESA is a multi-disciplinary firm that assists clients in developing environmentally sensitive plans and projects and in satisfying environmental permitting and regulatory requirements. ESA also provides land use planning, impact assessment, licensing, permitting, monitoring, restoration, and public involvement services. Founded in 1969, ESA has a staff of more than 200 professionals.

EDAW, Inc., San Francisco

EDAW has provided landscape architecture, urban design, and environmental planning services throughout the United States and abroad for over half a century. EDAW's emphasis in land use planning and design encourages appropriate use of resources and environmental enhancement. In 2006, the firm won two California Chapter APA Awards for "Innovative Use of Technology" and a Merit Award for Comprehensive Planning.

Korve Engineering/DMJM Harris, Oakland

Established in 1987, Korve Engineering Inc. provides a full range of transportation planning, traffic engineering, civil design, rail planning, and design services. Korve Engineering has a reputation of excellence and innovation in transportation and development-related projects. In 2006 Korve became incorporated with nationally recognized DMJM Harris.

Lamphier-Gregory, Oakland

Lamphier-Gregory is a multi-service planning firm specializing in environmental analysis, urban planning, and project management. Services include preparing environmental impact reports and general and specific plans, coordinating project review, and land use entitlements.

LSA Associates, Inc., Berkeley

LSA Associates is a 100 percent employee-owned diversified environmental, transportation, and community planning firm serving public and private sector clients. Since its founding more than 25 years ago, LSA has grown into a full-service consulting firm with offices throughout California and one in Colorado.

PMC, Pacific Municipal Consultants, Oakland

PMC is a multi-disciplinary consulting firm providing a full range of planning, environmental and municipal services to public agencies, special districts, and public-oriented organizations. The firm was established in 1995 and has nine West Coast offices.

RBF Consulting, San Jose and Walnut Creek

RBF is a full-service firm providing consulting services for planning, design, and construction of the built environment for both public and private sector clients, nationally and internationally. RBF has a staff of over 1,000 professionals and 14 offices throughout the western United States.

Square One Productions, San Francisco

Square One produces architectural photomontages, video montages, animated 3D walk-throughs and videos for proposed developments and building projects. Hartmut Gerdes, AICP, Assoc. AIA, is the firm's founder and principal.

Winzler & Kelly, Consulting and Engineering, Santa Rosa

Operating for more than 50 years, Winzler & Kelly has grown into a full-service engineering and environmental services consulting firm with offices throughout California and Micronesia and with a staff of nearly 300. Winzler & Kelly ranks as one of the top 500 engineering firms in the United States.

WRT, Wallace Roberts & Todd, San Francisco

Committed to both urbanism and environmentalism, WRT is an award-winning planning and design firm whose work helps public and private clients conserve open space and revitalize cities, communities, and neighborhoods. The firm offers services in city and regional planning, urban design, landscape architecture, and architecture from six offices nationwide.



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Chris Sanfilippo; Andrea Ouse, AICP (LSA); Wendy Cosin, AICP (Berkeley)

2007 National Planning Award to transformed San Francisco freeway

Washington DC, December 19, 2006

It took a major earthquake and 16 years of work, including three local referenda, but today a new multi-way boulevard accommodates not only cars but also bicycle and foot traffic where a two-deck freeway and its entrance ramps once stood.

Octavia Street-turned-Octavia Boulevard replaced the elevated Central Freeway damaged beyond repair by the 1989 Loma Prieta earthquake. Boulevards of this class have not been built in the US since the 1950s. For the challenges and obstacles proponents of Octavia Boulevard surmounted, they are receiving APA's inaugural National Planning Achievement Award for a Hard-Won Victory.

The irreparable damage to the freeway that once blighted San Francisco neighborhoods, particularly Hayes Valley, caused planners, elected officials, and community leaders to craft a new alternative—the Octavia Boulevard and Central Freeway Replacement Project.

Among the project's many collaborators and partners were the California Department of Transportation, several San Francisco City departments, the San Francisco County Transportation Authority, and the Central Freeway Citizens Advisory Committee. In spite of ballot measures alternating between support and opposition for the project, financial obstacles, and jurisdictional battles, each challenge was addressed and eventually resolved. The resulting boulevard provides regional and neighborhood access, four center lanes for through traffic, two local lanes and a parking lane, landscaped medians, and a community park at the heart of a revitalized Hayes Valley neighborhood.

The award will be presented to local representatives at the APA National Conference in Philadelphia, April 17. Contact José Luis Moscovich, San Francisco County Transportation Authority Executive Director, 415-522-4803; JLM@sfcta.org. ■



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FEBRUARY

- 28 Sonoma State University Career Fair**
 Wednesday, February 28, 11:00 AM to 1:30 PM
 1801 E. Cotati Avenue, Rohnert Park
http://www.sonoma.edu/sas/crc/wow_brochure.pdf

MARCH

- 1 DEADLINE FOR SUBMITTING APA AWARDS APPLICATIONS!**
 NSCCAPA Board meeting, 6:30 to 8:30 PM, location TBD
- 23 North Bay Social**
 Friday, March 23, 6:00 to 8:00 PM, 3rd Street AleWorks Brewpub
 610 Third Street, 2nd Floor, Santa Rosa
 Tel: (707) 523-3060

APRIL

- 14-18 APA National Conference, Philadelphia**
<http://www.planning.org/2007conference/>

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
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MARCH

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APRIL

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