

# NORTHERN NEWS



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AUGUST 2008

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## Incrementally reorganizing transit, physically and mentally

By Dan Pesaturo, MUP, San José State University

*Ed. Note: The following essay is a product of "Urban Growth Management," an urban planning course taught by adjunct faculty member James Marshall Moore at San José State University, Spring semester, 2008. The article was written in March, before \$4 per gallon gasoline.*

*"The physical organization of the region should be supported by a framework of transportation alternatives. Transit, pedestrian, and bicycle systems should maximize access and mobility throughout the region while reducing dependence upon the automobile." —Charter of the New Urbanism. © 1997-2007 Congress for the New Urbanism.*

It is an environmental, economic, and overwhelming energy necessity to decrease auto dependency. Several cities around the world have set effective benchmarks. London has successfully implemented a congestion charge, and has improved its bus system with the added revenue. Coupled with plans for a new major bicycle infrastructure and share system, these changes have made the cosmopolitan city a model for decreasing auto dependency.

Traffic restrictions are not enough; we need to not only change the physical organization of our cities but also our ethos. For example, my driver's license expired in September 2007; I have yet to renew it. I ride my bicycle to work every day. I take Caltrain from San Francisco to San José twice a week for school, riding my bicycle to and from each train station. When I go out with friends I either bike or take public transportation. I have consistently used non-auto transport since 2003.

My mental state while commuting is sharp. I also benefit from consistent exercise, not to mention the sheer joy of riding. Am I saying I will never drive again? No, but I will do everything to avoid it.

I understand that cycling is not the mode of transport for everyone. Car shares are an excellent alternative to car ownership. Nonetheless, if we can encourage and enable people to cycle, I believe more would.

*(continued on next page)*

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### Incrementally reorganizing transit *(continued from previous page)*

We must also make mass transit more effective and reach the suburbia we have created. How do we improve San Francisco's Muni? By decreasing the number of automobiles on the road. With fewer cars, buses could travel faster. If we can increase transit opportunities for commuters, people will begin to abandon the car and the suburb. Creating more alternatives for the North Bay<sup>1</sup> would reduce the number of cars coming into the city every morning.

In effect, bridge tolls are a congestion charge. However, in order to dissuade solo drivers, the charge needs to be more substantial. Maybe a higher congestion charge would work for San Francisco. Taking these together, if we can update our mass transit, get more people walking and biking, and change the commuter mind, it can work.

Getting the general public—overnight—to accept a congestion charge is unrealistic. An incremental approach would be appropriate. Start with smaller steps like gradually decreasing the number of parking spaces. If the city incrementally removes parking spaces, commuters will begin to seek other means of transport. Increasing parking garage and meter fees will send the same message. It is important that the new revenue be used to improve transit. As transit improves, the public will begin to put down their car keys.

There is comfort in car ownership. People make a choice to drive. The key is demonstrating that they don't have to. Have the urge to get out of the city? A reasonable solution is an incentive-laden public city car share. The infrastructure exists, and private companies are already successful in San Francisco. How about using some of the city's public parking spots exclusively for a public city share car? This would reduce the number of cars in the city and provide a reasonable alternative for people to have and use cars when needed. Envision an incentive plan for individuals to join a car share collective.

We may never achieve car free communities, but we can start with parking reduction and follow with a congestion charge. Then improve mass transit systems, pedestrian routes, and bicycle infrastructure. Create more dedicated bike lanes and footpaths. Repave sidewalks and bicycle lanes. The timely addition of infrastructure will change the commuter mentality.

Consistent and small steps to reduce parking and improve transit can lead us down a road which will continually decrease auto dependency, and in the process, mindsets can be shifted away from a car centered society.

Altering society's mental outlook is as important as changing the physical framework. The change in both will be gradual. Make incremental changes to our auto orientated infrastructure, and commuters will follow. Successful models of phased physical reorganization already exist throughout the world. The task is to make these models fit the unique needs of the Bay Area. Then we can wean the public away from the automobile. ■

<sup>1</sup> Side note here: I enjoy the ferry, but I can imagine it being no pleasure cruise every morning. How about using the magic wand and extending BART or Caltrain to the North?

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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## DIRECTOR'S NOTE

*By Juan Borrelli, AICP, SNI Senior Planner, City of San José*

Please join me in welcoming our newest Board Member, Associate Editor **Mika Miyasato, AICP**, who was appointed at the July Board Meeting. Mika is a Transportation Planner with **HNTB**, a prominent engineering, planning, and design firm with offices located across the country, including Oakland, Sacramento, and San José. As Associate Editor, Mika will assist Editor **Naphtali Knox, FAICP**, in serving up timely, informative, and high-quality electronic issues of the *Northern News*. Email our editors at [knoxnaph@gmail.com](mailto:knoxnaph@gmail.com) or [mmiyasato@HNTB.com](mailto:mmiyasato@HNTB.com) with your articles, letters, comments, and ideas—or opinions about the design and content of *Northern News*.

Each January at a retreat, the Board reviews accomplishments for the past year, sets goals for the coming year, and adopts a budget to help accomplish those goals. With this year's inauguration of APA's new **AICP/Certification Maintenance (CM) Program**, the Board adopted a goal to create local, free and/or low-cost professional development and continuing education opportunities for AICP members to accumulate the required AICP/CM credits (32 for the two-year period ending December 31, 2009). The goal recognizes that—especially during challenging fiscal/economic times—many planners cannot afford to attend (or their employers often cannot afford to send them) to State or National APA Conferences. And by offering ongoing professional development and continuing education to all planners, not just those with AICP certification, the Board recognizes its obligation to provide good services and benefits for all of our 1,900 Northern Section members.

To those ends, the Northern Section Board became a registered AICP/CM Program Provider, is sponsoring or cosponsoring many planning-related professional development and continuing education events in the Section, and is paying to submit each event to National APA for its approval of AICP/CM Credits. Today, just 8 months into the AICP/CM Program, we are well on our way toward creating a significant number of local opportunities for AICP members to earn AICP/CM Credits. See pages 13 and 14 of this issue for a summary listing of past and upcoming Northern Section events that have been approved or are pending to receive AICP/CM Credit. Many of the events represent

*(continued on next page)*



**September 21–24, 2008**

the date for this year's

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<http://www.marriott.com/hotels/travel/laxrh-renaissance-hollywood-hotel-and-spa/?groupCode=ccacca>

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

new partnerships or co-sponsorships created between the Section and other planning-related organizations and professional affiliations. The list also shows local events offered by other providers.

Please note that most of the listed events will continue to be offered at little or no cost to attendees. For greater detail on immediately upcoming events, see the **Northern Section Calendar** on pages 15 – 18 of this issue or the Northern Section website at [www.norcalapa.org](http://www.norcalapa.org). To log AICP/CM Credits for events you have attended, go to the "My CM Log" Section of the National APA website at <http://www.planning.org/cm/member/log.htm>. Send ideas for future planning-related events, lectures, trainings, workshops, tours, etc., that you would like the Northern Section Board to host or co-sponsor to Professional Development Director **Iris Starr, AICP**, at [irisstarr@earthlink.net](mailto:irisstarr@earthlink.net) and Director **Juan Borrelli, AICP**, at [juan.borrelli@sanjoseca.gov](mailto:juan.borrelli@sanjoseca.gov).

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



*Answer on page 14*

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## *In memoriam—David J. Powers*

*Northern News* has learned that **David J. Powers** died suddenly on July 13 of apparent heart failure. He was 61. Mr. Powers was a member of AEP and a highly respected environmental and land use planner in the Bay Area.

Dave founded David J. Powers and Associates, Inc., in 1972 on a vision of providing clients with objective, thorough, and professional service, and “a day’s work for a day’s pay.” The firm—which will continue operations—has served nearly every city in Santa Clara County, jurisdictions throughout Northern California, and private clients as well. Dave was passionate about sound land use planning and quality environmental review. His straightforward honesty and personal integrity characterized his work and business practices. He recognized early that his role was telling the truth as clearly as possible, but he also understood that people can come to the truth by different paths. His legacy is the extent to which every project he worked on was better because of his honesty and skill.

A botanist by training, Dave loved the outdoors, natural and man-made. He hiked the Sierras, climbed many of the tallest mountains in the world, including Everest and McKinley, and visited the cities of Europe and South America. Recently, he participated in cross country ski races all over the world.

Dave had a generous spirit and was quick with a compliment and a smile. He will be dearly missed by his family, friends, and his many former clients and colleagues in the planning and environmental professions. ■

## Conference proposals wanted by August 15

The Latinos & Planning Division is requesting proposals from its members for its two “by-right” sessions at the 2009 APA National Planning Conference in Minneapolis, April 25-29. Only LAP division members can propose for these two sessions. If you are a division member and have an idea for a conference panel or workshop, send your idea to Latinos & Planning Conference Coordinator Arianna Martinez at arimarti@eden.rutgers.edu by August 15. The Latinos and Planning representatives and officers will meet to select two sessions to propose to APA national. If you send a submission, they will be in touch to finalize the program prior to the APA deadline at the end of August. ■



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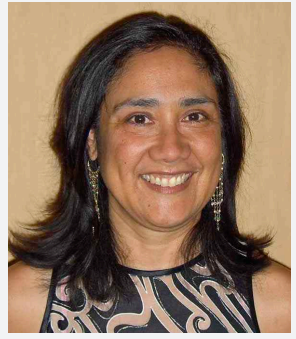
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# Onward and upward

**Emy Mendoza,**  
Northern Section's University Liaison and a 2008 recipient of a masters in urban planning from San José State University, is now Associate Environmental Services Specialist, City of San José. She will be developing policies to accomplish the city's 15-year goals for zero waste, organics and composting, enhancements to the commercial solid waste system, and other related issues.



**Mika Miyasato, AICP,**  
(MUP/MS in Civil Engineering, University of Washington, 2001) has joined *Northern News* as associate editor. She is a transportation planner at HNTB (Oakland) and previously worked for Korve Engineering. Mika worked on both the 2005 National APA Conference in San Francisco (fundraising committee co-chair) and the 2007 California Chapter conference in San Jose (program committee co-chair), as well as the fabulous Northern Section Awards dinner at Scott's Seafood (Jack London Square) in 2006. In joining the newsletter, she also joins the Northern Section Board and takes another step in her APA involvement. We welcome her enthusiasm and managerial capabilities, and look forward to broadening the newsletter to add a transportation perspective.



**Juliana Rebagliati, AICP,**  
has returned to Santa Cruz as the city's community development director. Rebagliati worked for the City of Santa Cruz planning department from 1997 to 2005 as environmental coordinator and principal planner, and had been community development director for the City of Capitola the past three years. Juliana's focus has been on coastal land use planning and policy, and she has worked for Monterey Bay Area coastal jurisdictions since 1990. ■



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# On drafting papers to be reviewed by a public body

By Richard L. Kronick

I just finished reading *The First American: The Life and Times of Benjamin Franklin*, by H.W. Brands, which I highly recommend (Knopf Publishing Group, 2002, ISBN-13: 9780385495400, 784pp). Where Brands discusses how Thomas Jefferson's draft of the Declaration of Independence was heavily edited by the Continental Congress, he quotes Jefferson:

"I was sitting by Dr. Franklin, who perceived that I was not insensible to these mutilations,' Jefferson recalled. 'I have made it a rule,' said he [Franklin], 'whenever in my power, to avoid becoming the draughtsman of papers to be reviewed by a public body. I took my lesson from an incident which I will relate to you. When I was a journeyman printer, one of my companions, an apprentice hatter, having served out his time, was about to open shop for himself. His first concern was to have a handsome signboard, with a proper inscription. He composed it in these words, "John Thompson, Hatter, makes and sells hats for ready money," with a figure of a hat subjoined. But he thought he would submit it to his friends for their amendments. The first he showed it to thought the word "Hatter" tautologous, because followed by the words, "makes hats," which showed he was a hatter. It was struck out. The next observed that the word "makes" might as well be omitted, because his customers would not care who made the hats. If good and to their mind, they would buy them, by whomsoever made. He struck it out. A third said he thought the words "for ready money" were useless, as it was not the custom of the place to sell on credit. Every one who purchased expected to pay. They were parted with, and the inscription now stood, "John Thompson sells hats." "Sells hats!" says his next friend. "Why, nobody will expect you to give them away. What then is the use of the that word?" It was stricken out, and "hats" followed it, the rather as there was one painted on the board. So the inscription reduced ultimately to "John Thompson," with a figure of a hat subjoined."

## "Moral algebra"

Another bit of evidence of Franklin's brilliant mind is his method for solving complex dilemmas:

"London, September 19, 1772.

"DEAR SIR,

"In the affair of so much importance to you, wherein you ask my advice, I cannot, for want of sufficient premises, counsel

*(continued on next page)*



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## On drafting papers ... (continued from previous page)

you *what* to determine; but, if you please, I will tell you *how*. When those difficult cases occur, they are difficult chiefly because, while we have them under consideration, all the reasons, *pro* and *con*, are not present to the mind at the same time; but sometimes one set present themselves, and at other times another, the first being out of sight. Hence the various purposes or inclinations that alternately prevail, and the uncertainty that perplexes us.

“To get over this, my way is, to divide half a sheet of paper by a line into two columns, writing over the one *pro* and over the other *con*: then, during three or four days’ consideration, I put down under the different heads short hints of the different motives that at different times occur to me *for* or *against* the measure. When I have thus got them all together in one view, I endeavour to estimate their respective weights, and where I find two (one on each side), that seem equal, I strike them both out. If I find a reason *pro* equal to some *two* reasons *con* I strike out the *three*. If I judge some *two* reasons *con* equal to some *three* reasons *pro*, I strike out the *five*; and, thus proceeding, I find at length where the *balance* lies; and if, after a day or two of farther consideration, nothing new that is of importance occurs on either side, I come to a determination accordingly. And though the weight of reasons cannot be taken with the precision of algebraic quantities, yet, when each is thus considered separately and comparatively, and the whole lies before me, I think I can judge better, and am less liable to make a rash step; and, in fact, I have found great advantage from this kind of equation, in what may be called *moral* or *prudential algebra*.” (Page 136, *Memoirs of Benjamin Franklin*, by Benjamin Franklin, Harper Brothers, 1839. This volume was digitized from an original in the New York Public Library and is available on Google Books as a 7.3MB PDF [http://books.google.com/books/pdf/Memoirs\\_of\\_Benjamin\\_Franklin.pdf?id=45EEAAAYAAJ&output=pdf&sig=ACfU3U06-wwPEwwk8L\\_CCKlCgl0xYlo-A&source=gbs\\_summary\\_r&cad=0](http://books.google.com/books/pdf/Memoirs_of_Benjamin_Franklin.pdf?id=45EEAAAYAAJ&output=pdf&sig=ACfU3U06-wwPEwwk8L_CCKlCgl0xYlo-A&source=gbs_summary_r&cad=0))

Richard L. Kronick is a writer, editor, and musician in Minneapolis. You can reach him at [richardkronick@msn.com](mailto:richardkronick@msn.com).

Ed. Note: When my wife and I were house hunting in Palo Alto over a weekend in 1972, we found several possibilities, but couldn’t agree on a choice. I pulled out two sheets of motel stationery, drew a vertical line down the middle of each, listed the pros and cons of the two leading possibilities, and then compared them. I didn’t know the source of that method until now. Maybe I picked it up in graduate school at Penn. And yes, we still live in the house we chose by that method. Thanks, Richard. —NHK ■





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# Oil and such — What others are saying

“Has any phrase in the English language ever spread more quickly than ‘carbon footprint’? Carbon footprint is to your physical being what soul is to your spiritual being ... The swiftness of this change in consciousness—and the linguistic change that goes with it—is staggering. And a little worrying. For one, it is vastly easier to find new words than it is to overturn old habits, and all too easy to mistake the ubiquity of the new carbon-speak for substantive change.” —“Some Doubts Upon Entering a New Carboniferous Era,” by Verlyn Klinkenborg, *The New York Times*, June 24, 2008.

<http://www.nytimes.com/2008/06/24/opinion/24tue4.html?scp=1&q=some%20doubts%20upon%20entering%20a%20new%20carboniferous%20era&st=cse>

**“Drivers turn the corner in the US.”** A study conducted by Cambridge Energy Research Associates’s global oil service says that U.S. gasoline demand will likely decline in 2008 for the first time in 17 years. “Americans are now driving less and demanding greater fuel efficiency from their vehicles when they do drive,” said Aaron Brady, CERA director, global oil. “Automakers are responding by accelerating the shift in their model mix. Both short- and long-term signals are all pointing toward decreasing future demand.” —Cambridge Energy Research Associates, June 19, 2008.

<http://www.cera.com/asp/cda/public1/news/pressReleases/pressReleaseDetails.aspx?CID=9568>

**No fuel like an old fuel—1.** “Regulating futures markets more tightly isn’t a bad idea, but it won’t bring back the days of cheap oil. Nothing will. Oil prices will fluctuate in the coming years—but the long-term trend is surely up. Most of the adjustment to higher oil prices will take place through private initiative, but the government can help the private sector in a variety of ways, such as helping develop alternative-energy technologies and new methods of conservation and expanding the availability of public transit. But we won’t have even the beginnings of a rational energy policy if we listen to people who assure us that we can just wish high oil prices away.” —“Fuels on the Hill,” by Paul Krugman, *The New York Times*, June 27, 2008.

<http://www.nytimes.com/2008/06/27/opinion/27krugman.html?ref=opinion>

*(continued on next page)*



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## Oil and such—What others are saying

(continued from previous page)

**No fuel like an old fuel—2.** “European governments had sought to lead the rest of the world in the use of biofuels ... but the allure has dimmed amid growing evidence that the kind of goals proposed by the European Union are contributing to deforestation ... and helping force up food prices... The British transport minister said the introduction of biofuels should be slowed down, citing a newly released report warning that current goals for biofuel production could cause a global rise in greenhouse gas emissions and an increase in poverty in the poorest countries.” —“Europeans Reconsider Biofuel Goal,” by James Kanter, *The New York Times*, July 8, 2008.

<http://www.nytimes.com/2008/07/08/business/worldbusiness/08fuel.html?ref=business>

**Was there progress at the G8?** “The biggest problem is that we’re wedded to fossil fuels. They are the driver of economic activity, they have been for 150 years, and they will be for decades to come, according to most energy analysts. So, moving away from the ‘fuels of convenience’ ... costs ... something that diverts you from business as usual. That takes sustained effort; and it will take new technologies—which were hinted at in these agreements, but not with money—at least not a lot of money. And that has a lot of scientists concerned that this really doesn’t amount to a lot of progress.” —Andrew C. Revkin of *The New York Times*, interviewed about the G8 Summit in Hokkaido, Japan, on *The News Hour with Jim Lehrer*, PBS, July 9, 2008. Related story at <http://www.nytimes.com/2008/07/10/science/earth/10assess.html?scp=2&sq=andrew%20c%20revkin&st=nyt>

**A ‘sustainability’ a day keeps the doctor away.** “[O]ur quest for environmentally sound, economically resilient, and equitable communities ... whether or not it’s called sustainability ... is one that could change our lives and our profession—and communities worldwide. ... It’s when we try to closely define sustainability and to measure its outcomes ... that agreement begins to fall apart. Goals, objectives, strategies, tactics—all of the standard planning theories and approaches that dominate our practices across the globe—must be fine-tuned if sustainability is to mean something other than simply good planning.” —“Sustainability: Planning’s Search for the Holy Grail,” by Paul Farmer, FAICP, in *Planning Magazine*, American Planning Association, July 2008.

<http://www.planning.org/planning/member/2008jul/perspectives.htm>

(continued on next page)

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## Oil and such—What others are saying

*(continued from previous page)*

**Charge your company/agency more.** In case you missed it, even the IRS has noticed the higher gas prices. An adjustment usually made each fall and effective the first of the year has been made at mid-year, for the first time in memory. “Rising gas prices are having a major impact on individual Americans. Given the increase in prices, the IRS is adjusting the standard mileage rates to better reflect the real cost of operating an automobile,” said IRS Commissioner Doug Shulman. “We want the reimbursement rate to be fair to taxpayers.” The rate will increase to 58.5 cents a mile for all business miles driven from July 1, 2008, through Dec. 31, 2008. This is an increase of eight cents from the 50.5 cent rate in effect for the first six months of 2008. While gasoline is a significant factor in the mileage figure, other items enter into the calculation of mileage rates, such as depreciation, insurance, and other fixed and variable costs. —Internal Revenue Service, United States Department of the Treasury, *IR-2008-82*, June 23, 2008.

<http://www.irs.gov/newsroom/article/0,,id=184163,00.html> ■

## JOBS

### RBF CONSULTING

#### Environmental Planner – Walnut Creek/Sacramento

RBF Consulting is currently seeking an **Environmental Planner** to join our team and collaborate with technical experts throughout RBF on a variety of CEQA-related documents for urban in-fill, transit oriented development, and transportation and public works projects that will improve the quality of life in Northern California for generations to come. Responsibilities include preparation and management of environmental documents, including Initial Studies/Mitigated Negative Declarations and EIRs. The position requires a minimum of 5 years of experience and a BS in Environmental Studies, City and Regional Planning or a related field. The candidate should possess thorough understanding and proven success in the preparation of CEQA documents and EIRs.

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*(Jobs continue on next page)*

**C/CAG**

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The City/County Association of Governments of San Mateo County (C/CAG) deals with quality of life issues including transportation, air quality, stormwater runoff, hazardous waste, solid waste and recycling, land use near airports, and abandoned vehicle abatement. C/CAG provides a forum for the cities and the County to work together on common issues to develop cost-effective solutions.

The Senior Long Range Planner, under the direction of the Executive Director, will primarily focus on the interrelationship between transportation and land use, and develop policies for both transportation and land use to encourage and strengthen the coordination between them. Most of the focus and analysis is long range (10–30 years); however, short range analysis and policies are the building blocks for the long range vision.

Responsibilities include developing plans, programs, policies, and studies for C/CAG including the formulation of policies linking land use and transportation; managing the production of multi-jurisdictional transportation, land use, and housing plans, programs, and studies that involve extensive agency coordination; making effective and persuasive presentations to city and County leaders, the public, and boards and commissions; maintaining an effective working relationship with staff, local, regional, and State governmental agencies, and public and private interest groups; directing, coordinating, and monitoring the work of consultants; and providing assistance to senior level management.

**Applications accepted online only.** For more complete information about this position and to apply, go to [www.co.sanmateo.ca.us/hr/jobs](http://www.co.sanmateo.ca.us/hr/jobs) ■

**Department of corrections**

The July issue of *Northern News* (“2008 Northern Section Award Winners,” page 16) should have identified the person receiving the Distinguished Leadership Award for an Organization on behalf of Joseph Bellomo Architects as Timothy Ragan, a former Bellomo employee.

The Distinguished Leadership Award for an Organization is given to a non-APA-related organization whose efforts have contributed to elevating planning principles, creating greater awareness of the value of planning, and improving the quality of life in one or more communities. Joseph Bellomo Architects received the 2008 award for the firm’s 20-year commitment to the planning, design, and development of the University Circle project at the western end of University Avenue in Palo Alto. The firm worked closely with the city’s planning department, regional transportation agencies, local businesses, residents, and community stakeholders in a collaborative effort to redevelop a prominent area into a vibrant gateway to downtown. In making the award, the jury recognized and acknowledged the leadership the architects took in promoting good planning principles to integrate the new with the old through smart and sustainable growth, green buildings, compact mixed-use, transit-oriented design, and pedestrian-bicycle connections.



Joseph Bellomo in his Palo Alto home a few hundred feet from downtown.

Photo courtesy of Marion Brenner Photography, Oakland. Originally published in “Tree houses – An architect’s lyrical concrete house in Palo Alto finds arboreal inspiration,” by Zahid Sardar, *San Francisco Chronicle*, April 25, 2007. <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2007/04/25/HOGUBPCOPE1.DTL&hw=joseph+bellomo&sn=001&sc=1000>

*Northern News* welcomes letters and articles from readers about its contents or about planning issues in Northern California, the state, or the nation. Send your letter or article via email to Editor, [knoxnaph@gmail.com](mailto:knoxnaph@gmail.com).

# AICP/CM Credits available locally

APA California Northern Section and other sponsors have registered, or are in the process of registering, the following events for Certificate Maintenance credit. If you have attended any of these events and wish to add them to your credit log, go to <http://www.planning.org/cm/member/log.htm>

The table also provides information about future activities for which you will be able to claim credit after attending the event.

## 2007/08 AICP/CM Credit Log for Events in the Northern Section as of July 10, 2008

| Date                                    | Time                | Event Title  | Location      | CM Credits           |
|---|---------------------|--|---------------|----------------------|
| 1 Thursday, 5/24/07                     | 7:00 PM – 9:00 PM   | Climate Change Impact Analysis in CEQA Documents   | San Francisco | 2.0                  |
| 2 Friday, 5/25/07 – Thursday, 6/10/07   | N/A                 | Urban Planning Tour of China   | China         | 10.0<br>(15 Pending) |
| 3 Thursday, 7/26/07                     | 7:00 PM – 9:30 PM   | Diversity Panel (Planning for Ethnicity, Gender, Income/Class, Age, Disability, & Sexual Orientation)  | Oakland       | 2.0                  |
| 4a Sunday, 9/30/07 – Wednesday, 10/3/07 | N/A                 | CCAPA Conference Planning Sessions, except Diversity Summit and Mobile Workshops                       | San José      | Various              |
| 4b Sunday, 9/30/07 – Wednesday, 10/3/07 | N/A                 | CCAPA Conference, 11 Mobile Workshops  | San José      | Still TBD            |
| 4c Sunday, 9/30/07                      | 4:00 PM – 6:00 PM   | CCAPA Conference Diversity Summit  | San José      | 2.0 pending          |
| 5 Friday, 11/9/07                       | 12:00 PM – 3:00 PM  | Climate Change & Transportation Workshop   | Oakland       | 3.0                  |
| 6 Friday, 11/16/07                      | 12:00 PM – 1:00 PM  | BART & Ferry Transit Oriented Development Strategies (UPC Lecture Series)                              | San José      | 1.0                  |
| 7 Friday, 11/30/07                      | 9:00 AM – 4:30 PM   | Mills Act: Catalyst for Historic Preservation & Community Revival (California Preservation Foundation) | Martinez      | 6.0                  |
| 8 Thursday, 3/20/08                     | 6:00 PM – 7:30 PM   | Project Management for Urban Planners (UPC Lecture Series)   | San José      | 1.5                  |
| 9 Wednesday, 4/2/08 – Friday, 4/4/08    | 10:00 AM – 11:30 AM | CALAFCO Annual Staff Workshop (California Assoc. of Local Agency Formation Commissions)                | San José      | 5.0                  |
| 10 Thursday, 4/24/08                    | 6:00 PM – 7:30 PM   | Urban Planning for Bicycle Friendly Communities (UPC Lectures Series)                                  | San José      | 1.5                  |

*(continued on next page)*

**2007/08 AICP/CM Credit Log**  
for Events in the Northern Section as of July 10, 2008

| Date   | Time              | Event Title   | Location | CM Credits            |
|--|-------------------|---|----------|-----------------------|
| 11 Wednesday, 4/23/08 –<br>Saturday, 4/26/08 | 8:00 AM – 5:00 PM | 2008 California Preservation Conference<br>(California Preservation Foundation)           | Napa     | 16.5<br>(10 sessions) |
| 12 Wednesday, 5/7/08                         | 6:00 PM – 7:30 PM | Housing & Redevelopment in San Jose<br>(UPC Lecture Series)                               | San José | 1.5                   |
| 13 Thursday, 6/5/08                          | 6:00 PM – 7:30 PM | City Planet<br>(Great Cities Speaker Series)  | San José | 1.0                   |
| 14 Sunday, 6/8/08                            | 4:00 PM – 5:00 PM | When Cities Tango: The Art of Glocal Public Space<br>Design (Great Cities Speaker Series) | San José | 1.0                   |
| 15 Monday, 7/14/08                           | 6:00 PM – 7:00 PM | Great Ideas for Building Livable Communities<br>(Great Cities Speaker Series)             | San José | 1.0                   |
| 16 Monday, 8/18/08                           | 6:00 PM – 7:00 PM | The New Majority-Minority City<br>(Great Cities Speaker Series)                           | San José | 1.0                   |
| 17 Monday, 9/15/08                           | 6:00 PM – 7:00 PM | The Distinctive City<br>(Great Cities Speaker Series)                                     | San José | 1.0                   |
| 18 Thursday, 10/9/08                         | 6:00 PM – 7:00 PM | The Next Generation City<br>(Great Cities Speaker Series)                                 | San José | 1.0                   |
| 19 Thursday, 10/23/08                        | 6:00 PM – 8:30 PM | Planning Practice & Applying the AICP Code of Ethics                                      | Oakland  | 1.5<br>Ethics credits |
| 20 Monday, 11/3/08                           | 6:00 PM – 7:00 PM | The Power of Zero: The Mayan Key to Vibrant<br>Communities (Great Cities Speaker Series)  | San José | 1.0                   |
| 21 Monday, 12/1/08                           | 6:00 PM – 7:00 PM | The Reframing of the Everyday: Artists & Public Space<br>(Great Cities Speaker Series) ■  | San José | 1.0                   |

**Answer to “Where in the world?” (Page 4)**

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|--------|-----------|-----|-----|----------|----------|-----|
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| 24     | 25        | 26  | 27  | 28       | 29       | 30  |
| 31     |           |     |     |          |          |     |

**AUGUST**

**8/1**

**Silicon Valley Leadership Group Tour, “Rising on the Pacific: Residential High Rise Development.”**

8 AM – 1 PM. Learn first hand about mid- and high-rise housing developments throughout Silicon Valley, and how some are addressing density and green building practices. For more information including tour cost information, and to reserve a place, contact Silicon Valley Leadership Group Housing Coordinator Katy McShane, [greenhousing@svlg.net](mailto:greenhousing@svlg.net). Co-sponsored by Northern Section. **AICP/CM credits applied for and pending.**

**8/7**

**Green building in Monterey – network and brown bag**

12 Noon – 1 PM, Monterey City Hall, 580 Pacific Street. Kick off a series of networking events for Monterey Bay Area planners with John Kuehl, Monterey’s Chief Building Official. Mr. Kuehl will discuss the process that led to the City’s Green building program, key elements of the program, and lessons learned. For more information, contact Elizabeth Caraker, AICP, (831) 884-2430 or [ecaraker@rbf.com](mailto:ecaraker@rbf.com)

**8/18**



**2008 Great Cities Speaker Series: The New**

**Majority-Minority City**, by **Dr. Glenna Matthews**, Author of *Silicon Valley Women and the California Dream*. 6 – 7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José.

Dr. Matthews, an historian who has studied San José for 35 years, will explore how the city’s past can help us understand the exciting possibilities the future holds. The city’s first rise to regional prominence as a fruit-industry capital was built on the contributions of many immigrants—as is the high-tech industry of today—positioning San José to model the physical embodiment of what a truly multi-cultural city will look like. A graduate of San José State University, Dr. Matthews holds a doctorate in American History from Stanford University. **Approved for 1.0 AICP/CM credits.** RSVP by visiting [www.commonwealthclub.org](http://www.commonwealthclub.org) or email [info@1stACT.org](mailto:info@1stACT.org)

*(continued on next page)*

SEPTEMBER

| Sun       | Mon       | Tue       | Wed       | Thu      | Fri | Sat       |
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| 28        | 29        | 30        |           |          |     |           |

SEPTEMBER

**9/4 Northern Section Board Meeting**, 6:30 – 8:30 PM (light dinner and networking from 6 – 6:30 PM). PMC, 500 12th Street, Suite 240, Oakland. RSVP to Director Elect Darcy Kremin, AICP, [DKremin@entrinx.com](mailto:DKremin@entrinx.com)

**9/13 AICP Test Preparation**. 10 AM – 3 PM, San José State University, Martin Luther King, Jr. Library, Room 525, Cultural Heritage Center, 4th and San Fernando, San José. Materials charge is \$50 – 75. Free parking across the street on Saturdays and Sundays. Remaining sessions will be held Oct. 4, Oct. 19, and November 2. Call Don Bradley, AICP Director, 650-592-0915 or email [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) with your name, email, phone numbers, and any questions.

**9/15 2008 Great Cities Speaker Series: The Distinctive City**, by **Dr. Ann Markusen**, Professor of Urban Planning and Policy Development and Director of the Project on Regional and Industrial Economics, Rutgers University. 6 – 7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José.



Given heightened place-based competition, cities and regions must plan strategically for their economic futures. Based on her forthcoming book, *The Distinctive City*, Dr. Markusen demonstrates how U.S. cities are pursuing distinctive production and consumption portfolios as a way of home-growing, attracting, and retaining companies and skilled people. Dr. Markusen is the author of numerous books and articles on artists, cities, and high-tech economic development. She has served as a Brookings Institution Economic Policy Fellow and a Fulbright Lecturer in Brazil and has consulted for the Clinton Administration, the World Bank and the OECD. **Approved for 1.0 AICP/CM credits.** RSVP by visiting [www.commonwealthclub.org](http://www.commonwealthclub.org)

**9/21 – 9/24 APA California Chapter Planning Conference**, Hollywood. Register online at [www.calapa.org](http://www.calapa.org).

**9/27 Fall Speaker Series, SJSU Urban Planning Coalition**. 9 AM – 1 PM, Integrated Master Plan: Tour of Coyote Creek Parkway. Meeting place TBD. Santa Clara County Park Planner Elish Ryan will explain what the Integrated Master Plan will accomplish, as well as address the expansion of urbanization in the Coyote Valley and planning strategies that interface with other City projects in San Jose and Morgan Hill. **AICP/CM credits applied for and pending.** Reserve early at [sjsu.upc@gmail.com](mailto:sjsu.upc@gmail.com)—space on the County van is limited! For more information, contact Taryn Hanano, [taryn.hanano@gmail.com](mailto:taryn.hanano@gmail.com)

*(continued on next page)*



| OCTOBER   |     |     |     |           |          |          |
|-----------|-----|-----|-----|-----------|----------|----------|
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| <b>19</b> | 20  | 21  | 22  | <b>23</b> | 24       | 25       |
| 26        | 27  | 28  | 29  | 30        | 31       |          |

**OCTOBER**

**10/3**

**Green Health**, the 3rd annual Healthy Communities Taking Action conference. 8 AM – 3 PM, San José City Hall, 200 E. Santa Clara St. A convergence of health, equity, & environmental efforts with nutrition and physical activity. Breakout sessions on nutrition, physical activity, healthcare, and organizational wellness. Legislative panel moderated by **Michael Krasny**. Keynote lunch speaker **Dr. Richard Jackson**. Interactive games. Ballroom dancing. Raffle prizes, with a special drawing for “green” travelers. Registration details can be found at [www.healthysiliconvalley.org](http://www.healthysiliconvalley.org). Also **hold October 2** for a leadership summit at a venue (TBD) in downtown San José exclusively for policymakers, city managers, and planners to discuss policies and strategies to build healthy environments.

**10/4**

**AICP Test Preparation**. 10 AM – 3 PM, San José State University, Martin Luther King, Jr. Library, Room 525, Cultural Heritage Center, 4th and San Fernando, San José. Materials charge is \$50 – 75. Free parking across the street on Saturdays and Sundays. Remaining sessions will be held October 19 and November 2. Call Don Bradley, AICP Director, 650-592-0915 or email [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) with your name, email, phone numbers, and any questions.

**10/9**



**2008 Great Cities Speaker Series presents: The Next Generation City**, by **Carol Coletta**, President and CEO of CEOs for Cities and Host of Smart City Radio. 6 – 7 PM, Le Petit Trianon Theatre, 72 North Fifth Street San Jose, CA 95112 (across the street from San Jose City Hall’s Employee & Public Parking Garage). How can local leaders and activist citizens capitalize on positive trends shaping cities today? Explore the importance of developing Next Generation Cities that respond to the new realities of a knowledge economy. To thrive, cities will need to excel in four areas: **Developing**, maximizing, and retaining talent; **Fostering** innovation and entrepreneurship; **Linking** people with ideas to talent, capital, and markets; cities to regions; and regions to the global world; and **Capitalizing** on local differences to build economic opportunity. Cities firing on all four cylinders will offer solutions to pressing challenges including global warming, access to opportunity, obesity and other health problems, and living peacefully in the midst of diversity. **Approved for 1.0 AICP/CM credits**. RSVP by visiting [www.commonwealthclub.org](http://www.commonwealthclub.org)

The 2008 Great Cities Speaker Series is a free lecture series based in and on San José. Leading urban designers, planners,

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

**OCTOBER** *(continued)*

architects, and thought leaders talk about how to plan a great city and its public spaces. Save 6 – 7 PM, November 3 and December 1. **Each session is approved for 1.0 AICP/CM credits.**

**10/19**

**AICP Test Preparation.** 10 AM – 3 PM, San José State University, Martin Luther King, Jr. Library, Room 525, Cultural Heritage Center, 4th and San Fernando, San José. Materials charge is \$50 – 75. Free parking across the street on Saturdays and Sundays. Last session will be held November 2. Call Don Bradley, AICP Director, 650-592-0915 or email [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) with your name, email, phone numbers, and any questions.

**10/23**

**Planning Practice & Applying the AICP Code of Ethics.** Networking reception 6 – 7 PM; Seminar 7 – 8:30 PM. MetroCenter auditorium, 101 Eighth St., Oakland (across the street from the Lake Merritt BART station). Join panelists **Carol Barrett, FAICP**, author of *Everyday Ethics for Practicing Planners* (APA Press, 2001); **Daniel Iacofano, FAICP**, Principal, MIG, Inc.; and **Hanson Hom, AICP**, APA California Northern Ethics Review Director, in an interactive exploration of common ethical issues facing planners. Discuss key elements of the *AICP Code of Ethics and Professional Conduct*. Use case scenarios to apply the Code. **Approved for 1.5 AICP/CM Ethics credits.**

Seminar is open and applicable to all planners. \$15 advance registration by PayPal **by Thursday, October 16.**

(\$20 at the door *subject to available seating.*)

Look for the link at [www.norcalapa.org](http://www.norcalapa.org)

For more information, contact Hansom Hom, [hhom@ci.sunnyvale.ca.us](mailto:hhom@ci.sunnyvale.ca.us) or 408-730-7450.



[ GREEN COMMUNITIES ]