



## Envision San José 2040: Shaping the Future

By Stan Ketchum, Principal Planner, City of San José

September/October 2007

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As planners gather in San José to share ideas about how to shape the future of our communities, the city is embarking on a discussion of its own future as the “Capital of Silicon Valley.” The *Envision San José 2040 General Plan Update* is the first comprehensive update of the city’s blueprint since the *San José 2020 General Plan* was adopted in 1994. The city council appointed a 37-member task force to represent a diverse range of viewpoints, including neighborhood, business, environment, and other community interests.

Launch of the general plan update was a long time in coming. San José’s population has grown and diversified. An aggressive infill and transit-oriented development strategy raised community questions about building heights outside of downtown. Development pressure mounted to convert industrial land to housing, even though San José remains a bedroom community. Now the Update Task Force and the broader community are crafting a vision for San José, listening to views and reflecting the values that should guide the future.

### From “Valley of Hearts Delight” to tenth largest city in the nation

Since the early part of the Twentieth Century, San José has grown and changed significantly. When the area was known as the “Valley of Hearts Delight,” agriculture was the main economy. After World War II, San José grew rapidly to become a sprawling suburban community. Today, it is the tenth largest city in the nation, with close to a million people. And one thing is certain—San José will continue to grow and change! The Association of Bay Area Governments (ABAG) projects that San José will gain approximately 400,000 new residents and 250,000 new jobs over the next 30 years.

San José also has changed culturally, economically, and politically since the early

1990s. Ethnic populations have increased significantly. The historically large Hispanic population will soon become the majority. The city also is home to one of the largest Vietnamese communities in the nation. The city’s economy is beginning to grow again, rapidly adapting to realities of the post-Dot Com bust. Traditional low-rise one- and two-story manufacturing/warehouse industrial districts are rapidly making way for multi-story office/R&D. San José’s innovative Strong Neighborhoods Initiative has empowered new leadership and has forged a dynamic, sophisticated constituency that is actively bringing a community voice to land use, economic development, service delivery, and environmental issues.

### Sustainability doesn’t mean “no growth”

San José has consistently been a leader in sustainable development—but clearly not a “no growth” city. Through strong, consistent emphasis on protecting an urban growth boundary, San José has facilitated significant infill, transit-oriented, and mixed-use development. This was accomplished without invading bayland, hillside, and agricultural open space lands that surround and give San José its unique character. Since the 1994 adoption of the *San José 2020 General Plan*, the city has seen the construction of approximately 40 million square feet of new commercial/industrial space and 45,000 dwelling units. Meeting the former mayor’s challenge, San José built 10,000 units of affordable housing in the last seven years and exceeded the city’s seven-year Regional Housing Needs Assessment (RHNA) target of 26,700 units.



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## DIRECTOR'S NOTE

by Juan Borrelli, AICP

On behalf of the entire NSCCAPA Board and the 2007 CCAPA Conference Committee, welcome to the Northern Section and to San José for the 2007 CCAPA Conference!

Planning in California is at the leading edge. Appropriately, the 2007 CCAPA Conference has drawn a record attendance of almost 1,500 planners from all over the west. Our Conference Committee has organized a truly amazing conference experience, including more than 100 stellar conference sessions and 11 exceptional mobile workshops for you and your continued professional development. The Conference sessions and mobile workshops are organized around the official theme of “*Transforming the Urban Fabric*” and into “threads” that address the many issues and diverse cross-professional collaborations for which our planning profession is known.

**Dynamic speakers.** Keynote speakers are **Carl Guardino**, President and CEO of the Silicon Valley Leadership Group, and **Norman Mineta**, Vice Chairman of Hill and Knowlton, former Mayor of San José, former member of Congress, former U.S. Secretary of Commerce, and former U.S. Secretary of Transportation. Also building on this year’s conference theme, the Conference Committee has organized a very special Diversity Summit at the San José City Hall Rotunda. The Summit will feature keynote speaker **Dr. Carla Corroto**, Professor in Sociology and Women’s Studies, University of Wisconsin, Whitewater. She will address the topic, “Diversity in Planning.”

**Focus on students.** Recognizing that today’s planning students are our future workforce and professional planning colleagues, the Conference Committee selected sessions of particular interest to student planners. The sessions are noted in the Conference Program as “Student Committee Section,” and we hope they will set a CCAPA Conference precedent for special programming and emphasis for students. The sessions—all on Sunday, September 30th—are complimentary for student planners, but are also open (and will be of interest) to all conference attendees. And in keeping with CCAPA tradition, this year’s conference also includes a spectacular California Planning Foundation Auction to fund scholarships for planning students, and a gala CCAPA Awards Luncheon, Student Poster Sessions Luncheon, Consultants Reception, and CCAPA Leadership Reception.

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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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♻️ Printed on recycled paper with soy ink.

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**San José, your host city.**

Over the next three days, and even after your conference stay, take time to explore our vibrant Downtown San José and the Greater Bay Area. Use the focused “*Planner’s Guide: San José and Surrounding Area*” created by the Conference Committee. This commemorative Guide—a first for a CCAPA Conference—is organized from a planner’s perspective of what to see and do, where to eat and drink, and how to get to all of the Bay Area’s fascinating attractions. Further your conference experience by exploring and learning about the history, culture, entertainment, and planning-relevant issues—not only in San José and Silicon Valley—but also in San Francisco, the Peninsula, East Bay, Santa Cruz and Monterey Bay, and Marin, Napa, and Sonoma Counties.

**“Must have” conference apparel.** To help you remember your conference experience, the Conference Committee has many beautiful for-sale merchandise and souvenir items that feature the official 2007 CCAPA Conference logo and theme—another first for a CCAPA Conference. Once you see these items, we’re sure you’ll want some of these gifts for yourself, family members, and coworkers who couldn’t attend.

**Support our sponsors.** A year and a half in the making, this conference could not have been possible without the dedication and hard work of the 2007 Conference Committee and volunteers, and the guidance and support of the entire CCAPA Board—many thanks! Nor would it be possible without the financial support of our many generous sponsors: the Association of Bay Area Governments, Bridge Housing Corporation, California Air Resources Board,

Caltrans, CBRE Consulting, Inc./ Sedway Group, Christopher A. Joseph & Associates, the City of Livermore, the City of San José Department of Planning, Building & Code Enforcement, David Baker + Partners, David J. Powers & Associates, Inc., Design, Community & Environment, Dyett & Bhatia, ENTRIX, Inc., ESA, Federal Realty Investment Trust, Fehr & Peers, Goldfarb & Lipman Attorneys, Hexagon Transportation Consultants, Inc., Higgins Associates, HMH Engineers, HNTB Corporation, Hogle-Ireland, Inc., HRH Insurance, Jones and Stokes, KTG GROUP, Inc., the Livermore Chamber of Commerce, the Livermore Valley Performing Arts Center, LSA Associates, Inc., Meyers Nave Professional Law Corporation, MHA Environmental Consulting, Mintier & Associates, Moore Iacofano Goltsman, Inc., The Planning Center, PMC, RBF Consulting, Santa Clara Valley Urban Runoff Pollution Prevention Program, The Schoennauer Company, Stanley R. Hoffman Associates, Summerfield Homes, Treadwell & Rollo, Inc., Winzler & Kelly, and 511 Contra Costa. Their contributions will help to ensure that Northern Section can continue to provide many exceptional professional events over the next eight years, until we again have the opportunity to host the CCAPA Conference.

**Enjoy your visit.** If you are attending the 2007 CCAPA Conference, you have found your way to California’s third largest city, the Capital of Silicon Valley, and the “Safest Big City” in the United States. Take full advantage of all that this year’s CCAPA Conference has to offer, and enjoy your stay in beautiful Downtown San José! ■



# Onward and upward

**Jennifer C. Andersen, AICP,** has established Andersen Planning Consultants in San Leandro. Jennifer spent 20 years in the public sector in both planning and redevelopment, including seven years as Redevelopment Project Manager with the City of Fremont. She has an undergraduate degree in Urban Engineering from UCSD (1984) and a Masters degree in Public Administration from San Diego State University (1993). Jennifer’s interest in international planning took her to China in 2000 as part of an APA planning delegation organized by the Seattle Chapter. In 2001, she became NCCAPA’s International Director, served in that capacity for four years, and led a delegation of planners to Cuba in 2003. Her new firm offers project management, planning, redevelopment, entitlement, and community outreach services throughout the Bay Area.

**Gene Arner, AICP,** City of Santa Cruz planning and community development director from 2000 to 2005, has joined the Boise branch of WRG Design, a development services firm with offices in Portland, Sacramento, Phoenix, Las Vegas and Charlotte. Gene will manage their planning and entitlement efforts on behalf of Arizona developer SunCor for new communities planned on 23,000 acres of foothills north of Boise. A retired Lt. Colonel (Air Force, 1967–1987), Gene is an MCP graduate of the University of Virginia, 1989.

**William Riggs, AICP,** has left his position at the US Coast Guard to work as a senior land use planner for Ove Arup & Partners and to pursue a PhD in city planning at UC Berkeley. ARUP is a London-based global design and business consulting firm, with a growing emphasis on planning and sustainable development. At ARUP, Riggs will lead master planning, site design, economic feasibility and sustainability planning efforts for private, state and federal clients. He also expects to work on various NEPA and CEQA assignments. ■



## Envision San José 2040: Shaping the Future *(continued from page 1)*

San José's current General Plan residential holding capacity is roughly 70,000 units, including recent major policy decisions that added up to 32,000 units of high density transit-oriented, mixed use development in the North San José employment center and up to 10,000 units of mid/high-rise housing in the Downtown area. Yet more units are needed to house ABAG's projected 2035 population increase for San José.

### Community input forms foundation for general plan update

Prior to the formal initiation of the Update, planning staff conducted 25 early-outreach meetings to hear community interests and concerns. The meetings were held in neighborhoods throughout the city and included discussions with developer, business, environmental, and faith-based organizations; school districts; and the City's Parks, Historic Landmarks, Housing, and Planning Commissions. Participants commented through traditional discussion methods about what they liked about San José and what they wanted to see changed over the next 30 years, and through a visioning exercise: Everyone received a blank magazine cover and was asked to "envision" that San José had been awarded "City of the Year" in 2040 (not such a far-fetched idea for San José staff, anyway!). They were then asked to draw or write the magazine cover to depict what made San José worthy of such praise. The illustrations below are some of the submitted cover examples.

Through these discussions, clear themes emerged from the hundreds of comments generated and shared by community members:

#### What the community likes about San José

- Green hills and nearby, accessible open space
- San José is a big city with a small town feel
- Urban Downtown with restaurants, entertainment, arts, and professional sports
- New city facilities—parks, libraries, and community centers
- A good place to raise a family

#### What the community would like to see changed

- Expand transit—light rail, bring BART to San José
- Expand "green" policies—energy, buildings
- Improve pedestrian facilities—trails and more walkable neighborhoods
- Continue to expand and diversify parks and sports fields

The *Envision San José 2040* process encourages ongoing community participation, with multilingual community workshops at key milestones and an interactive website inviting community input.

#### Envision San José 2040 General Plan guiding principles

The San José 2020 General Plan incorporated a number of Major Strategies to guide the overall growth and progress of the city:

- Growth Management
- Greenline/Urban Growth Boundary

- Economic Development
- Urban Conservation/Preservation
- Housing, Downtown Revitalization
- Sustainable City

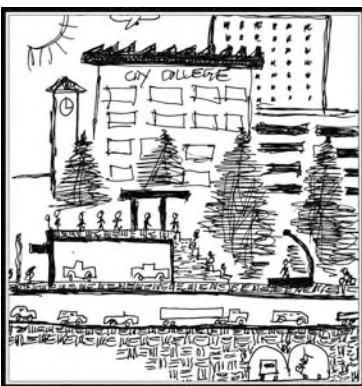
The city council has endorsed those strategies as guiding principles for the update process. In addition, the council supported strengthening the "sustainable city" strategy to incorporate the City's aggressive efforts to address key environmental issues, including water quality and supply, watershed planning, energy conservation, waste reduction, and global warming. The council also established a new guiding principle to address social equity, stating that the City should "cultivate ethnic, cultural, and socioeconomic diversity and equity in the planning for all public facilities and services to protect and enhance the quality of life for all San José residents."

### Not just a Land Use Plan

The challenges facing the *Envision San José 2040* task force and the city leadership in forging the future blueprint for San José's future are many. The city's current residents and the 400,000 expected new arrivals deserve high quality services. Recent successful bond measures reaped a bountiful crop of new libraries, new and expanded parks, community centers, fire stations, and community policing centers. With the addition of a major overhaul of the Mineta San José International Airport—Silicon Valley's gateway to the world's economic regions—the city has enjoyed a "decade of investment" of over a billion dollars. Building all those parks, libraries, and fire

stations was a tremendous boost for the city, but these days, annual budget shortfalls in the many millions of dollars are forcing reductions in departmental operating budgets, forcing staff to find creative ways to staff the new facilities and keep them open.

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## Envision San José 2040: Shaping the Future

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A recent analysis of the fiscal impacts of economic development concluded that “the most important source for sustained municipal revenue growth in San José is a strong, competitive local economy that is generating jobs and rising incomes while fostering private sector investment.” Since 1990, however, 1,400 acres (9 percent) of the city’s employment lands have been converted to non-industrial uses, including 120 acres in the last five years alone, permanently removing them from revenue and job-producing capacity and continuing to exacerbate San José’s 0.93 jobs-to-resident workers ratio. (Elsewhere in Silicon Valley, jobs-to-resident worker ratios in some of the smaller, job-rich cities range from 1.5 to 3.0.)

Now that the time has come for the general plan update, the community, task force, and the city council are asking: Where and in what form will future growth occur? How will the City plan for critical infrastructure and service needs? How will San José embrace and foster social equity? How will the City continue to achieve meaningful sustainability results? Through the Envision San José 2040 General Plan update, San José is ready to work with all stakeholders to answer these challenging questions.

For more information, please visit:  
[www.sanjoseca.gov/planning/gp\\_update](http://www.sanjoseca.gov/planning/gp_update).

## Energy Commission final report

From Al Herson, FAICP,  
SWCA Environmental, Sacramento

The California Energy Commission has released its final report on the role of land use in meeting the state’s energy and climate change goals.

The report has some intriguing and far-reaching recommendations. It can be downloaded at

<http://www.energy.ca.gov/2007publications/CEC-600-2007-008/CEC-600-2007-008-SF.pdf>

## In memoriam

### California environmentalist remembered as wise, gracious, and effective

Hundreds — including environmentalists and planners — gathered at a memorial service in Stanford Memorial Church September 11 to honor the memory and works of **Melvin B. Lane**, a former Stanford University trustee and former co-owner and publisher of Lane Publishing Company and Sunset Magazine and Books, who died July 28, 2007. He was 85.

Lane was appointed in 1965 by then Governor Edmund G. (“Pat”) Brown to be the first chairman of the newly-created San Francisco Bay Conservation and Development Commission (BCDC). The San Francisco Bay Plan developed by the Commission in the late 1960s, in large part approved by the legislature in 1969, still governs protection of the Bay and development of its shoreline.

In 1972, Lane was appointed by then Governor Ronald Reagan to be the first chairman of the statewide California Coastal Commission, created by the passage that year of Proposition 20. The Commission’s plan for the coast was and remains the primary constitution for conservation and development of the 1,072-mile California coastline.

Ironically, Reagan had vigorously opposed Prop. 20, and it was Lane’s appointment to the Coastal Commission that helped make the Coastal Plan possible. “Mel was truly the right man in the right place at the right time for successful Bay and Coastal planning and regulation,” said Joe Bodovitz, the first Executive Director of both the BCDC and the Coastal Commission. He and Lane developed the plans and proposals, later enacted by the governor and legislature, that have successfully protected two of California’s most valuable natural resources.

With his quiet manner, ability to hear and respect all points of view, and subtle humor, Mel Lane accomplished the impossible. Both environmentalists



Photo Courtesy of Stanford News Service

and developers acknowledged that his leadership of the Commissions was fair and committed to carrying out exactly what the law provided. Lane recognized earlier than many people that a sound economy and a healthy environment go together. What we now call sustainability, he espoused more than 30 years ago: “As soon as business tightens up, not only do we drop environmental controls, but as a shot to the economy we drill for more oil and cut down trees. These are a rip-off of the environment that can’t be done indefinitely, so it’s poor business.”

After resigning from the Coastal Commission in 1977, Lane helped found the Peninsula Open Space Trust (POST) which has preserved close to 60,000 acres for open space, habitat, farming and ranching on the San Francisco Peninsula; and established the California Environmental Trust, a non-profit organization that worked to help people find as much agreement as possible on complex environmental issues.

For more information, see <http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2007/08/02/BACORB8H1.DTL>, or [http://www.almanacnews.com/story.php?story\\_id=4670](http://www.almanacnews.com/story.php?story_id=4670), or <http://news-service.stanford.edu/pr/2007/pr-melobit-080807.html> ■

# NSCCAPA Board supports SF in Supreme Court petition

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

In a matter of statewide interest to all planners, the Northern Section Board agreed in August by email ballot to write the California Supreme Court in support of a Petition for Review submitted to the Court on August 1 by the City of San Francisco.

In NSCCAPA's letter to the Court, Section Director **Juan Borrelli, AICP**, wrote:

"Pursuant to Rule 8.500(g) of the California Rules of Court, the Northern Section, California Chapter of the American Planning Association (NSCCAPA) respectfully requests that the California Supreme Court grant the City and County of San Francisco's petition to review the opinion of the Court of Appeal for the First District in the case of *San Franciscans for Livable Neighborhoods v. City and County of San Francisco*, California Supreme Court Case No. S."

"NSCCAPA represents 1,743 members of the American Planning Association who reside and/or work in 159 cities in 16 California counties, including: Alameda, Contra Costa, Del Norte, Humboldt, Lake County, Marin, Mendocino, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma. Members of the NSCCAPA include professional urban and regional planners in the public and private sectors, environmental specialists, attorneys, faculty, and city and county officials who, more often than not, deal with the preparation and administration of general plans (including housing elements), initial environmental studies, and environmental impact reports. The housing elements and general plans prepared by or administered by our members affect the performance of local governmental functions in, at the very least, the 175 cities and counties in which they work."

A copy of the complete letter of support may be found at [www.norcalapa.org](http://www.norcalapa.org). Look for the link on the right side of the page, or go to: [http://www.norcalapa.org/assets/home/sf\\_LetterOfSupport\\_2007.pdf](http://www.norcalapa.org/assets/home/sf_LetterOfSupport_2007.pdf)

The Board's action was spurred by a letter from San Francisco Chief Planner Amit Ghosh advising that the City petitioned the Supreme Court to accept review of a recent decision by the Court of Appeals involving the 2004 update of the City's Housing Element and, more generally, the requirements under CEQA for the update of a housing element.

In an accompanying letter to the Board, San Francisco Deputy City Attorney Audrey Williams Pearson explained, "While the Court of Appeal's decision was unpublished, we believe the decision was wrongly decided and could have adverse consequences for development of housing, including affordable housing, in San Francisco and possibly other cities in California... The Planning Department ... [found that] the

majority of changes from the ... previous [1990] version of the Housing Element were not major and did not need review under CEQA." (San Francisco's 2004 Housing Element can be downloaded in segments at [http://www.sfgov.org/site/planning\\_index.asp?id=24994](http://www.sfgov.org/site/planning_index.asp?id=24994))

Pearson's letter continued: "A group of neighborhood organizations challenged the negative declaration. The trial court found in favor of the City. But the Court of Appeal ... concluded that the changes to the 1990 Element, taken as a whole, showed a shift in City policy ... at the expense of neighborhood character ... from which significant impacts could result, [and the Court] ordered preparation of an EIR."

Letters of support were to be submitted to the Supreme Court by August 31st. Because the next scheduled NSCCAPA Board meeting was September 6, Board Director Juan Borrelli initiated an email discussion among the board members, asking for a yes-or-no vote by August 15 as to whether to send the requested letter. After a week of discussion by email, the Board voted 16-1 in favor of sending a letter (12 not voting).

Membership Director Lucy Armentrout was the first board member to weigh in: "I'm not a practicing attorney, [but] the potential negative repercussions of neighborhood activist-induced EIRs for Housing Element updates could be serious and far-reaching." Had Prop 90 passed, she said, "cities would have been forced to allow (even endorse) poor land use decisions, for fear of running up huge bills for applicant compensation or legal defense." She saw the Appellate Court decision as a step toward reducing city control over land use by requiring an EIR for even the smallest revisions. New Housing Elements would be forced into a "play it safe" mode to avoid legal challenges and EIR preparation costs.

NSCCAPA's AICP Director, Dr. Don Bradley, cautioned that a letter of support from the Board "would be a slippery slope," set precedent, and put the Board in the role of supporting (or not) "controversial and complicated local issues which we could not possibly know much about." He suggested individuals offer support or testimony as professors, lawyers, or practicing planners, but not as representatives of Northern Section.

Planning Diversity Director Michele Rodriguez recommended a Board discussion at the next meeting regarding advocacy and a policy as to whether the Section can take positions on similar requests for action. "We are experts in our field and highly regarded professionals and should be advocates for social equity, affordable housing, transportation and other land use policies. We can't afford to be *laissez-faire*." She suggested the Board develop findings and boundaries about what's acceptable in these matters, and why.

Immediate Past Director Hing Wong had noted previously that Northern Section shares the California Chapter's nonprofit 501(c)(6) status. A 501(c)(6) organization "may engage in limited political activities that inform, educate, and promote [its] interests." Added Michael Olin, NSCCAPA Administrative Director: "Our nonprofit status permits us to advocate on behalf

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## NSCCAPA Board supports SF in Supreme Court petition

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of legislation, initiatives, and court decisions (hence CCAPA's professional lobbyist and our 'No on 90' campaign)."

Hing Wong "cast a definite 'yes' for the letter of support after considering the significant impacts [the Appeal Court's decision] might have not only on San Francisco, but possibly other jurisdictions in the future." He added that the City of San Francisco had asked both CCAPA and the Northern Section to write support letters. "The challenge and hard decisions that need to be made will be worth the effort" and we can look at future such requests on a case-by-case basis. "It's important for APA to become more relevant to our local planners and communities as well as be more visible in general. We can and should play a role in important situations like this as we did in the 'No on Proposition 90' campaign—under guidance and leadership from the Section's Legislative Director, a position currently vacant."

Other Board members agreed, finding those arguments persuasive. They saw San Francisco's situation as high-profile with statewide implications, distinguishing it from locally-specific land use skirmishes in which the Board should avoid involvement. The appellate court decision seemed to have very broad implications for other plans and policy documents where minor changes could be viewed as having a "significant impact" triggering an EIR. The Board also saw a need to develop a policy regarding its advocacy activities.

David Ralston, East Bay RAC Director, abstained from voting on a letter of support. He summarized his discomfort and that of several other Board members about entering a complicated issue relying mostly on input from City representatives without reviewing statements from those who had opposed the City. While "it does seem in this case that the Appeals Court took action out of balance with their findings (requiring an EIR vs. just redoing the initial study), cities also need to "fully evaluate the impacts of their policy plans ... and not treat initial studies as—quoting the Court of Appeals Judgment statement—a 'token observance of regulatory requirements.' Side-stepping [an] initial study of impacts opens the door for a determined ... coalition [to use] the EIR process to raise fears of development policies that try to improve the urban environment." ■

## What others are saying

The Army Corps of Engineers " ... is still approving and building economically indefensible and environmentally destructive projects—manhandling rivers for nonexistent barges, deepening ports for nonexistent ships, pouring sand onto beaches, and generally moving dirt and pouring concrete wherever its congressional patrons want."

Michael Grunwald, *TIME* magazine, "Setting the Stage for More Katrinas," August 2, 2007.

<http://www.time.com/time/nation/article/0,8599,1649403,00.html>

"If landscape architects approached landscape the way architects approach buildings, people would be driving off the road and falling down."

Landscape architect Laurie Olin (The Olin Partnership, Philadelphia) as quoted by Trey Popp, "Mr. Olin's Neighborhood," *The Pennsylvania Gazette*, July/August 2007.

<http://www.upenn.edu/gazette/0707/feature1.html>

"I hear it ['the way forward'] as the handle for anything related to a project where an end game is needed."

William Derrough, Managing Director, Jefferies & Company, Inc., as quoted by William Safire, "The Way Forward," *The New York Times Magazine*, September 2, 2007.

<http://www.nytimes.com/2007/09/02/magazine/02wwln-safire-t.html?ref=magazine>

"A massive new study of nearly 30,000 people across America [by noted] Harvard political scientist Robert Putnam has found that the greater the diversity in a community, the fewer people vote and the less they volunteer, the less they give to charity and work on community projects... The study, the largest ever on civic engagement in America, found that virtually all measures of civic health are lower in more diverse settings."

Michael Jonas, acting editor, *CommonWealth Magazine*, in "The downside of diversity," *The Boston Globe*, August 5, 2007.

[http://www.boston.com/news/education/higher/articles/2007/08/05/the\\_downside\\_of\\_diversity/](http://www.boston.com/news/education/higher/articles/2007/08/05/the_downside_of_diversity/)

"I'm not sure that Putnam's study means everything that some people attribute to it. Even Putnam suggests that social identity is something that is constantly evolving and that we're always redefining what community we're a part of. We're not just colors on a rainbow. We're suburbanites and downtown dwellers, soccer moms and little league dads, white-collar professionals and blue-collar workers."

Ruben Navarrette, Jr., "These days, diversity is a matter of survival," *San Diego Union-Tribune*, August 19, 2007.

<http://www.signonsandiego.com/news/op-ed/navarrette/20070819-9999-lz1e19navarre.html>

"Diversity is not just the 'politically correct thing to say' but also an important means of protecting against group-think."

José Rodriguez (Director, National Clandestine Service, CIA), as quoted by Spencer S. Hsu and Joby Warrick, "Diversity Strengthens Efforts, CIA Officials Say," *Washington Post*, August 15, 2007.

<http://www.washingtonpost.com/wp-dyn/content/article/2007/08/14/AR2007081401694.html>

"The absence of scrutiny on Wall Street had a profound effect on mortgage origination... What happened over the last generation is that housing was turned from a market that responded to consumers to one largely driven by investors. Liberal mortgage financing pushed home prices higher—and younger, first-time buyers were effectively priced out of the market... thanks to the dubious wonders of financial engineering..."

Roger Lowenstein, "Subprime Time," *The New York Times Magazine*, September 2, 2007.

<http://www.nytimes.com/2007/09/02/magazine/02wwln-lede-t.html?ref=magazine>

## GHG: What to do until the doctor comes

### CCAPA'S PLANNING POLICY PRINCIPLES FOR CLIMATE CHANGE RESPONSE

By Naphtali H. Knox, FAICP, Editor

A few months ago, the California Planning Roundtable was debating how planners can best respond to issues like global warming. We wrung our collective hands (warming the atmosphere in the process) about the complexity and inadequacy of pending State legislation; and we discussed the outlines of an appropriate response from planners—perhaps something along the lines of AEP's recent "white paper" with its interim approach for dealing with climate change until the State issues official guidelines.

My colleagues agreed that the general plan is "not well poised" to respond to issues like global warming and flood control. We looked at a long list of "demands" being placed on the general plan in a growing list of issues to be addressed by local communities. And we learned that the State Office of Planning and Research (OPR) had put aside its update of the *General Plan Guidelines* to work instead on standards for implementing AB32, the "Global Warming Solutions Act of 2006." That seemed to put us in a guessing game for the next five years as to what ought (or ought not) be in the local general plan with respect to climate change.

Well there's *some* good news. While we haven't been given a prescription for what the general plan needs to include about climate change to avoid a lawsuit brought or joined by the Attorney General, we may not have to wait much longer for official guidance. The Climate Change Task Force of the California Chapter, American Planning Association, has just issued "Planning Policy Principles for Climate Change Response," in a succinct, snazzy-looking six pages: [www.calapa.org/attachments/contentmanagers/711/ClimateChange.pdf](http://www.calapa.org/attachments/contentmanagers/711/ClimateChange.pdf).

One of the many eminent planners who helped draft the document,

## 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. You won't want to miss it, so start planning now!*



Sonoma County's **Pete Parkinson, AICP**, CCAPA's vice president for policy and legislation, notes that this "is a policy statement that expands on several points from the current CCAPA legislative platform and recommends roles for the State, regions, and local jurisdictions to deal with climate change as an integrated part of the planning process. One key recommendation, among many others, is for OPR to assume a lead role for the State, and a press to update both General Plan and CEQA Guidelines around this issue."

The purpose of the August 2007 paper is "to present CCAPA's perspective on the most important policy principles to guide the planning-related actions needed to effectively respond to greenhouse gas emission and climate change challenges" and to help planners and government officials "take specific actions to reduce greenhouse gas emissions and protect communities from climate change impacts."

CCAPA has nine recommendations for the State, including these three:

1. The Governor's Office of Planning and Research (OPR) should assume its long established statutory role of developing guidance and coordinating comprehensive land use planning efforts by state, regional, and local agencies to address climate

change issues and land use planning. The State should provide OPR with the direction, funding, staffing and authority commensurate with this task.

4. OPR should lead the State process for adoption of guidelines for climate change provisions in both regional plans and local general plans. Guidelines should be completed within one year.
9. The State should adjust tax policies related to land use planning and development to promote sustainable communities.

The CCAPA policy statement also has recommendations for regional and local jurisdictions. It urges local governments to reduce GHG emissions by adopting land use and other plans that encourage—among other things—walking, bicycling, ridesharing and transit; mixed land use and higher densities; water and energy conservation; micro-generation of electricity; and use of low-carbon building materials.

*Chair of CCAPA's Climate Change Task Force was Curtis Alling, AICP (EDAW, Sacramento). The full report and all its recommendations can be accessed via the CCAPA home page, [www.calapa.org](http://www.calapa.org).*



## Call for nominations, NSCCAPA Treasurer

### November is election time!

The NSCCAPA Board is soliciting nominations for the elected position of **Treasurer**. Interested Northern Section members in good standing (including incumbent Board members) should submit by **September 30, 2007**, a complete nomination petition, including name, address of membership, email, work or daytime phone number, signatures of support from at least five current Northern Section members, and a brief statement of candidacy (not to exceed 500 words) for the NSCCAPA Nomination Committee's consideration. The Nomination Committee will publish qualifying candidate statements in the *Northern News* and will include on the election ballot all candidates who meet the minimum qualifications as described in Sections 4.2.1, 4.2.2, and 4.6.5 of the adopted NSCCAPA Bylaws. The Bylaws are online for your review at <http://www.norcalapa.org/>.

Interested candidates should email their complete nomination petitions to each member of the Nomination Committee: Director **Juan Borrelli, AICP**, at [juan.borrelli@sanjoseca.gov](mailto:juan.borrelli@sanjoseca.gov), Director Elect **Darcy Kremin, AICP**, at [dkremin@entrix.com](mailto:dkremin@entrix.com), and Professional Development Director **Iris Starr, AICP**, at [irisstarr@earthlink.net](mailto:irisstarr@earthlink.net).



*“Eating Your Words.” Acrylic on handmade paper by Leo Posillico, copyright Posillico Studio, 1998, all rights reserved. Reprinted courtesy Leo Posillico, Santa Rosa, California.*

The artist received his formal art education at the School of Visual Arts in New York City in the mid 1960s. His art “reminds us to lighten up, to laugh, at ourselves or with others, or to be thought provoked.” Adds Mr. Posillico: “The title explains my point of view of what I have painted, but the viewer can develop his or her own ideas.”

From the perspective of this planner and editor, “Drowning in words” would also be an apt title. The image is one of more than 50 in Posillico’s “The Word Series,” which you can explore at [www.posillicostudio.com](http://www.posillicostudio.com).

## APA welcomes free student members

Once again, APA is working with PAB-accredited planning programs to enroll incoming students as APA members at no charge. The free year of membership introduces students to our unique five-year Early Career Program. APA and participating schools have signed up more than 6,600 new student members since the program debuted in 2004. Enrollment ends September 26. Learn more at <http://cts.vresp.com/c/?AmericanPlanningAsso/7f8c3f004b/12ff8037f7/c0b9a01620>

# What the heck are APA divisions, anyway?

By Dale R. Powers, AICP, Chair, Small Town and Rural Planning Division, APA

According to the odds of probability, approximately 4,000 APA members are in the process of renewing their membership. As you review your dues renewal form, you will see “Division Dues” and may wonder exactly what role Divisions have within the organization and what benefit there is in joining a Division. Unlike Chapter membership—which is mandatory in APA—being a member of a Division is optional. Should you join a Division? Is it worth the additional \$25 a year?

The best way to describe the differences between a Chapter and a Division is that while Chapters are generalist in nature in serving the needs of members within a geographically-defined area, Divisions focus on the specializations of our profession, such as transportation planning, economic development, and urban design; creating a forum to discuss areas of interest unique to population-based groups of planners such as women, African-Americans, Latinos/Latinas, gays and lesbians, and Native Americans; and establishing a forum for the setting-based planners working in large cities and counties, as well as small towns and rural areas. While the focus of any one Division may be specialized, the scope is nationwide and global (especially true with the International Division).

Division members share experiences with members throughout North America and the world, and the ideas learned are transferable to the situations each of us face on a daily basis.

As you scan the list of the 21 Divisions, you might be wondering what types of issues they deal with. Here is a small sample:

- The City Planning and Management Division just completed its 3rd peer consultation. Following up on its success in Atlanta and New Orleans, the Division sent a team of three experienced Directors to Jackson, Mississippi, to consult with local leaders, staff and clientele, reviewed the City’s operations and procedures and made recommendations on improvement.
- The Economic Development Division is presenting an “Economic Development Planning 101” training seminar at the 2008 APA Conference in Las Vegas.
- The Federal Planning Division recently completed its annual workshop, with 236 attendees, 29 exhibitors, and 28 breakout sessions.
- The Gays and Lesbians in Planning Division has addressed such issues as mapping safe neighborhoods, clear and concise planning documents, neighborhood revitalization, retirement housing, and social equity.
- The Indigenous Planning Division is currently partnering with the Alaska APA Chapter to hold a joint conference in Anchorage next fall on Indigenous Planning.
- The Planning and Women Division is in an exceptional position to influence the relationship of planning to women and to highlight the work of outstanding women planners.
- The Small Town and Rural Planning Division is the first APA Chapter or Division to offer subsidies for AICP Division members to partially reimburse for the cost of maintaining their AICP certification.
- The Transportation Division is developing a mentoring program and revitalizing its Policy Advisory Council that will provide expertise on a range of transportation-related topics.
- The Urban Design and Preservation Division hosts a nationwide

Design Forum Series to engage planners and allied professionals in design-oriented planning.

When you complete your membership renewal, look at that bottom left corner of the application form and consider joining one or more Divisions. Just hand-write the Divisions you want to join on the renewal form. Joining is well worth the time and modest cost.

## Where in the world? *By Laura Prickett, AICP*



Answer on page 12.

# The evolution of Form-Based Codes

By Daniel Parolek

*This continues Northern News' discussion of form-based codes and their emphasis on the physical relationships between buildings and people. See Northern News, June 2006, "Form-based zoning is not the (whole) answer," by Michael Moore, AICP, Community Development Director, Petaluma. —Ed.*

**Form-Based Codes** have proven to be a highly effective tool for implementing a diverse range of community-driven projects. As the following list of applications shows, Form-Based Codes (FBCs) have proven to be flexible. They should not be confused with form-based guidelines or conventional codes with graphics added. The FBCs mentioned below are regulatory and mandate predictable, implementable results through precise regulation.

**Preserving and enhancing downtowns:** This is one of the most common applications of FBCs. In these instances, the structure and content of the FBC depends on the degree of change designated by a community's visioning process. FBCs have been used, both as a tool for downtown transformations and as a tool for preservation. The California communities of Benicia, Santa Ana, Whittier, Ukiah, and Petaluma are all at various stages in utilizing Form-Based Codes for areas within their downtowns.

**Inserting Form-Based zones within conventional zoning codes:** In order to "test" Form-Based Coding, some planning agencies are deciding to apply form-based zones to areas within their communities most likely to see development or most in need of protection. The city of Grass Valley, California, took this approach in its Development Code update to protect the unique character of its historic downtown and adjacent neighborhoods. These select areas were designated for the application of Form-Based Zones that rested within the conventional zoning code as a separate article with a graphic-oriented format and a more refined list of land uses regulations.

**Replacing a citywide zoning code:** The city of Miami, Florida, is several years into the Miami 21 process that seeks to replace its existing zoning code with a Form-Based Code. The goal is to regulate into being more sustainable development patterns and to reduce conflicts between previously-designated densities and existing neighborhoods. The city was divided into quadrants to make the task more manageable, and the East Quadrant is the first to be coded.

**Revitalizing corridors:** FBCs have proven effective in regulating the evolution of suburban corridors into vibrant mixed-use neighborhoods. One of the first-implemented and most successful examples of this type of application is the Columbia Pike FBC in Arlington, Virginia. The Main and Thompson Boulevard FBC in Ventura, California, currently in draft form, is a more local example.

**Implementing transit-oriented development (TOD):** FBCs are being used to implement transit-oriented development at the Pleasant Hill BART Station and in Farmer's Branch and Leander, Texas. The Leander TOD Code won the Driehaus Award in 2007 for its plan and FBC.

**Creating new downtowns and walkable, mixed-use communities:** One of the real challenges in California is how to get developers to build high-quality, Smart Growth and New Urbanist projects on green-field or large brownfield sites. Hercules, the first California city to adopt FBC to regulate their vision plan, is evolving a former dynamite plant into a series of mixed-use walkable

neighborhoods, including a new downtown. The FBC has been in place for six plus years and has achieved amazing built results. This FBC was administered by the City with the assistance of a Town Architect who was instrumental in the success in dealing with the builders and their architects.

**Providing an FBC framework within general plans:** Ventura, California, adopted a general plan in September 2005 that took an aggressive stance by adopting the Ahwahnee Principles, the CNU Charter, and the Transect as tools for making policy and development decisions. This framework within the general plan was created to allow the entire city to be planned systematically and regulated by Form-Based Codes. After the adoption of the Plan in 2005, staff anticipated developing a "citywide" Form-Based Code, but later decided to focus on those areas facing the most urgent market demand. As a result, the Downtown Specific Plan, with a comprehensive Form-Based Code, has been adopted, and three other City-driven Form-Based Codes are in various stages of development covering other priority areas.

In addition, the city of Coachella, California, has started a general plan update process that includes the parallel creation of a Form-Based Code to immediately implement the goals and policy of the general plan.

**Implementing regional planning:** FBCs can be used as an effective tool for implementing regional planning strategies by taking concepts and diagrams typical of regional planning and creating regulations that provide predictable built results. The FBC on the cutting edge of this application is the Sarasota County, Florida, "Towns, Villages, and Countryside" plan and Form-Based Code. This code addresses agricultural preservation, regional storm water management, and the use of TDRs to locate development in a series of compact, mixed-use nodes.

In California, the Lake Tahoe regional planning efforts have designated Transect zones for the mixed-use cores of the various Lake communities with the intention of creating a Form-Based Code to regulate development within these areas.

**Other miscellaneous applications:** Other applications include district planning, such as the Lower Benicia Arsenal Specific Plan, in Benicia, California; optional greenfield codes such as the SmartCode adopted in Montgomery, Alabama that gives developers of greenfield sites the option to develop walkable, mixed-use neighborhoods or conventional subdivisions (no conventional subdivisions have been proposed since this was adopted); and the application of Form-Based Coding to targeted county growth.

The surface has only been scratched in applying Form-Based Coding as a regulatory tool. As this tool continues to evolve, it should be utilized in California regions such as the Central Valley and the Sierra Nevada to regulate appropriate locations, intensity, and character of development, in order to preserve the value and beauty of the natural landscape and promote development in character with the history of the place. In addition, Form-Based Coding can be used in already urbanized areas to regulate an appropriate framework for evolution.

For further information on Form-Based Coding, including a definition and list of components, AIA 101 to 301-level courses, a sample RFQ for FBCs, and links to completed FBCs, visit the Form-Based Codes Institute's web site at [www.formbasedcodes.org](http://www.formbasedcodes.org). For further information on the SmartCode (Duany Plater-Zyberk and Company), visit [www.smartcodecentral.org](http://www.smartcodecentral.org).

Daniel Parolek is a Principal of Opticos Design, Inc., and co-author of a forthcoming book on Form-Based Codes to be published by John Wiley & Sons. He can be reached at [daniel.parolek@opticosdesign.com](mailto:daniel.parolek@opticosdesign.com) ■



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The position requires a combination of education and experience equivalent to graduation from an accredited college or university with a Masters degree in City Planning, Urban Planning, or a closely related field. Five (5) years of professional planning experience, including increasingly responsible experience performing varied and complex planning work, two years of which have included managing professional staff is required. Experience with computer software programs commonly used by the City and by the Planning & Inspection Department such as Microsoft Word, Excel, permitting software and Geographic Information System (GIS) is highly desirable. Membership in the American Institute of Certified Planners (AICP) is highly desirable.

The City is an attractive employer offering a competitive salary with excellent City-provided benefits and offers the CalPERS Retirement Plan. The City Planner annual salary control point is approximately \$129,948. Appointment is generally made at 85 percent of control point, which is approximately \$110,460.

To receive first consideration for the screening process, the Human Resources Department must receive completed résumé packets no later than 5:00 p.m., by the preferred filing date of **Wednesday, October 31, 2007**. Résumé packets must include a **"Letter of Interest and Intent"**, a **detailed résumé, and recent salary history and current major fringe benefit history.**

You may send résumé packets by mail to:  
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 1500 Warburton Ave.  
 Santa Clara, CA 95050,

by FAX to: (408) 247-5627

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## NORTHERN SECTION CALENDAR

### SEPTEMBER

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9 AM – Noon, Silicon Valley Community Foundation Imagination Room, 1700 S. El Camino Real, San Mateo. For all staff, commissioners, and elected officials within San Mateo County jurisdictions.  
To RSVP or find out more, contact Dorcas Cheng-Tozun, Housing Policy & Development Specialist, San Mateo County Department of Housing, (650) 802-5040, (650) 863-2132 (cell), [www.smchousing.org](http://www.smchousing.org)
- 22 2007 CCAPA Conference Steering Committee**  
10 AM – Noon, San José City Hall Development Services Lobby (1st Floor of City Hall Tower), 200 East Santa Clara Street, San José.  
Contact Juan Borrelli, [juan.borrelli@sanjoseca.gov](mailto:juan.borrelli@sanjoseca.gov) or Hing Wong, [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov)
- 30 2007 CCAPA Annual Conference**  
Sunday, September 30 – Wednesday, October 3, Fairmont Hotel, Downtown San José. Sessions start at 1 PM.  
Gala opening reception, Tech Museum of Innovation, 6:30 – 10 PM.
- 30 Diversity Summit and Reception at CCAPA Conference**  
4 – 6 PM, San José City Hall Rotunda, 200 East Santa Clara Street, San José.  
Explore why diversity matters. The theme of this event is increasing ethnicity in the planning profession while celebrating our differences to increase social equity in community and neighborhood planning. Event is free, but prior registration required at <http://webregpro.com/events/calapa/2007/landing.html>  
For additional information, or to volunteer as a facilitator, contact Michele Rodriguez, [michele@boggis.com](mailto:michele@boggis.com)
- 30 Free Student Day at CCAPA Conference**  
Sessions take place at the Fairmont Hotel in San José starting at 10 AM, with the Student Awards Luncheon from 11:45 AM – 12:45 PM. All students must pre-register at <http://webregpro.com/events/calapa/2007/landing.html>  
We need an accurate head-count, since we are offering lunch. For more information, please visit [www.calapa.org](http://www.calapa.org)
- 30 Deadline for submitting nominations for NSCCAPA Treasurer**  
For information, see article on page 9.

### SEPTEMBER

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

### OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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7	8	9	10	11	12	13
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### NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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18	19	20	21	22	23	24
25	26	27	28	29	<b>30</b>	

### OCTOBER

- 1-3 2007 CCAPA Annual Conference**  
Sunday, September 30 – Wednesday, October 3, Fairmont Hotel, Downtown San José.

### NOVEMBER

- 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](mailto:joanna@dceplanning.com)
- 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, AICP, 510.287.4782 or [fwheele@bart.gov](mailto:fwheele@bart.gov)
- 30 Annual Holiday Party**  
6:30 PM, E&O Trading Company, 314 Sutter Street, San Francisco. **Reserve the date—details to follow.**