



APA Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

NOVEMBER 2007

Links to articles inside this issue:

- Director’s Note 3
- Calling cards 4-13
- Smart Growth in a Changing World ... 5
- Leave no plan behind 8
- AICP Certification Maintenance 13
- Jobs 14-16
- North Beach top 10 neighborhood 17
- Going green at the bottom of Bay 18
- National conference comes west 19
- Where in the world? 19
- Locals win State awards 20
- Scenes from State Conference 22
- What others are saying 23
- Vote for NSCCAPA Treasurer! 23
- 2007 NSCCAPA Holiday Party 25
- Calendar 26

Dear reader:

Since we are now only on the web and are no longer limited by printing and mailing costs, we are introducing a modified format to make the newsletter easier for you to read.

All content (articles) will be in the right column, in a larger font with increased leading (vertical spacing). Any article longer than one page will continue directly onto the next page. No more scrolling ahead to find the “continued to” page.

Job ads and the calendar will still be found at or near the end of the newsletter, but font sizes will be increased. Rather than relegating calling card ads to a page-and-a-half at the back, we will run them in a narrower left column. As our professional colleagues and other advertisers (whose fees support the publication of this newsletter) renew their ads, we’ll gradually change them to business card proportions.

Very short articles, some images, and sidebars will also run in the left column.

The editors want to continue to expand the usefulness and reader-friendly qualities of Northern News. Your comments and suggestions are always welcome. —Ed.

California State Supreme Court denies SF petition for review

On October 10, the California Supreme Court denied the City of San Francisco’s petition for review of the case “SAN FRANCISCANS FOR LIVABLE NEIGHBORHOODS v. CITY OF SAN FRANCISCO,” A154987, in which the Court of Appeal required the City to prepare an EIR for its revised Housing Element, adopted in 2004. Northern Section of APA, in August 2007, e-filed a letter with the Supreme Court in support of review. (*Northern News*, September-October 2007, “NSCCAPA Board supports SF in Supreme Court petition.”) The League of Cities also filed a letter of support.

Background (courtesy [League of California Cities](#))

In 2004, San Francisco amended its Housing Element and adopted a negative declaration that the proposed changes would not have a significant effect on the environment. San Franciscans

(continued on next page)

BOARD MEMBER DIRECTORY

Director Juan Borrelli, AICP	(408) 535-7709	juan.borrelli@sanjoseca.gov
Director Elect Darcy Kremin, AICP	(925) 988-1278	dkremin@entrix.com
Immediate Past Director Hing Wong, AICP	(510) 464-7966	hingw@abag.ca.gov
Administrative Director Michael Olin	(415) 229-2811	molin@sf.wrtdesign.com
Treasurer Jeff Baker	(925) 833-6610	jeff.baker@ci.dublin.ca.us
Advertising Director Hannah Young	(510) 540-7331	hannah.young@lsa-assoc.com
AICP Director Don Bradley, AICP	(650) 592-0915	dr.donbradley@comcast.net
Awards Program Directors Andrea Ouse, AICP	(650) 985-2590	andrea.ouse@lsa-assoc.com
Eileen Whitty, AICP	(510) 287-1109	ewhitty@ebmud.com
Communications Director Charity Wagner	(415) 331-8282	clwagner@rrmdesign.com
Ethics Review Director Hanson Hom, AICP	(510) 730-7450	hhom@ci.sunnyvale.ca.us
International Director Rob Eastwood, AICP	(408) 299-5792	rob.eastwood@ pln.co.santa-clara.ca.us
Legislative Director Gulsum Rustemoglu	(415) 261-6695	Gulsum.Rustemoglu@amec.com
Membership Director Lucy Armentrout, AICP	(510) 220-6445	lucylikesorange@yahoo.com
Newsletter Editors Naphali Knox, FAICP	(415) 699-7333	knoxnaph@gmail.com
Lynnie Melena	(650) 493-2135	lynniemelena@gmail.com
Planning Commissioner Lynn Osborn	(925) 969-1566	losborn@511contracosta.org
Planning Diversity Director Michele Rodriguez, AICP	(415) 269-6399	michele@boggis.com
Professional Development Director Iris Starr, AICP	(510) 684-8387	irisstarr@earthlink.net
Student Representatives Emy Mendoza	(510) 326-1919	emymendoza@earthlink.net
Laura Cacho	(510) 295-5976	lcacho@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 Surinder Sikand	(650) 224-9426	sikan@comcast.net
Redwood Coast George Williamson, AICP	(707) 825-8260	georgew@ planwestpartners.com
San Francisco Kenya Wheeler, AICP	(510) 287-4782	fwheele@bart.gov

South Bay
vacant

Newsletter Designer

Nancy Roberts (408) 723-3200 tproberts@sbcglobal.net

California State Supreme Court denies SF petition for review *(continued from previous page)*

for Livable Neighborhoods (SFLN) filed a petition seeking to set aside the approval of the Housing Element and to order the City to prepare and consider an environmental impact report. The trial court denied the petition on the grounds that the 2004 Housing Element did not vary greatly from the 1990 Residence Element, and that SFLN had not provided sufficient evidence to support a fair argument that the revised Housing Element might significantly affect the environment. The Court of Appeal reversed, concluding there was substantial evidence to support a fair argument that the amendments to the Housing Element may have a significant impact on the environment, and therefore, the City was required to prepare an EIR.

In August, acting on a request from the San Francisco Planning Department and City Attorney, Northern Section filed a letter with the Supreme Court in support of review. On October 10, the Supreme Court denied the petition for review. Associate Justices Moreno and Kennard were of the opinion the petition should be granted. Associate Justice Kathryn Werdegar, Chief Justice Ronald M. George, and Associate Justices Chin, Baxter, and Corrigan voted to deny the petition. Case closed.

Barbara E. Kautz, AICP, Goldfarb & Lipman LLP, adds: "The Court of Appeal did not publish the decision, so it cannot be cited to support the preparation of an EIR on other housing elements. Also, San Francisco's housing element was prepared under former housing element law. The current law requires much more specificity in designating sites, so where rezonings are proposed, it may be difficult to avoid preparing an EIR in many cases. In preparing housing elements, communities should consider the possibility that an EIR may be required." ■

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

NEWSLETTER INFORMATION

Editors

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

Lynnie Melena
Tel: (650) 493-2135
lynniemelena@gmail.com

Advertising/Jobs

Hannah Young
Tel: (510) 540-7331
hannah.young@lsa-assoc.com

ADDRESS CHANGES

Membership Department
APA National Headquarters
122 South Michigan Ave, Suite 1600
Chicago, IL 60603-6107
(312) 431-9100
www.planning.org

Northern News is published 10 times each year by the Northern Section, California Chapter, American Planning Association. It is a medium for the exchange of ideas and information among planners from Monterey County to Del Norte County, including the San Francisco Bay Area and San Benito County.

Permission to reprint granted. Please credit "*Northern News*," APA, California Chapter.

DIRECTOR'S NOTE *by Juan Borrelli, AICP*

It's election time! On page 23 of this issue of the *Northern News* is the candidate statement from a member in good standing running for the elected board position of NSCCAPA Treasurer. With this election, we are introducing electronic voting, which is described in more detail on page 23 and on the Northern Section Website at <http://www.norcalapa.org/>. Please submit your vote electronically by **December 1, 2007**. If you have any questions or need assistance casting your electronic ballot, please contact Director Elect **Darcy Kremin, AICP**, at dkremin@entrix.com.

Our annual **Holiday Party** will be held on **Friday, November 30, 2007**, at the E&O Trading Company in the heart of San Francisco's Union Square district. This celebrated restaurant has "an air of romance and adventure powerful enough to sweep anyone off their feet ... a three-level rustic space modeled after an ancient Asian trading warehouse (that captures the spirit of a bygone era with its spacious horseshoe-shaped mezzanine overlooking a richly detailed central dining theater." It also features excellent food and drink and plenty of private space for our party. More information and all the party details are included on **Page 25** of this issue and on the Northern Section Website. Space is limited—don't delay in mailing your RSVP and payment (make checks payable to "NSCCAPA") by November 19, 2007, so you can join your planning colleagues in celebrating the close of 2007.

Almost 1,800 planners attended the **2007 CCAPA Conference** in San José from September 1 to October 3, far exceeding all previous state conference attendance records. Many other CCAPA conference records were also broken or established this year. They included extending the conference to a full four days by beginning it earlier than usual and providing 113 exceptional planning sessions, 11 excellent mobile workshops, and two very special keynote speakers (**Carl Guardino** and **Norman Mineta**) with all sessions artfully organized around the theme of "*Transforming the Urban Fabric*" and many sub-themes or "threads."

The 2007 CCAPA Conference in San José also:

- Raised over \$20,000 for student planning scholarships at the 2007 California Planning Foundation Auction and Reception;

(continued on next page)

The display of calling cards from firms offering professional services appears in every issue of *Northern News*. Fees paid by the firms for this service help defray the costs of this newsletter.

planning design
communications management
technology



800 790 8444
www.migcom.com

BERKELEY | DAVIS | FULLERTON | PASADENA | EUGENE | PORTLAND | RALEIGH

real vision
**Inspiring
reality**

The better way... the next step to
innovation... the small improvement
that makes the big difference.

Visualize the future with PBS&J.

Offices throughout the CA
pbsj.com • 916.325.4800



DIRECTOR'S NOTE *(continued from previous page)*

- Sponsored the first full-scale Diversity Summit with featured speaker **Dr. Carla Corroto**;
- Reestablished the *Planner's Guide* for a state conference;
- Sold beautiful conference merchandise;
- Provided a hospitality booth to enhance the conference experience; and
- Gave planning students several special opportunities to attend and participate.

On behalf of your Conference Co-Chairs **Hing Wong, AICP**, and me, **Juan Borrelli, AICP**, many special thanks to all the Conference Committee Members, CCAPA Board Members and staff, volunteers, sponsors, exhibitors, planning session participants, mobile workshop leaders, and to our expert Conference Coordinator **Lynne Bynder, CMP**, who all helped to make this conference such a tremendous success. We could not have done it without all of your help, guidance, participation, and generous support—Thank You!

"Lights ... Planning ... Action!"

While your CCAPA Conference 'buzz' is still strong, mark your calendar to save **September 21–24, 2008**, the date for next year's **CCAPA Conference in Hollywood**. The 'Call for Presentations' for this conference is posted on the CCAPA Website at <http://www.calapa.org/>.

Don't be caught off guard—submittal deadline of **January 25, 2008**, is right around the corner. I urge you to begin organizing your proposed presentation submittals for what is sure to be an excellent state planning conference in 2008.





COMPREHENSIVE
MUNICIPAL
SERVICES

PMC

OUR WORLD REVOLVES AROUND YOURS

www.pmcworld.com
(866) 828-6PMC



Denise Duffy & Associates, Inc.
Land Use Planning and Environmental Consulting

Environmental Assessment ~ CEQA/NEPA
Regulatory & Permit Assistance ~ GIS/Mapping
Community Planning ~ Water Resource Management
Natural Resource Planning ~ Habitat Restoration

Monterey 831-373-4341	Truckee 530-582-8297	San Jose 408-451-8438
--------------------------	-------------------------	--------------------------



SOLOMON ★ E.T.C.

City + Regional Planning Urban Design Landscape Architecture Architecture	San Francisco 1328 Mission Street, 4th Fl. San Francisco, CA 94103 415.575.4722 www.wrtdesign.com
--	---

Review: *Smart Growth in a Changing World* (And dumb growth, too)

By Hartmut Gerdes, AICP

At times a good book happens to overlap with our experiences or travels. This past spring, I took along *Smart Growth in a Changing World* (Edited by **Jonathan Barnett, FAICP**, APA Planners Press, 2007) on my trip to Germany, arriving at the end of a two-month drought. I found summer temperatures during what is usually a cold and wet time of the year.

As I rode comfortably on the Intercity Express at 135 miles per hour, Barnett's book promised a global view of the profound implications of smart vs. "dumb" growth. As cities and towns flew by, separated by fields and forests, the author—like me, an urban designer—drew me into his blunt premise: "The U.S. is in the midst of a growth crisis... The danger is that we won't wake up to the true dimensions of what is happening until 15 or 20 years from now, when we will have wasted many of our national advantages, and when the costs of fixing our mistakes will far exceed the costs of anticipating and solving these problems today... The problem is not that ... population is increasing rapidly. (U.S. population is projected to be 419 million to 433 million by 2050.) The problem is the low density of new development in the U.S."

In other words, the problem is sprawl, and the key to smart growth is "balanced transportation." In nine chapters, Jonathan Barnett and five guest writers suggest ways in which we can—indeed must—change course.

Smart Growth in a Changing World addresses America's rapacious and poor use of land with its legacy of sprawl-related car dependency, lack of transit, inefficient road networks and sewers, and leapfrogging development. The writers describe all manner of pollution leading to pulmonary, coronary, neurological and other health problems. Barnett writes: "Carbon emissions per capita in the U.S. are nearly double those in Europe ... largely because development and urban sprawl have created new pollution sources and have contributed to a doubling of vehicle travel since 1970."

(continued on next page)



Jones & 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



- CEQA/NEPA Planning
- Mitigation Planning & Monitoring
- Biological Resource Management
- Hazmat Assessment & Remediation
- Construction Management
- Resource Agency Permitting
- Water Supply Assessment
- Cultural Resources Evaluation
- Environmental Engineering
- Sustainable Building Design

EUREKA SAN FRANCISCO SANTA ROSA PLEASANTON
SAN DIEGO PORTLAND ANAHEIM SACRAMENTO
www.w-and-k.com

LAMPHIER • GREGORY



URBAN PLANNING &
ENVIRONMENTAL ANALYSIS

WWW.LAMPHIER-GREGORY.COM | 510.535.669C

Smart Growth in a Changing World

(continued from previous page)

Implications with regard to human health and climate change become starkly apparent and may explain German socio-economic policies that make renting a car there cost about twice that in the U.S. (though with the pleasure of virtually no potholes).

Jonathan Barnett, **Paul Farmer** (APA's executive director and CEO) and **Kaid Benfield** (senior attorney and director of the Smart Growth Program of the Natural Resources Defense Council) stress that America's ability to compete in the global economy is being increasingly compromised by unbridled growth. In his chapter, "The Runaway American Dream," Benfield writes that U.S. cities use four times as much gasoline per person as their European competitors and nine times that of Asian cities, and cites sources that say, "Europe has a higher rate of economic output per capita [though not productivity per worker-hour, *ed.*] than does the U.S." It is well documented that most Western Europeans work six to eight weeks less per year than Americans and arguably enjoy a higher quality of life. As regards my journey, I remember being very unhappy at the currency exchange.

Benfield muses: "While the inefficiencies associated with land use development may be but one factor among many behind these trends, the implications should be sobering for American business." Closer to home, he quotes a 1998 Environmental Protection Agency report: "Many of America's local governments are in the grip of a growing fiscal crisis... Although the details of the story differ, they are linked by one recurring theme: much of the fiscal crisis stems from growth and development that could no longer be sustained."

Professors and practitioners **Robert D. Yaro** and **Armando Carbonell**, **AICP**, contribute research on the Northeast corridor, an area comparable in size to California. In "Reinventing Megalopolis: The Northeast Megaregion," Yaro and Carbonell focus on guiding the growth of the country's oldest, most built-up and politically fragmented regions. The authors call for new kinds of institutions and for civic advocacy at the megaregion scale. They also pinpoint the enormous political obstacles and cost of adapting the D.C.-to-Boston Acela train from its average speed of 70 miles per hour to those of Europe's and Japan's high-speed trains.

(continued on next page)

CBRE Consulting, Inc./Sedway Group

Project Feasibility Fiscal Impact

505 Montgomery Street
Suite 600
San Francisco, CA 94111
415.781.8900

www.cbre.com/consulting
www.sedway.com

Economic Development Implementation Plans

355 South Grand Avenue
Suite 1200
Los Angeles, CA 90071
213.613.3750

CBRE
CB RICHARD ELLIS

PLANNING URBAN DESIGN ARCHITECTURE
LANDSCAPE ARCHITECTURE INTERIOR DESIGN

SASAKI

www.sasaki.com

San Francisco, CA

Watertown, MA



DONALDSON ASSOCIATES

Douglas Donaldson, JD, AICP
Planning and Environmental Services

627 Spokane Avenue • Albany, CA 94706 • (510) 528-3684

Smart Growth in a Changing World

(continued from previous page)

Shelley Poticha, President and CEO of Reconnecting America and of the Center for Transit Oriented Development, points out in "Transportation in the Multi-City Regions" that by 2020 all major European cities will be connected by high-speed rail. She writes: "High-speed rail is defined in the U.S. as rail that is time competitive with air or automobile travel at distances of 100 to 500 miles. [That] includes San Francisco to Los Angeles. [At present], more than half of all flights in and out of U.S. airports are less than 500 miles."

The book's authors present case studies of alternative futures, based on growth simulations conducted at the University of Pennsylvania and Rutgers University. According to the Rutgers study, conventional regional development will be 25 percent more expensive over the next 25 years and will come at great environmental cost. So why are we not doing better? Because we are too deeply invested in what **W. Paul Farmer** in "America's Future and Federal Smart Growth Policies" describes as the entrenched forces of "dumb growth." Farmer's impassioned plea for a new national planning policy caps Jonathan Barnett's book, a must-read for policymakers, planners and urban designers.

PS. The rainy season arrived in Germany late – at the beginning of summer.

Hartmut Gerdes, principal of Square One Productions, San Francisco, conceptualizes media pieces about urban design and building in the age of climate change and resources depletion. He can be reached at Hartmut@SquareOneProductions.com

Smart Growth in a Changing World, Jonathan Barnett, FAICP, with chapters by F. Kaid Benfield, Armando Carbonell, AICP, W. Paul Farmer, FAICP, Shelley Poticha, and Robert D. Yaro (American Planning Association, 2007); \$37.95 paperback; \$29.95 member's price. 148 pages. ISBN 9781932364361. APA members can read more about this book at <http://www.planning.org/planning/member/2007mar/smartgrowth.htm> ■



Bay Area Economics
the economics of place™
bayareaeconomics.com

HEADQUARTERS
1285 66th Street
Emeryville, CA 94608
510.547.9380
fax: 510.547.9388

NEW YORK 212.812.2145
SACRAMENTO 530.750.2195
WASHINGTON DC 301.589.6660



HIGGINS ASSOCIATES
CIVIL & TRAFFIC ENGINEERS

- Traffic Impact Studies
- Traffic Calming
- Roadway Design
- Parking Studies
- Travel Forecasting
- Circulation Plans

www.kbhiggins.com (408) 848-3122



BMS
DESIGN GROUP

URBAN DESIGN
CAMPUS PLANNING
LANDSCAPE ARCHITECTURE
LAND PLANNING

414 Jackson Street, Suite 404
San Francisco, CA 94111
T. (415) 249-0130
F. (415) 249-0132
www.bmsdesigngroup.com



DESIGN, COMMUNITY & ENVIRONMENT

1625 SHATTUCK AVENUE, SUITE 300
BERKELEY, CALIFORNIA 94709

TEL: 510 848 3815
FAX: 510 848 4315
www.dceplanning.com

comprehensive planning urban design environmental review
landscape architecture public participation smart growth GIS

Leave no plan behind: Updating the General Plan Guidelines

By Naphtali H. Knox, FAICP; Editor, Northern News

If you attended the CCAPA conference in San José on any of the four days from September 1st to October 3rd, I don't have to tell you what a great conference it was! Since general plans are my niche, I decided to share with you just a bit of the discussion from one of several General Plan panels—this one held the last morning of the conference. It was a strong panel, and a lot of information and opinions were offered.

The panel was moderated by **Julia Lave Johnston**, senior planner, Governor's Office of Planning and Research (OPR). Six panelists spoke, then a half-dozen of the 100 or so in attendance asked questions or offered comments.

My take on the discussion was that the panelists who were general plan users (staff) and practitioners (consultants) focused on two issues:

First, what we are already doing, not so much to follow as to get around the General Plan Guidelines in order to create meaningful, usable general plans that meet the needs of the subject communities; second, how and when to change the guidelines.

The panelists (and several audience members who spoke) agreed that the Guidelines need to change, but there was no agreement on how that would be done or when it might happen. Some suggested we wait until the General Plan law could be changed, so that the Guidelines could be structured to explain the new general plan law. Others, myself among them, spoke of the need for clear guidance now, whether that guidance comes from OPR or not. (I commented that general plans are being churned out continuously, updated Guidelines or not. We need—right now—either a giant band-aid on the guidelines, or a very brief and readable report that tells us how to incorporate emerging concerns about global warming, climate change, sustainability, energy, community health, etc.)

The first panelist was **Seth Litchney**, assistant planner at OPR, who is assessing how the Guidelines can become a more usable document. He said OPR would like to turn the Guidelines into a one-stop shop for general plan help, and has thought of incorporating anecdotes (from planning directors and general plan practitioners) into the guidelines. They're also thinking of including brief descriptions of award-winning general plans.

(continued on next page)



MHA
ENVIRONMENTAL CONSULTING, INC.

- Planning
- Permitting
- CEQA/NEPA Compliance
- Biological Resources Assessment
- GIS/Cartographic Design

Certified WBE, founded in 1983

For more information, contact Dain Anderson, Director of Planning
4 West Fourth Avenue, Suite 303 • San Mateo, California 94402
voice (650) 373-1200 • fax (650) 373-1211 • www.mha-inc.com



ESA

Where solutions and service meet

Los Angeles
Oakland
Petaluma
Portland
Sacramento
San Diego
San Francisco
Seattle
Tampa
www.esassoc.com



SQUARE ONE
PRODUCTIONS

PHOTOMONTAGES • WALK-THROUGHS • VIDEO

HARTMUT GERDES, AICP, PRINCIPAL TEL 415 398 7044
WWW.SQUAREONEPRODUCTIONS.COM

METROPOLITAN PLANNING GROUP

T. 408 730 4106
www.MplanningGROUP.com

Leave no plan behind: Updating the General Plan Guidelines *(continued from previous page)*

OPR expects to add information and guidance on Senate Bill 18 (tribal consultation) and Senate Bill 1468 (land use and military readiness). And they believe there should be expanded discussion on community design, guidance on how to address greenhouse gas emissions and public health issues, and perhaps a checklist of statutory requirements.

With the stage thus set, **Janet Ruggiero, FAICP** (Community Development Director, Citrus Heights) was—not surprisingly—to the point and provocative. “Shouldn’t we be changing the statute before we change the guidelines?” she asked. “How much can we add to the general plan before it becomes unusable?” She also brought up the question of the time frame for the general plan: “We need the long-term view of 20 to 30 years, and we shouldn’t give up that focus because of shorter-term demands” (for example, the shorter-term housing element).

Janet asked whether everything needs to be done at the local level. So much is already done at the regional level—for example transportation and water—that a good deal of the burden could and should be lifted from the local governments.

The Guidelines, she continued, need to focus on maintaining internal consistency, but also need to be flexible. “Flexibility is the key.” The Guidelines should talk more about options for other successful formats, not just elements. Perhaps requirements should vary by city size or type. For example, in some major cities, the general plan is the overarching vision, while the substance is developed in neighborhood or area plans. And finally, the public also uses the guidelines. How should the Guidelines change to recognize that?

Woodie Tescher (a General Plan practitioner with EIP Associates, now PBS&J), talked about a basic principle—the relevance of the general plan to the community and its values. To have some meaning, the plans need to be organized to fit the community. Sacramento has organized its general plan according to the three E’s of sustainability (environmental quality, economy, and social equity)—essentially what the attorney general has been requesting. The Guidelines don’t get us there. Would such an approach require new legislation? He concluded that there is also a disconnect between the General Plan’s long-term goals and policies and the short-term actions. “We need to find something that can do a better job of guiding year-to-year implementation.”

(continued on next page)

LSA
 LSA ASSOCIATES INC.
 www.lsa-assoc.com
 PLANNING | ENVIRONMENTAL SCIENCES | DESIGN

RBF
 CONSULTING
 Providing planning, design and construction of the built environment
JOIN THE RBF TEAM!
 Monterey 831.883.8187 San Jose 408.993.9224
 Sacramento 916.928.1113 Walnut Creek 925.906.1460
 www.RBF.COM

DYETT & BHATIA
 Urban and Regional Planners
 www.dyettandbhatia.com : General Plans
 755 Sansome St. Suite 400 Urban Design
 San Francisco, CA 94111 Specific Plans
 415.956.4300 Zoning
 Environmental Planning

Lorraine Weiss
 DESIGN AND DEVELOPMENT REVIEW
 ✨
 1800 WASHINGTON ST. N^o. 218 SAN FRANCISCO CA 94109
 415 921-5344

EMC
EMC PLANNING GROUP INC.
 A LAND USE PLANNING & DESIGN FIRM
 Monterey, CA 831.649.1799 www.emcplanning.com

Leave no plan behind: Updating the General Plan Guidelines *(continued from previous page)*

David Early, AICP (a General Plan consultant and principal with DC&E), said he liked dealing with elements, and it was a management issue to determine what things we want or don't want in the plan.

"It's good to see increasing pressure on the general plan. It means someone is paying attention to it. Elements aren't so bad. They provide a logical split in subject matter and help people think about the subjects in manageable chunks." He suggested that plans not have more than five to seven chapters because that leads to redundancy. "You forget where you put that particular policy."

David felt strongly that sustainability and public health should not be in separate elements. Borrowing a thought from restaurant menus, he suggested putting a heart symbol next to every policy that relates to health.

He also suggested not trying to nest actions under the policies because that creates redundancy. Instead, he proposed a matrix to show which actions carry out which policies and goals (something, I proudly add, that my firm employed in the Petaluma General Plan in 1986).

Brian Judd of The Planning Center, Newport Beach, spoke about the work his firm is doing for the City of Ontario, creating a general plan for use on the Web and in Web format. He showed slides of what the Web pages might look like—basic general plan text in a center column, quick links in a narrower left column, and a progress report in a right-hand column. (Mr. Judd has graciously provided *Northern News* with a prototype of a continuous webpage 13 inches wide x 30 inches long. To display the webpage here, we have split the image in two, running the top and bottom in sequence on pages 11 and 12.)

"The Web is great for cross-referencing," he noted, with just a click of the link. "You can link to and integrate the long-range planning document with the implementation strategies. You can track performance of the general plan." In closing, Mr. Judd noted that general plans need to be used by all city department's (most aren't), not just by planning and community development.

What are your thoughts about updating the General Plan Guidelines? Whether you attended the panel or not, you can send your comments to Julia.Johnston@opr.ca.gov, or to Seth.Litchney@opr.ca.gov, or send them to me, knoxnaph@gmail.com, and we'll publish them here.

	Land Use	Housing	Environmental Resources	Parks	Community Design & Culture
	Governance	Mobility	Economic Development	Safety	Health, Education & Community Resources

How to Use This Site
Site Map

The Ontario Plan
Surveys
Dashboards
Annual Reports
DMP
Vision
City Council Goals
Budget
Performance Indicators
Implimentation Programs

Other Internal Links
Planning Department
Public Works
Budget and Finance
Community Services
Police Department
Building Department
City Clerk
GIS
Human Resources
Redevelopment

External Links
OPR
SCAG
San Bernardino County
LAWA
SANBAG
Caltrans
MetroLink
Omnitrans
Chamber of Commerce
Ontario Museum

Housing Element



Annabella Court, completed January 2011 and winner of the AIA's prestigious Housing Innovations award.

PURPOSE

State law requires all communities to prepare a housing element every five years. The Housing Element is required to address the production, preservation, and improvement of housing in the community.

Among its most important functions, the housing element:

- Analyzes existing and future housing needs.
- Addresses constraints to meeting local housing needs.
- Identifies land, financial, and administrative resources for housing.
- Sets forth goals and policies to meet community housing needs.
- Establishes a housing programs and implementation plan.

ITS VALUE

Beyond the requirements of State law, the City Council recognizes that the Housing Element provides important public benefits, including, but not limited to:

- A range in types and prices of housing allows individuals and families of all ages and income levels to live in Ontario.
- Quality housing attracts and retains a qualified workforce and supports a prosperous local economy.
- Preservation and maintenance of housing improves property values and fosters community identity and pride.
- Improvement of our neighborhoods with parks, recreation, and other community amenities creates a desirable place to live.

Only areas with a white background are considered part of the General Plan.

HOUSING NEWS

Towne Center Project Under Construction

The long awaited first phase of the JH Snyder's Towne Center Project is now under construction. The first phase includes the development of 140 townhomes and 160 apartments in the blocks bounded by Sultana Ave., Holt Blvd., Lemon Ave., and B St. Future phases will include two mixed use blocks with groundfloor retail and condominiums above and a civic plaza for the blocks between Euclid Ave., D St., Lemon Ave., and Holt Blvd.



Phase One is to be completed in six months.

New Affordable Senior Apartments Approved

On September 25, 2011, the Ontario Planning Commission approved a second phase to Palm Lanes Senior Apartments located at 1449 East D Street. The project will add 48 affordable senior apartments to the existing 91 units within the complex that were constructed in 2003.



To be completed by Spring '13



The units are close to amenities such as a drugstore and post office.

	Land Use	Housing	Environmental Resources	Parks	Community Design & Culture
	Governance	Mobility	Economic Development	Safety	Health, Education & Community Resources

Housing Element

Goals

- 1) Ontario will have a diverse supply of housing types and high-quality amenity-rich neighborhoods.
- 2) Ontario will provide for a variety of incomes and housing choices, facilitating housing mobility and enabling residents to remain in Ontario throughout their lives.
- 3) Ontario will provide affordable housing to meet the needs of existing and future residents, including the City's fair share of the regional housing need allocation.
- 4) Ontario will provide housing opportunities for all social and economic segments of the community.
- 5) The City will eliminate deteriorated dwelling units through rehabilitation and will conserve currently sound housing stock.

Element Sections

- [Housing & neighborhood conservation](#)
- [Affordable housing assistance](#)
- [Removal of government constraints](#)
- [Special needs housing](#)
- [Fair housing](#)
- [Preservation of at-risk housing](#)
- [Housing balance](#)

Supporting Information

TECHNICAL REPORT

- [Community Profile](#)
- [Constraints Analysis](#)
- [Housing Resources](#)
- [Program Evaluation](#)
- [Public Outreach](#)

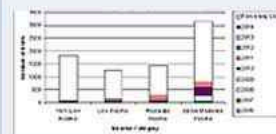
HOUSING NEWS



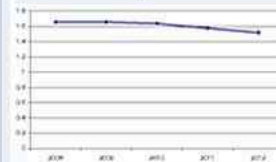
The units are close to amenities such as a drugstore and post office.

PERFORMANCE INDICATORS

Progress on Meeting RHNA's Targets



Jobs-Housing Balance



RESOLUTIONS TO DATE

City Council Resolution No. 2012-078

Establishes a program to adaptively re-use and seismically upgrade historic buildings in downtown for residential mixed-use.

City Council Resolution No. 2012-080

On September 25, 2007, the City established an incentive program for a multi-family home improvement district.

City Council Resolution No. 2012-083

On September 25, 2007, the City established an incentive program for renovating commercial properties along Euclid Avenue.

CDG
CANNON
DESIGN
GROUP

PLANNING URBAN DESIGN
ARCHITECTURE

180 Harbor Drive Suite 219
Sausalito, CA 94965
415 . 331.3795
email: cdgplan@pacbell.net

DAVID GOLICK

(925) 798-6276

4241 Dubhe Ct., Concord, CA 94521

- City and Environmental Planning
- Project Management
- Office Administration
- Contract Planner



CirclePoint™
The whole view.

135 Main Street, Suite 1600
San Francisco, CA 94105
P 415.227.1100
F 415.227.1110
www.circlepoint.com

- Environmental Management
- Communications Management
- Training & eLearning Programs

Calling card advertisements support the Northern News. For more information on placing a calling card announcement and to receive format specifications, contact:

Hannah Young, Advertising Director,
(510) 540-7331,
hannah.young@lsa-assoc.com.

AICP Certification Maintenance update—you'll have mail!

The AICP certification maintenance (CM) program applies to any Certified Planner who wants to maintain membership in the American Institute of Certified Planners. Planners are required to get 32 credits of continuing education every two years. Most planners with whom I've talked agree that the program is a good idea.

On September 26, APA announced that AICP members would receive an email update on October 25 with detailed instructions for using the new CM Online Member Log to report continuing education activities. Unfortunately, we have had to "go to press" without knowing those details. Still unresolved is how much the course providers will have to pay APA. Whether the providers can sustain those costs, and what effect that will have on the continuing education of planners, is still being debated. Here are comments from three planners who have been involved.

Leonardo Vazquez, AICP, is Director of the Professional Development Institute at Rutgers, the State University of New Jersey. On September 17, Leo wrote in the Institute's News bulletin:

"... details about the costs of participating in the Certification Maintenance (CM) program [are] scary. If left unchanged, the costs to continuing education providers threatens to hurt or even kill programs like those offered by the Professional Development Institute [at Rutgers]."

"APA/AICP plans to charge continuing education providers a \$95 annual enrollment fee, plus \$50 per credit per class. This doesn't sound like much. But when you add it up, the Certification Maintenance program could wind up costing the Professional Development Institute \$28,000 per year. That would mean raising our fees substantially to make up for these costs..."

"Because we average 10 to 12 students per class, we would have to increase our fees by at least \$70 per person. But it could be more... Participating in the CM program would cost "Leading from the Middle" about \$1,800 per course, or about \$120 per person."

"Could we still operate continuing education programs and pay these fees? Yes, we could. But we could not meet our mission of making quality professional development accessible to professionals"

(continued on next page)

JOBS

CITY OF SANTA ROSA

City Planner

This is a limited term, two-year position in the Advance Planning section of the City Manager's Office. The incumbent will be part of a small team of professional planners who will develop the Housing Element and incorporate policies from recently completed plans into the General Plan. Duties include the full range of planning activities in this fast paced, high profile program. Requires sufficient independent and professional planning experience and equivalent to a BA degree. Salary: \$4649 –\$6543/month plus excellent benefits.

Final Filing Date: November 9, 2007.

Application materials/information are available from:

Human Resources Department
100 Santa Rosa Avenue, Room 1
Santa Rosa, CA 95404

(707) 543-3060 (voice)

(707) 543-3063 (TDD)

or via the City website at www.srcity.org/jobs.

You may also apply online **beginning 10/19/07** at www.srcity.org/hr/Sigma/MainPage.aspx.

Santa Rosa is located about 50 miles north of the Golden Gate Bridge, in Sonoma County Wine Country. Just minutes away from the ocean, the redwoods and over 100 wineries, it is easy to see why Santa Rosa has recently been named one of the nation's *Most Livable Communities* by the Partners for Livable Communities. The quality of life is extraordinary, the residents are warm and friendly and the city, while having a population of over 150,000 still maintains a small town feel.

(continued on next page)

AICP Certification Maintenance update—you'll have mail! *(continued from previous page)*

from small or nonprofit organizations, or those that won't pay for training... When some professionals are denied fair opportunities to participate in high quality learning, they lose pace with their wealthier and more subsidized peers. Over time, those who are rich enough, or lucky enough, to get the time and money to get the newest information and resources will have a significant advantage over their peers in terms of job opportunities, career development, and income earning potential... These financial requirements could actually hurt the purpose of the Certification Maintenance program — to help planners throughout the profession stay on top of new information and knowledge in the field."

Iris Starr, AICP, is Northern Section's Professional Development Director. She writes:

"Our national organization has determined that continuing, accredited, professional education is mandatory for planners who are members of AICP. On behalf of the Northern Section, I have sent more than 25 requests to establish credits for professional development activities this year. However, we have yet to receive any specific response on these requests from APA/AICP National leadership. The latest informal word on the program from National APA/AICP is that only topics of national significance will be accredited. Many of us take this to mean that CEQA, General Plan, and any other California-specific training would not be approved for CM credits.

*"Moreover, the current plan for CM is to charge every education provider (including individual instructors, conferences, and APA sections that sponsor training) a yearly maintenance fee of \$95 and \$50 per hour of credit for every event. For example, the trips to China that were arranged by **Rob Eastwood, AICP** (Northern Section's International Director) on behalf of Northern Section may get by with the Section having to pay only \$95 for this year (if APA/AICP approves the trips, which still has not happened) because the two events occurred after the April 14, 2007, startup of the CM program but before the final promulgation of the rules. In the future, however, a 30-credit international trip will cost the Section almost \$1,500. We would still be expected to put the application together in the specified format and assist our members in logging their professional development credits online. National's role as far as I can tell would be to review the course and*

(continued on next page)

HAMILTON-SWIFT
LAND USE & DEVELOPMENT
CONSULTANTS, INC

Senior or Associate Planner

Hamilton-Swift Land Use & Development Consultants, Inc. seeks a qualified individual to perform various professional planning tasks.

Responsibilities include analysis of complex development and land use issues; facilitating development projects through the planning and building process; conducting field investigations; preparing reports for clients regarding development potential, and presentations before various boards, commissions and councils.

Work with and coordinate other land use professionals, including civil engineers, architects, soils engineers, etc. Apply various local, state and federal regulations, codes and laws to development proposals. Prepare initial studies and other environmental documents. Assist with preparation of Specific Plans, General Plans, zoning ordinances and other similar documents.

Must have a Bachelor's degree in planning or related field, Masters preferred; a minimum of 5 – 7 years experience in the field, and a thorough knowledge of local and state planning laws/procedures, CEQA, subdivision, coastal laws, codes and regulations. Based in Santa Cruz, Hamilton-Swift LUDC, Inc. provides a wide range of planning services including permit processing and entitlement, development feasibility analysis, environmental documents and master project planning.

Salary based on experience.

Please send resumes to: hs-admin@pacbell.net or fax to (831) 459-9998

(continued on next page)

AICP Certification Maintenance update—you'll have mail! (continued from previous page)

say yes or no to the credit hours we propose. It has not been clarified what our additional \$1,500 payment would support in terms of APA staff time, material costs, or new programs.

“Other planners have written me with comments on and questions about CM. I encourage all planners to share your thoughts with me — irisstarr@earthlink.net — or send them directly to National APA/AICP at aicp@planning.org”

Hanson Hom, AICP, is Northern Section's Ethics Review Director. He writes:

“From what I heard at the CCAPA conference in the first days of October, I understand that National may have loosened its criteria for qualifying courses based on feedback from some of the state chapters including California. For instance, I believe they will allow credit for CEQA and General Plan courses. None of this is final yet, but courses that would not qualify are general professional development topics or courses for AICP certification. Although I share the frustration that we are all expressing about the cost for certifying a course and having it all go through National, we have to realize that details are still forthcoming. Now is the time to provide feedback on the CM standards or guidelines to National APA/AICP before they become official.”

Official word from APA interact

The following is the most recent “official word” from APA's **interact**, September 26, 2007:

The first CM reporting period for AICP members will begin January 2008 and run through December 2009. The AICP Commission has provided a “startup” period that began on the day they created the CM program. You may already have taken courses that are eligible and that will qualify toward your 2008–09 requirement.

Here are answers to some common questions about CM. Full details of the CM program can be found at www.planning.org/cm

Q. Which continuing education activities are eligible for CM credit?

A. To be eligible for CM credit, continuing education activities must meet certain criteria to ensure that they are appropriate for planners with the level of expertise AICP

(continued on next page)

RBF CONSULTING

Since 1944, RBF Consulting's reputation and success have been founded on a commitment to quality, professionalism and continuing innovation. Our 1,000+ member firm provides planning and civil engineering services in 15 offices throughout California, Arizona, and Nevada and fosters an enthusiastic, active and collaborative environment and nurturing culture. As part of the RBF Team, you will be involved in a variety of innovative and high profile projects in redevelopment/infill, base reuse, downtown revitalization, urban design, landscape architecture, brown/gray/green field development, and green/sustainable practices.

We are currently seeking qualified candidates for:

- **Senior Environmental Project Managers/Planners**
- **Environmental Planners/Analysts**
- **Environmental Planning Managers**
- **Landscape Architects**
- **Land Planners**

RBF provides a vibrant, family-oriented environment and a team-based culture in which we are each other's greatest resource. RBF offers excellent compensation and benefits packages, including 401(k), profit sharing and bonus plans, relocation assistance and ownership opportunity. We invite you to join our team, build your career with us, and make a difference!

Please visit our website at www.rbf.com and send your resume to:

Fax: (949) 855-7060

Email: hmail@rbf.com ■

AICP Certification Maintenance update—you'll have mail! (continued from previous page)

members have attained. Eligibility criteria are detailed online at <http://www.planning.org/cm/forproviders.htm>

Organizations that sponsor continuing education activities must register as CM providers and submit their activities to APA for review. AICP members will earn CM credit for continuing education activities that APA staff determine meet CM criteria. **On October 25, all continuing education activities approved to date will be listed on APA's website.** More will be added as they are approved for CM credit.

Q. Will the continuing education providers I've used before be CM providers?

A. Not automatically. Any organization can register as a CM provider. APA and its chapters and divisions are already registered. APA has invited all organizations that participated in the prior (CPD) program to register as CM providers.

Any AICP member may invite a continuing education provider to register as a CM provider. You can download information about becoming a CM provider; or direct providers to www.planning.org/cm for more information. You also may send APA the names of continuing education providers, and APA will contact them about becoming CM providers. Learn more at <http://www.planning.org/cm/foraicpmembers.htm>

Q. Will I earn CM credit for continuing education activities I completed before January 2008?

A. You will earn CM credit for continuing education activities in which you've participated since April 14, 2007, *if the organization that sponsored the continuing education activity registers as a CM provider, submits the activity to APA for review, and is granted CM credit.* Keep a written log of all your continuing education activities until October 25, when you will be able to search the new CM Online Member Log for activities that have been approved for CM credit and record your activities.

For the history of the CM program and answers to other frequently asked questions, see <http://www.planning.org/cm/> ■



Columbus Avenue, North Beach.
Photo: bookalooka

North Beach named one of America's 10 Great Neighborhoods—Authentic character intact after 150 years

From APA and interact, October 2, 2007

The American Planning Association (APA) has designated San Francisco's North Beach as one of 10 Great Neighborhoods for 2007. North Beach was selected for its commitment to ethnic, cultural, and economic diversity, and sensible planning to enhance sustainability.

"San Francisco is honored to have North Beach selected by the APA as one of this year's Great Neighborhoods," said Mayor Gavin Newsom. "Thanks to the efforts of our planners and engaged residents, North Beach continues to reflect the personalities of the many people who have lived or worked here for the past 100 years."

Added Aaron Peskin, president of the San Francisco Board of Supervisors, who represents North Beach: "Generations of activists have worked to preserve its 20th Century Edwardian architecture that, over the years, has been home to beatniks, bohemians, immigrants, yuppies, and the anti-chain-store movement."

Great neighborhoods offer better choices for where and how people work and live. They are enjoyable, safe, and desirable. They are places where people want to be—not only to visit, but to live and work everyday. America's truly great neighborhoods are defined by many unique criteria, including architectural features, accessibility, functionality, community involvement, and public spaces.

North Beach displays a mix of images and contrasts: ethnic diversity ranging from Italian and Chinese to Arab, French, and Spanish cultures; arts, crafts, and jazz festivals; and a storied history involving known writers and musicians, movie sets, and nightclubs. Added to this are several historical landmarks; a compact layout that makes walking enjoyable and easy; and a strong commitment to keeping businesses and stores independently owned and operated. Residents have fought to keep North Beach this way, and will continue to play an essential role in preserving this character.

History

North Beach's identity has been formed over a century or more. Settled in the 1850s, the area's first residents were

(continued on next page)

Going green at the bottom of the Bay

By Naphtali H. Knox, FAICP;
Editor, Northern News

“State and federal governments issue top-down mandates, but cities control day-to-day activities that affect the environment — collecting garbage, making land use decisions, enforcing building codes and deciding whether to let residents cut down trees. By showing what’s possible to achieve, local government can help to shape state and national regulations.”

So began an editorial in the San José Mercury News on October 7. San José Mayor Chuck Reed had just announced his 15-year “green goals” for the city, which the San José City Council is expected to adopt at its October 30 meeting.

The mayor’s Green Vision bills itself as “a comprehensive strategy that will show the world how environmental responsibility makes financial sense and stimulates economic opportunity,” and notes that “the City’s General Plan Update, *Envision San José 2040*, will include clear and measurable standards for sustainable development.” You can download San José’s Green Vision (14 pp., 160kb) at <http://www.sanjoseca.gov/mayor/goals/environment/GreenVision/GreenVision.pdf>, or go to <http://www.sanjoseca.gov/mayor/> and click on “Mayor Reed’s Green Vision for San José.”

For a 500-word summary of the 10 goals proposed, see http://www.mercurynews.com/opinion/ci_7110454

■

North Beach named one of America’s 10 Great Neighborhoods— *(continued from previous page)*

middle-class Americans. Thirty years later, two-thirds were immigrants, mostly from Ireland, Germany, and France. By 1939, more than 60,000 Italians had moved to this square-mile neighborhood, earning it the nickname of Little Italy. The streets were lined with Italian restaurants, shops, and social clubs. Tourists frequented the area, drawn by the quality and affordability of the local cuisine.

In the 1950s the area gained international repute through an influx of beatniks who filled jazz clubs, coffee houses, and esoteric bookstores. Nightclubs along Broadway hosted top entertainers. Today, with the help of planning and zoning tools and citizen participation, you can find boutique shops and restaurants mixed in with dance clubs and risqué venues, and mom-and-pop shops, making North Beach a neighborhood of contrasts and one of the liveliest parts of town.

Part of North Beach’s appeal stems from restrictions on building heights and billboards promoted by neighborhood associations in the 1980s. Today, historic landmarks such as Coit Tower are visible; no skyscrapers block the view. Washington Square, the neighborhood’s central open space, is a place for morning Tai Chi classes, dog walking, sky gazing, and several annual festivals.

Affordability—both residential and commercial—remains an issue in North Beach. Roughly 60 percent of the housing stock is rent controlled. An inclusionary housing program requires that new developments set aside a certain percentage of units as affordable. For example, the 341-unit North Beach Place apartments, which replaced crumbling 1950s mid-rises, opened to acclaim in 2004. This mixed-use project contains 34,000 square feet of street level retail and a mix of residential units: public housing, low- and moderate-income, and senior citizen.

North Beach also remains, in many ways, a traditional neighborhood, requiring no more than a few blocks’ walk to a grocer, bakery, barber shop, hardware store, church, school or park. Pedestrians fill the sidewalks, and public spaces like Washington Square beam with community spirit. What can’t be found in the neighborhood—by design—are chain stores and fast-food outlets. As early as the 1980s, the city placed controls on the type and scale of commercial uses as a way to

(continued on next page)



National conference comes west

The 2008 APA national conference is coming west again, this time to Las Vegas. What a wonderful opportunity for Northern Section planners and planning students to attend a national conference! Though most of us know Las Vegas as the ultimate tourism destination, the city faces the same planning challenges as other western US cities—transportation, housing affordability, downtown revitalization, sprawl, densification, sustainability, and scarce water and other resources, to name just a few.

The conference promises 70-plus workshops, great program sessions, and fun events.

*Remember April 27 – May 1
You won't want to miss it,
so start planning now!*

North Beach named one of America's 10 Great Neighborhoods— *(continued from previous page)*

help protect North Beach's identity and promote homegrown businesses.

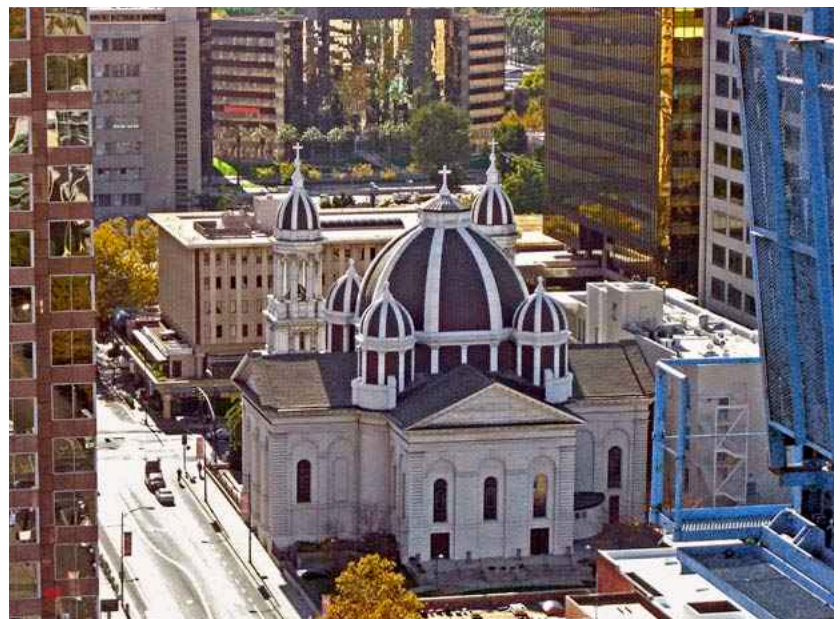
The nine other APA Great Neighborhoods for 2007 are Eastern Market Neighborhood, Washington, DC; Elmwood Village, Buffalo, New York; The First Addition Neighborhood, Lake Oswego, Oregon; Old West Austin, Austin, Texas; Park Slope, Brooklyn, New York City; Chatham Village, Pittsburgh, Pennsylvania; West Urbana, Urbana, Illinois; Hillcrest, San Diego, California; and Pike Place Market Neighborhood, Seattle, Washington.

Contact **Amit Ghosh**, San Francisco Planning Department, 415-558-6282; amitghosh@msn.com, and **Lynn Jefferson**, North Beach Neighbors, 415-776-2554; lynnjefferson@comcast.net

Read a lively local article by **John King**, *San Francisco Chronicle* Urban Design writer and 2007 winner of the CCAPA Individual Journalist Award. Following the article, the *Chronicle* offers scores of reader comments, praising and castigating the APA selection of North Beach:

<http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2007/10/03/BA2KSIAMB.DTL> ■

Where in the world?



Answer on page 23.

Four entries from Northern Section win State APA Awards



Vince Bertoni, Joseph Horwedel.
COMPREHENSIVE PLANNING AWARD,
LARGE JURISDICTION—"Vision North
San José" (City of San José)



Vince Bertoni, Gloria Humble, Chip Eitzel.
INNOVATIVE USE OF TECHNOLOGY AWARD,
"GIS Parcel Report for Single-Family Zones"
(City of Palo Alto)

Four of the Northern Section's 10 planning-award winners have advanced to wins at the State level. The four winners were among 26 recipients of Outstanding Planning, Leadership and Service, and Planning Achievement Awards that were announced at the 2007 California Chapter Conference awards luncheon on October 2nd. (There were also eight Awards of Merit.) The Northern Section winners were:

- *Vision North San José*, City of San José, Comprehensive Planning Award
- *GIS Parcel Report*, City of Palo Alto, Innovative Use of Technology Award
- *Bay Area Smart Growth Scorecard*, Greenbelt Alliance, Education Program Award
- *Planning for Active Transportation and Health (PATH) Effort*, Redwood Community Action Agency, Advocacy Planning Award

A fifth winner from Northern California was:

- *John King*, San Francisco Chronicle, Individual Journalist Award

The purpose of the CCAPA Awards Program is to encourage quality in planning and increase the public's awareness of the planning profession through recognizing outstanding achievement in the planning field.

The **Comprehensive Planning Award, Large Jurisdiction** goes to a comprehensive plan of unusually high merit completed for, by, or within a jurisdiction with a 2000 Census population of 100,000 or more. *Vision North San José* is a comprehensive, integrated set of land use, economic development, and transportation policies for a critical region of San José that embodies "smart growth" principles. Contact: andrew.crabtree@sanjoseca.gov

The **Innovative Use of Technology Award** goes to a project or process that features an innovative use of technology to further the goals of the planning process. Palo Alto's GIS Parcel Report for Single-Family Zones produced the technology to enable city staff to easily and efficiently generate one-page reports on individual parcels of land. Staff and the public can easily obtain information on zoning,

(continued on next page)

Four entries from Northern Section win State APA Awards *(continued from previous page)*



Vince Bertoni, Jean McCown, Elizabeth Stampe, Carey Knecht, Michelle Yesney. **EDUCATION PROJECT AWARD**—"Bay Area Smart Growth Scorecard" (Greenbelt Alliance)



Vince Bertoni, Jennifer Rice. **ADVOCACY PLANNING AWARD**—"Planning for Active Transportation and Health (PATH)" (Natural Resources Services division of the Redwood Community Action Agency and Nelson-Nygaard Consulting)



John King. **INDIVIDUAL JOURNALIST AWARD** (San Francisco Chronicle)

setbacks, land use designation and flood zone for each parcel. Contact: gloria.humble@cityofpaloalto.org

The **Education Project Award** goes to an individual, project or program that uses information and education about the value of planning and how planning improves a community's quality of life to create greater awareness among citizens or specific segments of the public. The Bay Area Smart Growth Scorecard by Greenbelt Alliance is a landmark assessment of the planning policies of all 101 cities and nine counties of the Bay Area that brings attention to potentially abstract principles. It evaluates existing planning policies in accordance with nine "smart growth" principles. Contact: pcohen@andnet.org

The **Advocacy Planning Award** goes to a project, group or individual reflecting a sustained social commitment to advocacy planning in support of the needs of society's less fortunate members. The goal of the Planning for Active Transportation and Health (PATH) Effort of the Redwood Community Action Agency was to develop practical measures for improving the equity of transportation decisions and investments in Humboldt County. The PATH model has broad relevance and transferability to resource-limited local governments in rural and non-metropolitan regions. It identified strategies for incorporating land use, public health and economic development goals into local and regional transportation planning. Contact: lohoefener@nrsrcaa.org

The **Individual Journalist Award** goes to an individual writer or editor for an article or series of articles of exceptional merit on planning or environmental issues. John King, urban design and architectural critic for the San Francisco Chronicle, received the award for his articles on planning issues. He recently penned two local stories involving the APA. The first recognized the national APA's selection of San Francisco's North Beach as one of America's "10 Great Neighborhoods," while the second detailed a panel discussion entitled "Is California Ready for Complex Urban Development" held at the CCAPA conference in San José. His articles can be found at <http://www.sfgate.com> ■

Urban scenes from the 2007 CCAPA Conference



Downtown Livermore mobile workshop—Bank of Italy



Dome of the Tech Museum (site of Conference opening reception) and Plaza Cesar Chavez, from the Fairmont



Mobile workshop stops at Downtown San José highrise housing under construction



Site of the First Annual Diversity Summit—rotunda at San José City Hall



In Plaza Cesar Chavez, across from the Fairmont (conference hotel)



Eastern foothills and San José State University, founded 1857. ML King Library at foreground left

What others are saying

About San José's Fairmont Hotel, the CCAPA Conference venue

"Taking inflation into account, San José has come nowhere near recovering its investment in the [805 room] Fairmont — \$28.2 million toward the original hotel and an additional \$9.5 million in 1998 for the annex... [P]rofits projected by a city consultant in 1984 ... showed ... lease payments ... would have reached a collective \$66 million by the end of last year... [Since 2001,] hotel profits ... have reached a collective \$4.2 million... The hotel also has produced about \$10.6 million in property tax revenue... And the hotel's garage and the retail space in the annex have produced about \$900,000 each... [H]otel room taxes ... likely are well in excess of \$10 million... [But] the investment paid off in the way the Fairmont led to the hotel, office and restaurant development that followed."

Barry Witt, "S.J.'s gamble on Fairmont wins praise 20 years later," *San José Mercury News*, October 6, 2007.

http://www.hotel-online.com/News/PR/2007_4th/Oct07_FairmontSanJose.html

About climate change

"Getting our national climate regulations in order is necessary, but it will not be sufficient to move China. We have to show them what Wal-Mart is showing its competitors — that green is not just right for the world, it is better, more profitable, more healthy, more innovative, more efficient, more successful. If Wal-Mart can lead, and California can lead, why can't America?"

Thomas L. Friedman, "Lead, Follow or Move Aside," *The New York Times*, September 26, 2007.

<http://select.nytimes.com/mem/tnt.html?emc=tnt&tntget=2007/09/26/opinion/26friedman.html&tntemail=0=y>

(continued on next page)

Answer to "Where in the world?"

San José, California. Cathedral Basilica of St. Joseph, 1885

Vote by email for NSCCAPA Treasurer

The NSCCAPA has received one nomination for Treasurer, an elected position for whom all Northern Section members may vote. This year, for the first time, members may vote by email. Ballots must be time-stamped by **11:59 PST on December 1**.

The one candidate for Treasurer is **Jeff Baker** whose candidate's statement is presented below. Write-ins are also welcome.

The term of the Treasurer is two years, commencing January 1, 2008. Candidates should have a working knowledge of profit and loss statements, balance sheets, reconciliation procedures, and Quicken or other accounting computer software programs as specified by the Chapter. The duties of the Treasurer include preparing an annual budget for submittal to the Section Director; receiving and being accountable for all Section accounts and funds and making proper authorized disbursement of said funds; collecting or designating a person responsible to collect money at events that require a fee; submitting financial reports to the Section Board; and submitting quarterly financial reports, including an end-of-the-year financial report to the Chapter.

To vote for Treasurer, send an e-mail to votensccapa@gmail.com. Your e-mail should include one name in the subject line, either Jeff Baker or a write-in candidate. Be sure to include your full name as registered with APA in the body of the e-mail. You will receive an automatic reply confirming your ballot has been received.

If you cannot send an e-mail, you may send a written ballot to
Darcy Kremin, NSCCAPA Director Elect
c/o ENTRIX
2300 Clayton Road, Suite 200
Concord, CA 94520

The ballot must be postmarked by November 30.

Candidate Statement for Jeff Baker

The Northern Section serves as a local community forum for planning professionals providing leadership and networking opportunities for planners throughout the region. As a planner, I believe in taking an active role in supporting this organization and promoting the planning profession. I have served on the Northern Section Board for the past two years as Treasurer and I would



Jeff Baker

(continued on next page)

What others are saying...

About Climate change

(continued from previous page)

“We need not fear for our planet. It was here before us and most likely will be here after us. But that doesn’t mean that the human race is not at serious risk. As a result of our endeavors and our irresponsibility our climate might leave no place for us. If we drag our feet, the scope for decision-making — and hence for our individual freedom — could be considerably reduced.”

Vaclav Havel, former president of the Czech Republic, “Our Moral Footprint,” *The New York Times*, September 27, 2007. Translated from the Czech by Gerald Turner.

<http://www.nytimes.com/2007/09/27/opinion/27havel.html?ref=opinion>

“The big question for CCAPA [annual conference] attendees is how the need to address global climate change will affect their day-to-day practice vis-à-vis general plans, CEQA conformance, and project review... Clearly, this is all headed toward a far greater emphasis on infill development, mixed-use, public transit, and anything else that will decrease vehicle miles traveled.”

Paul Shigley, “Tuesday’s CCAPA Notebook: Save The Planet!”, *California Planning and Development Report* (Paul Shigley’s Blog), October 1, 2007. <http://www.cp-dr.com/node/1812>

October 6 was Ecological Debt Day—“the exact date we, as a global community, go into ecological overshoot, using more than the planet can regenerate in a year. As humanity’s consumption of resources increases, Ecological Debt Day creeps earlier on the calendar. According to current calculations, humanity’s first Ecological Debt Day was December 19, 1987.”

Global Footprint Network.

http://www.footprintnetwork.org/gfn_sub.php?content=overshoot ■

Candidate Statement for Jeff Baker

(continued from previous page)

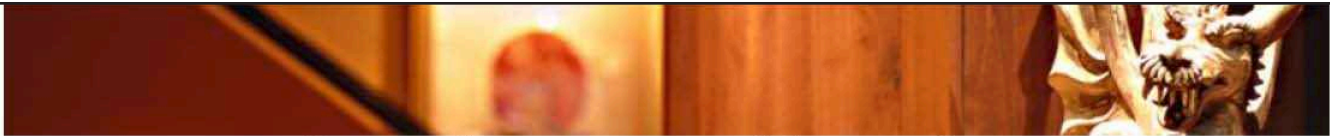
like to continue to serve the Northern Section as Treasurer for another term. In my current role as Treasurer I have a number of accomplishments, including:

- *Successfully converted the Northern Section accounting records to a new database in order to align with the CCAPA accounting requirements;*
- *Completed a full reconciliation of all accounts to ensure the accuracy of the Northern Section records;*
- *Maintained and monitored the fiscal health of the Northern Section;*
- *Provided timely financial reporting to the California Chapter and promptly processed vendor bill payments and reimbursements for Section expenses; and*
- *Prepared the Northern Section budget for 2006 and 2007.*

I am excited about the possibility of continuing to serve as the Treasurer of the Northern Section for another term. If elected, I will:

- *Continue to actively manage the fiscal health of the Northern Section so that it can continue to provide educational and networking events, an informative and useful website and newsletter, and promote the planning profession;*
- *Work closely with the Section Directors to maximize Northern Section programming while staying within the allocated budget;*
- *Continue to fulfill the duties of the Northern Section Treasurer in accordance with the By-Laws, and*
- *Encourage activities which engage planners and encourage involvement in the Northern Section.*

I have over seven years of municipal planning experience, including my current position as a Senior Planner with the City of Dublin Community Development Department. In my current position I have responsibility for both current and long range planning projects. These include the preparation of a General Plan Community Design Element, creation of a specific plan for Downtown Dublin, various policy documents including a Condominium Conversion Ordinance, Density Bonus Ordinance, and Bikeways Master Plan, as well as design review for current planning projects. I have an undergraduate degree in Real Estate and Land Use from California State University Sacramento, and a Masters in Business Administration from San Francisco State University. ■



The Northern Section, California Chapter,
 American Planning Association cordially invites you to the
2007 NSCCAPA HOLIDAY PARTY

Enjoy the year's accomplishments and celebrate with great food, drink and conversation.

Friday, November 30, 2007 • 7-10pm

E&O Trading Co.
Southeast Asian Grill
 314 Sutter Street, San Francisco



**EARLY RESERVATIONS
 STRONGLY SUGGESTED**
 (payment must be postmarked by November
 19th)*: \$35 members, \$45 non-members,
 \$15 students

*Late reservation rates apply if payment postmarked after **November 19th**: \$45/members, \$55/non-members, \$20/students

RSVP with payment addressed to NSCCAPA to:
 NSCCAPA, c/o Al Kostalas, ENTRIX, 2300 Clayton Rd Suite 200, Concord, CA 94520.
 Questions? Call Al at 925-988-1289 or e-mail at akostalas@entrix.com

Win big at the drawing to benefit the California Planning Foundation!

Sponsorship and volunteer opportunities available!
 Contact Kenya Wheeler, AICP at FWheele@bart.gov for information.



Access to the E&O Trading Co.:
BART: Montgomery or Powell Stations (3 blocks away)
MUNI: Lines 2, 3, 4 30 and 45 (1 block away)
 Discounted (w/validation) parking available at the Sutter-
 Stockton garage, adjacent to the venue.

I/We will attend the 2007 NSCCAPA Holiday Party! _____ *NSCCAPA Member(s)*
 Name(s) _____ *Non-member(s)*
 Guest(s) _____ *Student(s)*
 Firm/Agency: _____
 Address: _____ City: _____ Zip: _____
 E-mail: _____ Phone: _____

NORTHERN SECTION CALENDAR

OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

OCTOBER

10/30 Building Strong Mixed-Income Communities

October 30 – November 1

National Inclusionary Housing Conference,

Westin San Francisco, Market Street. Register online at

www.inhousing.org/conf or call 703-698-8151 or email

communi-k@cox.net A \$200 subsidy is available to members of APA's Housing and Community Development Division.

NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

NOVEMBER

11/1 Celebrating Diversity – Open House

9:30 AM – 6:30 PM, 228 Wurster Hall

University of California, Berkeley

Prospective applicants to the MCP and Ph.D. programs in City and Regional Planning are invited to an open house where they can meet faculty, students and alumni from the Department of City and Regional Planning.

For more information, see <http://dcrp.ced.berkeley.edu/>

11/1 NSCCAPA Board Meeting

6 – 8:30 PM, Design, Community & Environment (DC&E), 1625 Shattuck Avenue, Suite 300, Berkeley.

RSVP to Joanna Jansen, joanna@dceplanning.com

11/3 LEEDing the Way, Walking Tour and Panel Discussion

10 AM – 2 PM, City Council Chambers,

1017 Middlefield Road, Redwood City

Free event co-sponsored by Greenbelt Alliance,

U.S. Green Building Council – Northern California Chapter, and NSCCAPA. Learn about LEED-ND, the Green Building Council's new standards for neighborhood development, and Greenbelt Alliance's Compact Development Endorsement Program. Free lunch for those who RSVP by October 26.

Reply to Nora Zappas (415) 543-6771 or

Lcointern@greenbelt.org

11/3 AICP Exam Preparation

10 AM – 4 PM, 5th Floor Meeting Room, Cultural Heritage Center, Martin Luther King Library, San José State

University, 4th Street and San Fernando, San José. Fee for materials: \$50-\$75. Open to all planners. Contact Dr. Don Bradley for more information: dr.donbradley@comcast.net

(continued on next page)

NOVEMBER						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

11/9 Workshop on Climate Change and Transportation
 12 – 1:30 PM, San Francisco County Transportation Authority, 100 Van Ness Avenue, 26th Floor, San Francisco. Lunch provided. For planners, policymakers and others interested in incorporating best practices to reduce greenhouse gas emissions through local and regional planning efforts. RSVP by November 7 to F. Kenya Wheeler at 510-287-4782 or fwheele@bart.gov

11/14 Panel Discussion on Water Supply Assessments
 6:30 PM, Cotati Room (behind City Hall), 216 East School Street, Cotati. What are SB 610 and SB 221? When are they required? How do they affect a project? A panel of experts will answer your questions. Free program presented by the Association of Environmental Professionals and co-sponsored by the NSSCAPA. Complimentary buffet will be served. RSVP to the event organizer: Joni Goshorn at: joni.goshorn@cajaeir

11/17 Building Oakland for Everyone, Summit on Jobs, Housing & Justice
 10 AM – 2 PM, St. Anthony’s School Gym, 1500 15th Street, Oakland. Registration begins at 9:30 AM. For more information and to RSVP, call Liana Molina at (510) 893-7106, x 20.

11/29 Census Update Conference: What You Need to Know for the 2010 Census
 9 AM – 3 PM, MetroCenter Auditorium, ABAG, 101 Eighth Street, Oakland
 Conference is free, but participants must pre-register at <http://www.abag.ca.gov/abag/events/census>

11/30 Annual Holiday Party
 7 PM, E&O Trading Company, 314 Sutter Street, San Francisco. See page 25 for more information and for the RSVP form. Space is limited – mail RSVP forms and early payment by **November 19** to Al Kostalas. For questions, contact her at (925) 988-1289 or akostas@entrix.com

MARCH						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MARCH 2008

3/5-7 Third National Summit on Equitable Development, Social Justice, & Smart Growth
 New Orleans, Louisiana. Hosted by PolicyLink, *Regional Equity '08* will offer participants a venue for in-depth exploration of the groundbreaking achievements, innovative strategies, and lasting policies that connect low-income/low-wealth communities to resources and opportunity. Take advantage of early-bird registration at www.regionalequity08.org, or email dsm@policylink.org for more information.