



NORTHERN NEWS



A Publication of the Northern Section of the California Chapter of APA



American Planning Association
California Chapter
Northern
Making Great Communities Happen

JULY 2008

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The public engagement tool box

Al Savay, AICP, Director of Community Development, San Carlos

Engaging the public meaningfully requires planners and government officials to develop a public engagement tool box that can be used in a wide variety of situations. There may be several effective communication or engagement approaches, depending on whether the project is an ongoing planning initiative or a public process.

Historically, the public or community project meeting typically takes place in a large room with rows of chairs facing the front. The city planner or developer presents the plan or project and then opens the meeting to questions. With a controversial project, it's a given that public concern or distrust has already led to a volatile and adversarial situation. It's not uncommon to see people shouting at each other, city staff backpedaling to correct inaccurate information, and a few loud voices dominating the forum. In a community meeting some years ago, we found ourselves facing three times the number of people expected, many of whom stood lining the walls and adding to the meeting's negative tone and general discomfort.

While it's not always the case, I have often seen the traditional meeting method fail to achieve any meaningful public exchange of information. It pays to be open to new methods being perfected to engage the public.

I recently tried a somewhat nontraditional "Community Open House" approach for a couple of controversial projects with great success. In the Community Open House format, a public meeting room is set up with several separate stations around the edge of the room. Each station is staffed by a small group with a specific viewpoint or a specialized area of expertise. General information is also available or displayed on various aspects of the project or initiative. One station may be staffed by a design team, another by city officials, and a third by the plan's proponent or developer. Members of the public can visit each station at their leisure, look at drawings and illustrations, and ask questions of the individuals at the station.

In this intuitive arrangement, people need little prompting to engage in meaningful face-to-face dialogue on a particular topic; and since the discussion is on a more personal level, the conversation is more likely to be polite, if not cordial. The confrontational aspect of

(continued on next page)

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The public engagement tool box *(continued from previous page)*

the more traditional presentation and Q&A format is removed from the equation. People feel freer to express support for or opposition to a plan or project without the judgment or intimidation of a large crowd. Our last Community Open House—with nearly 90 people attending—was a positive experience that led to formation of a new community group of neighbors who met and found common interests at the meeting.

San Carlos is in the middle of a General Plan Update. In planning for the next 20 years of the community's life, it's critical to maintain a sustained collaborative public process over a number of years. We placed significant emphasis on involving the city's youth. Working with the local schools and teachers to explain the General Plan process and the importance of the Update, we were able to drum up a good deal of youth interest. You'd be surprised how many kids will show up to an event that offers extra credit! Sixty young people ranging in age from 12 to 17 attended a community visioning exercise. It was a valuable experience for all, and we professionals received some key insights. The attendees appreciated being heard and taken seriously by their city officials.

We used many different methods to get the word out and maintain public interest over long periods. We worked with local community and volunteer groups such as the Chamber of Commerce, environmental groups, Rotary Club, Board of Realtors and Home Owners Associations. We used the city's web site, cable channel, direct mailings, email notifications, frequently asked questions (FAQ) sheets, and lawn and A-frame signs to advertise meetings and communicate, as well as local newspaper ads and articles, spot radio announcements, newsletters, and flyers. As a result, we always see someone new at our General Plan Advisory Committee meetings, and attendance continues to grow.

One critical lesson learned is to report back what is heard at public meetings and to communicate how public input has influenced or changed a project or a process. This acts to build community trust by making it clear that the public agency has heard what people are saying. It's essential that information gained from community input is delivered to elected or appointed officials so they are well informed and up to date on the pulse of the community. This may take the form of a memo, an oral report, or a newsletter. Reporting the outcome of discussions with public officials on the city web page, cable channel, or the Chamber of Commerce newsletter are good tools to close the communication loop.

The bottom line? Stay open to new collaborative public engagement approaches, particularly with large or controversial projects or processes. A well run process builds community trust and credibility for the public agency. More importantly, a well crafted collaborative public involvement program will help to guide the community through any project or community initiative, no matter how complex or controversial. ■

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

Congratulations to the 2008 Northern Section Award Winners! Each of the winning projects, programs, and professionals expertly represent *excellence in planning* throughout Northern California. For more information on the award winners and photos of the recent gala celebration in San Francisco, please see pages 16 – 18 of this issue or visit www.norcalapa.org. I would especially like to recognize and thank our Awards Program Directors **Andrea Ouse, AICP**, and **Eileen Whitty, AICP**, Director-Elect **Darcy Kremin, AICP**, Immediate Past Director and CPF Treasurer **Hing Wong, AICP**, our esteemed 2008 Awards Program Jurors **Jennifer Andersen, AICP**, **Hilary Nixon, Steve Piasecki, AICP**, and **Michele Rodriguez, AICP**, Awards Juror Coordinator **Jeri Ram, AICP**, Event Photographer and Communications Director **Charity Wagner**, and Awards Program Volunteers **Riad El-Bdour** and **Steve Adams**. On behalf of the entire Northern Section Board, kudos and many thanks to you all for your contributions to a tremendously successful 2008 Northern Section Awards Program and celebration.

Please join me in sending a very big 'Thank You' to **Michael Olin**. Having served since July 2005 on the Northern Section Board as the Administrative Director, Michael has stepped down from the position to begin a new chapter in his life. He is relocating to New York to pursue an MBA at Columbia University. We will miss Michael, and wish him well and much success in New York.



Northern Section Director Juan Borrelli, AICP, presents certificate of appreciation to Michael Olin, outgoing Administrative Director

Please also join me in welcoming our newest Board Member, Interim Administrative Director **Allen Tai, AICP**. At its May meeting, the Northern Section Board appointed Allen—a Planner II with the City of San José—to complete Michael's two-year elected term, which ends after December 2008.

(continued on next page)



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

Are you interested in getting more involved in the planning profession and APA California Chapter's Northern Section? The Northern Section Board is seeking an **Associate Editor** for *Northern News*, our comprehensive monthly electronic news publication. For more information about this appointed voluntary Board position, [see page 15](#) of this issue. To apply, please email a letter of interest and a brief summary of relevant skills to Director **Juan Borrelli, AICP**, juan.borrelli@sanjoseca.gov and to Newsletter Editor **Naphthali Knox, FAICP**, knoxnaph@gmail.com.

The planning buzz is only just starting to fade for the many California planners who attended the 2008 National Planning Conference in Las Vegas in April. But did you know that APA National is already seeking conference proposal submittals for next spring's **2009 National Planning Conference** in Minneapolis? Proposal formats for the April 25-29 conference are available to planners outside of Minnesota and include sessions, training workshops, technology showcases, facilitated discussions and debates, and poster presentations and exhibits. To be part of APA's conference in Minneapolis, go to www.planning.org, explore the various proposal formats, select one that most closely matches the content you wish to provide, and submit by the deadline of August 26, 2008.

NOTE: The early registration deadline is July 15th for this year's **APA California Chapter Planning Conference** in Hollywood, September 21-24. Register online at www.calapa.org before the registration price increases.

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

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Paul C. Crawford, FAICP, nationally known new urbanist

Paul Crawford died at home in San Luis Obispo on Wednesday, May 21st, after a 17-month battle with glioblastoma, an aggressive brain tumor.

Born in 1947 in Chicago, Paul moved to California with his family in 1952. After attending College of the Sequoias, he transferred to Cal Poly (San Luis Obispo) where he graduated in 1971 with a degree in city and regional planning.

His planning career began as an associate planner for the County of San Luis Obispo in 1975. In 1980, at 33, he became the youngest planning director in the state. He served in that post until 1990, when he co-founded the planning consulting firm Crawford, Multari & Clark Associates, where he worked until his final days. Paul also taught planning at Cal Poly from 1980 to 2006 as an adjunct professor.

Paul consulted extensively with cities and towns in Central and Northern California, preparing general and specific plans and zoning ordinances. He and his work were known across the state and nation. He was actively involved in the Congress for the New Urbanism (CNU) and the Form-Based Codes Institute (FBCI), of which he was the founding board chair. He was a pioneer in developing the practice of form-based codes as an effective alternative to conventional land-use planning and zoning. Lessons learned in Vicksburg, Mississippi, in 2001 (Mouzon & Greene) led to the first California adoption of a citywide form-based code (City of Sonoma, March 2003, Crawford Multari & Clark Associates, Moule & Polyzoides), followed in 2004 by the first SmartCode adopted in the US (for central Petaluma, by Fisher and Hall Urban Design, and Crawford Multari & Clark Associates). With Daniel and Karen Parolek, Paul co-authored the textbook *Form-Based Codes: A Guide for Planning, Urban Design, Municipalities, and Developers* (John Wiley & Sons, 2008).

Paul was an avid photographer. His slide shows were a regular part of family gatherings. In April 2008, he exhibited images of Italy at the Photo Shop in San Luis Obispo. *Northern News* recently published one of Paul's photos, *Siena, Italy, from Via dei Montanini* (in "Where in the World,"

<http://www.norcalapa.org/assets/chapter/newsletter/April07.pdf>).

He was also a spelunker and co-directed the caving film "The World Within," 1978.

On January 1, 2007, while he and his wife, Linda, were on a four-month sabbatical in Italy, Paul suffered a seizure that led to the brain tumor diagnosis. He fought his illness with hope, grace, and courage, and continued to work until early May 2008.

A memorial service was held Sunday, May 25th, at the Spanos Theatre on the Cal Poly (SLO) campus. A stranger scanning the

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Paul C. Crawford, FAICP *(continued from previous page)*

audience might have thought he had stumbled into one of the best-attended planning seminars ever. Instead, writes former Crawford employee and Benicia Planning Director Charlie Knox, AICP, “the roughly 300 people gathered in San Luis Obispo May 25th came to celebrate Paul’s life. Friends from his boyhood in Visalia, Cal Poly days, and Sierra trips set a mirthful tone with stories of mass quantities of soda and junk food, and later, fine red wines; plus their early grasp of Paul’s immense ability to absorb and analyze—qualities that led to his preeminence in planning. Family members recounted how his photographs reflected his boundless love for people, their works, and the planet. Colleagues extolled his brilliance and drive to spread enthusiasm for placemaking to students, young planners, and the communities he served.”

“What came through most, though, was Paul’s capacity for compassion. His closest colleague expressed it playfully in recounting Paul’s experience with a mugger: after explaining to the impatient knife-brandisher the need to keep his ID and credit card for the next day’s travel, Paul fished some cash from his wallet. Later, when Paul realized he still had money left, he thought, “I think I kind of ripped that guy off.” We, too, were robbed—by Paul’s untimely departure. By the end of the ceremony it became clear that—although Paul’s death is an immeasurable loss—all who have known him have gained tremendously.”

Woodie Tescher, PBS&J, writes: “Paul was an important contributor to our profession. More importantly, he was a great human being.”

Alex Hinds, FAICP, Marin County Planning Director, writes: “As someone whose life luckily became intertwined with Paul’s—as a result of taking over his old job in SLO and co-teaching several classes with him at Cal Poly—I have been reacting to his passage on a very visceral level. No offense to my pals in the county planning directors’ cabal, but it only took one meeting to realize that Paul was the coolest dude in the group.”

Tony Lashbrook, Town Manager, Truckee, writes: “I will forever be grateful for the opportunity to know and work with Paul. He was an outstanding mentor when I was a newly appointed County Planning Director 20 some years ago. He had a way of building confidence in young planners by recognizing developing strengths and accomplishments, even small ones. I can only imagine how many others in our field [benefited from the same positive influence] from Paul. He built our first development code, his quiet confidence convincing our commission, council and community that they really could implement their hopes and dreams. He will always be a part of the fabric of the Town of Truckee, and I know that Paul had this positive impact everywhere he worked.”

Other encomiums are posted at <http://www.cproundtable.org/paul-crawford/> and <http://www.sanluisobispo.com/news/local/story/367985.html> ■



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Sustainability—now with 4 E's!

By Andrew A. Ross, MUP, San José State University

Ed. Note: 1] 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 this past (Spring) semester. 2] To read a Northern News article that attempted to define "sustainability," go to <http://www.norcalapa.org/assets/chapter/newsletter/July06.pdf>.

The term "sustainability" is widely accepted as incorporating the "Three E's" of Ecology, Economy, and Equity. To be sustainable, a project must evaluate and even promote each of the three. A project cannot solely look into environmental protection without analyzing the implications on the economy; nor can it turn a profit without regard for equitable human rights and justice and still be considered sustainable. But embedding sustainability as a concept will require a change in perceptions and values, and this can only be done through Education—the fourth "E."

Education can achieve in a single generation what policy change can only hope to accomplish in several generations. Changing the education system to foster the practice of sustainability will shape the future in a way that can alleviate the issues we face today—issues such as climate change, obesity, and sprawl, to name a few. However, changing our system of education will require a shift in the structure of our schools, from elementary upwards through college and university.

Food Systems

First, we must teach about our food—how it is produced, where it comes from, and what a sustainable food system means. This includes continuing mandatory education in nutrition, not just a semester of "health" in the ninth grade. From day one, children should be taught about the importance of good nutrition, and about nutrients and organics—what they are and how to get them. Similarly, we need to nurture a society that understands the differences between local and global produce, the implications of each, and what fair trade practices are. In addition to lecture, the educational process should be hands-on and consist of garden projects that give perspective and respect for agriculture, and those who undertake the task.

Teaching a topic in such a way may well help to reduce obesity. The more students know, the more they will ask. While the thought may be anathema to some parents, mealtime can be an education, with children wanting to know what they are about to eat; how it was grown, by whom, and where it comes from. Through education and hands-on projects, children will begin to prefer local and organic agricultural goods, as opposed to processed and non-nutritious foods.

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Sustainability—now with 4 E's! *(continued from previous page)*

Soon preferences will become demand, and supply will change in response in a way that will help to curb the effects of climate change: When demand for local organic goods increases, the need to ship other (often inferior) goods will diminish, eliminating the emissions caused by transporting such goods. At the same time, the increased demand for local foods and products will lead to the preservation of agriculture and open lands, helping to slow or even eradicate sprawl.

Economics

As one of the “E’s,” economics should be a subject required throughout a person’s education. Classes should focus on the economies of scale, and how decisions and actions taken in one region will affect individuals in another. The concept of externalities—costs not directly associated with one’s purchase or action—should be stressed.

People who learn through economics about the totality of their actions may well change the way they make decisions. This can have implications for transportation. A populace that discovers the true costs associated with personal automobile travel will demand a more efficient public transit system. Once developed, such systems will help to lessen the effects of climate change and also reduce the health problems and risks associated with the car (asthma, accidents, etc.)

Similarly, a widespread knowledge of economics can help society deal with sprawl. When individuals factor in the true costs of living far from their needs—and that they have to pay those costs—the distant suburbs will no longer seem desirable. Once society comprehends the true costs of emergency services (police, fire, EMT, etc.), utilities (water, electricity, cable, etc.), and the infrastructure associated with distant projects (the roads and piping systems), the spread of the suburbs may give way to more compact and less expensive growth. Demand for more sustainable, practical, and inexpensive development will increase and dictate the shape of our communities.

Over time, through education about basics like food and economics, individuals will begin to view and interact with the world in a new way. Doing things “sustainably” will become the norm.

These are ideas. Obviously major changes will be needed to implement them. But looking at the larger picture, it seems a wise investment.

“... to unite and empower the California community of higher education to collaboratively and nonviolently transform ourselves and our institutions based on our inherent social, economic, and ecological responsibilities.”

– Mission Statement, California Student Sustainability Coalition ■



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LEGAL UPDATE: California voters split over eminent domain initiatives

By Bryan W. Wenter, AICP, Legislative Director

On June 3, 2008, California voters resoundingly rejected Proposition 98, a ballot measure that would have amended the state constitution to prohibit government agencies from taking private property for private development. Proposition 98 was defeated by a margin of 61% to 39%. Of California's 58 counties, only 19 mostly interior, rural counties supported the losing proposition. At the same time, voters approved Proposition 99 by a comfortable 62% to 38% margin. Proposition 99, a narrowly written rival initiative that changes the state constitution to prevent government agencies from using the power of eminent domain to take owner-occupied dwellings for private purposes, was opposed by just a single county—Colusa. Proposition 99 takes immediate effect.

Eminent domain has long been recognized as an inherent power of government. That power is limited by the federal and state constitutions so that government agencies may only take privately owned land if the condemned land is put to a public use and the landowner is paid just compensation. Efforts to overhaul eminent domain law stem largely from the court's broad interpretation of constitutional public use limitation, including most notably the United States Supreme Court's *Kelo v. City of New London* decision. In addition to allowing condemnation for roads, parks, schools, and similar uses, courts have determined that the public use requirement includes public purposes such as economic development.

Proposition 99, principally sponsored by the League of California Cities and the California League of Conservation Voters, makes only limited changes to eminent domain law. The initiative prohibits government agencies from using eminent domain to take an owner-occupied home and transfer it to another private owner or developer so long as an owner has lived in the residence for at least one year. The initiative also contains an exception that allows homes to be taken to protect public health and safety, prevent serious and repeated criminal activity, respond to an emergency, or remedy environmental contamination that poses a threat to public health and safety. In addition, the initiative does not apply if the initial written offer to purchase the home was made on or before June 4, 2008, and a resolution of necessity to acquire the home by eminent domain was adopted on or before 180 days after that date.

(continued on next page)



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California voters split on eminent domain

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The Howard Jarvis Taxpayers Association, California Farm Bureau, and California Alliance to Protect Private Property Rights sponsored Proposition 98, a broadly written initiative that would have introduced sweeping changes to eminent domain law and phased out rent control. The initiative would have prohibited government agencies from taking private property for any private use, such as building a shopping center, auto mall, or industrial park, and prevented condemned property from being used in the same way it was used by the private land owner. The initiative would have prohibited many land use and environmental regulations, and would have barred government from using eminent domain to “consume” the land’s natural resources. The initiative would also have eliminated rent control on units that a tenant vacates, invalidated laws protecting tenants from evictions “without cause,” and prohibited cities and counties from enacting new rent control ordinances.

Proposition 99’s critics objected largely on the grounds that it will only slightly change existing law, and that it provides no protection to businesses, farms, churches, and other nonresidential uses. Opponents of Proposition 98 asserted that the initiative is deceptive because it affects much more than eminent domain, including rent control, and that it would generate an explosion in litigation to interpret its ambiguous provisions.

While the supporters of Proposition 99 hope that its passage will prevent future efforts to sweepingly overhaul eminent domain law, whether that will be the case is debatable. California voters may still be persuaded to support an initiative that is focused on the single subject of eminent domain, rather than a measure that includes unrelated subjects such as rent control. A more immediate effect of the passage of Proposition 99 is that it may serve as a template to show how to defeat future eminent domain and “property rights” measures both in California and other states.

Bryan W. Wenter, AICP, is an associate in Morgan Miller Blair’s land use practice group. He can be reached at (925) 979-3315, or bwenter@mmlaw.com.

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Hannah Young, Advertising Director,
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Planners who manage; planners who lead

By Leonardo Vazquez, AICP/PP, Edward J. Bloustein School
of Planning and Public Policy, Rutgers University

One of the keys to being an effective leader is to understand the difference between leading and managing. The differences can be subtle, but profound. Experts have used many ways to explain the difference. Warren Bennis says that **managers do things right**, while **leaders do the right things**. Edgar Schein says that **leaders build and change** cultures, while **managers sustain them**.

Planners manage groups, projects, and organizations. What's the difference between a planner who leads and one who manages? I hope this listing helps shed some light.

- Planners who manage follow agendas and scopes of work. Planners who lead make strategic choices that most effectively further goals and missions.
- Planners who manage are cautious and worried. Planners who lead are careful and thoughtful.
- Planners who manage are scared that "someone is going to say something." Planners who lead welcome the opportunity to hear different perspectives.
- Planners who manage prepare plans and studies. Planners who lead pursue positive growth and development using plans and studies.
- Planners who manage avoid conflict and risk. Planners who lead manage conflict and risk.
- Planners who manage do things a certain way because "that's how it's done." Planners who lead do things that will best achieve lasting results.
- Planners who manage are afraid of making mistakes. Planners who lead see mistakes as learning opportunities.
- Planners who manage seek validation. Planners who lead seek understanding.
- Planners who manage see diversity as a threat to the pursuit of the harmonious and orderly development of plans. Planners who lead see the zealous pursuit of the harmonious and orderly development of plans as a threat to building great communities.

(continued on next page)

JOBS

VTA

Transportation Planners

The Santa Clara Valley Transportation Authority is recruiting for several Transportation Planner positions:

Transportation Planner I: T72-08A (Land Use)
\$4,233 – \$5,120/month

Under close supervision, to assist in performing studies related to transportation planning, and to assist in the research and analysis of transportation planning data. The Transportation Planner I position is the entry-level class in the Transportation Planner series. Incumbents may initially perform work in a training capacity and, as their knowledge and skill increase, carry out work assignments with some degree of independence. Advancement to the Transportation Planner II level is based on demonstrated proficiency in performing the assigned tasks. This recruitment may generate an eligible list, which may be used to fill future vacancies in other assignments and workgroups.

Transportation Planner I: T72-08 (Transit Planning) \$4,233 – \$5,120/month

Under close supervision, to assist in performing studies related to transportation planning, and to assist in the research and analysis of transportation planning data. The Transportation Planner I position is the entry-level class in the Transportation Planner series. Incumbents may initially perform work in a training capacity and, as their knowledge and skill increase, carry out work assignments with some degree of independence. Advancement to the Transportation Planner II level is based on demonstrated proficiency in performing the assigned tasks.

Transportation Planner II: T71-08 (Transit Planning) \$4,923 – \$5,955/month

Under supervision, to prepare transportation planning studies and analyses and act as a resource for data used in transportation related studies. This is the journey level class within the Transportation Planner series. Incumbents within this class are distinguished from Transportation Planner I by the performance of the full range of duties as assigned. Incumbents at this level receive only occasional instruction or assistance as new and unusual situations arise, and are fully aware of the operating procedures and policies of the work unit. Incumbents at this level may provide training and lead direction over Transportation Planner I and clerical

(Jobs continue on next page)

Planners who manage; planners who lead

(continued from previous page)

- Planners who manage tell and sell.
Planners who lead explore and influence.
- Planners who manage think cultural competency is about “being nice to people different than you.”
Planners who lead know it’s much more complex than that.
- Planners who manage think emotions get in the way of good planning.
Planners who lead know that how people feel about places, planners, and planning impact the quality and success of plans.
- Planners who manage direct and command.
Planners who lead persuade and support.
- Planners who manage need the power of their positions to persuade.
Planners who lead can persuade from anywhere in an organization or community.
- Planners who manage are usually ignored after they leave the room.
Planners who lead have lasting impacts on others and the communities they serve.

For more on leadership:

On Becoming a Leader, by Warren Bennis (2003, Perseus Publishing)

Learning to Lead, by Warren Bennis and Joan Goldsmith (2003, Perseus Publishing)

Good to Great, by Jim Collins (2001, HarperCollins Publishers)

John P. Kotter on What Leaders Really Do, by John P. Kotter (1999, Harvard Business School Press)

Contact **Leo Vazquez** at vazquezl@rci.rutgers.edu, or visit his website at <http://www.policy.rutgers.edu/bocep/> ■

Local AICP class pass results

By Don Bradley, Ph.D., AICP

The Fall AICP 2007 exam prep candidates who took Northern Section’s workshops all passed, making the 19-year pass rate 95 percent.

The Spring 2008 classes met 6 times at San José State University Library. Around two dozen attended. Pro bono services were provided by expert guest speakers including Hanson Hom, Russell Leavitt, Doug Donaldson, Allan Tai, Leon Pirofalo, Tom Jacobson, Lucy Armentrout, and Andrea Ouse. The AICP exam was given in May, and another 90-100 percent success rate for this area is anticipated. AICP had been informing candidates of test results immediately after they sat for the exam, but AICP has gone back to a two-month waiting period. ■

VTA

Transportation Planner II: T71-08 (continued)

support staff. This class differs from the higher-level class of Transportation Planner III in that the latter possesses specialized, technical, or functional expertise within the area of assignment. This recruitment may generate an eligible list, which may be used to fill future vacancies in other assignments and workgroups.

Applications and all required supplemental materials (see website for details) must be filed at:

Valley Transportation Authority (VTA) Human Resources Department, 3331 North First Street, Bldg. B
San Jose, CA 95134-1927
www.vta.org (408) 321-5665

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Please apply online at www.rrmdesign.com.

(Jobs continue on next page)

What others are saying

Brookings looks at metro carbon footprints—West bests East

You've seen the press release, now read the report, "Shrinking the Carbon Footprint of Metropolitan America," by *Marilyn A. Brown, Frank Southworth, and Andrea Sarzynski*, The Brookings Institution, May 29, 2008.

http://www.brookings.edu/~media/Files/rc/papers/2008/05_carbon_footprint_sarzynski/carbonfootprint_brief.pdf.

The report—illustrated and based on 2005 data—is part of *The Blueprint for American Prosperity*, "a multi-year initiative to promote an economic agenda for the nation that builds on the assets and centrality of America's metropolitan areas."

Quoting the report, "The nation's carbon footprint has a distinct geography... This report quantifies transportation and residential carbon emissions for the 100 largest U.S. metropolitan areas, finding that metro area residents have smaller carbon footprints than the average American, although metro footprints vary widely."

"The Mississippi River roughly divides the country into high emitters and low emitters. In 2005, all but one of the 10 largest per capita emitters was located east of the Mississippi [while] all but one of the ten lowest emitters—New York being the exception—was located west of the Mississippi... The West is the only region that saw a decline in its partial carbon footprint between 2000 and 2005."

The *San Francisco Chronicle* reported: "California had four metropolitan areas—Los Angeles, San Jose, San Francisco and San Diego—in the top 10 [for smallest footprint per capita]. San Francisco's metropolitan area was cited for having sizable rail transit ridership and densely built development... Los Angeles' spot as No. 2 in low per capita emissions brought surprise from some urban development experts... But the study authors defended the rankings by saying Los Angeles is 'not your parents L.A. Los Angeles has changed. Over the last 10 years, we've seen that statistically Los Angeles is a surprisingly dense metropolitan area.'" ("S.F. among lowest carbon emitters in U.S." by Jane Kay, *Chronicle Environment Writer*, May 29, 2008.)

The New York Times noted that the West's "mild climates, hydropower and aggressive energy-reduction policies give its residents

(continued on next page)

RBF CONSULTING

Environmental Planner

RBF Consulting in Walnut Creek 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 infill, 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.

RBF offers excellent compensation, benefits packages, bonus plans and relocation assistance.

www.rbf.com

Email resume to: hmail@rbf.com

(Jobs continue on next page)

smaller carbon footprints, on average, than those of their counterparts in the East and Midwest... The Honolulu area ranked No. 1 in the study, followed by the area including Los Angeles and Orange Counties in California, the Portland-Vancouver area in the Northwest, and the New York metropolitan area." ("Urban Areas on West Coast Produce Least Emissions Per Capita, Researchers Find," by Felicity Barringer, May 29, 2008.)

"Greenandsave.com" has answers

... on home remodeling costs, including a Return on Investment (ROI) table "of the 10 top action items that save money and the planet." According to Paul B. Brown ("What's Offline," *The New York Times*, May 17, 2008), here's what figures supplied by greenandsave.com will let you know:

"While installing energy-efficient windows will cost about \$700 more, they will generate \$300 in savings a year, meaning they pay for themselves in less than three years. Similarly, insulating walls adds \$750 in expense, but you get the money back in energy savings in slightly more than two years. But the payback for adding solar panels is nearly 11 years."

But you knew that. ■

Onward and upward

Jennifer Donlon, San José State University, received the 2007-2008 AICP Outstanding Student Award. The award recognizes outstanding attainment in the study of planning by a student who is being graduated from an accredited program during the academic year of the award. The program encourages each PAB-accredited planning program to recognize an outstanding graduate. Each of the 37 students so honored this year received a certificate from AICP. The nomination window for the 2009 awards opens next March.

William Fulton and his Solimar Research Group have joined DC&E. Bill is now a Principal at Design, Community & Environment, managing the firm's Southern California operations and serving as senior advisor for all DC&E projects. An urban planner, Mr. Fulton is Deputy Mayor of Ventura and a best-selling author of several books, including the *Guide to California Planning*. He will continue to publish the *California Planning and Development Report* independently and under separate ownership. ■

NORTHERN NEWS

The newsletter for members of APA California Chapter, Northern Section

Associate Editor

Northern News, published online 10 times each year, is seeking an Associate Editor. The associate editor will work with the editor in determining the content of the newsletter and will take lead responsibility for every other issue. Together, the editors look for news of regional planning interest, solicit and edit articles, and write the headlines. The editors also solicit, receive, and edit images for publication.

The editors assemble all material in Word and Photoshop and transmit the files electronically to a designer responsible for overall appearance, layout, font, flow of text, and location of images. The designer makes a PDF for the editors' review and posting on the web.

The position is voluntary and without salary. Applicants should have good organizational and language skills; be able and willing to critique and edit articles that need to be clearer; and be willing to write articles occasionally. A working knowledge of Adobe Photoshop and Adobe Acrobat is desirable. The successful candidate will be willing to make significant time contributions to the newsletter every other month. The editors are members of Northern Section's Board and are expected to attend the bi-monthly Section Board meetings.

Position is open until filled. Send a letter of interest and a brief summary of relevant skills to Director Juan Borrelli, AICP, juan.borrelli@sanjoseca.gov and to Newsletter Editor Naphtali Knox, FAICP, knoxnaph@gmail.com. ■

LETTERS

Editor:

I noticed in the April 2008 *Northern News* that the Section is registering as a CM provider. Thank you.

Would it be possible to add a section to the Northern Chapter Newsletter on available Continuing Maintenance opportunities? I have been adding up the costs to get the 32 points, and it is getting pretty pricey. I was amazed at how much APA is charging for the CDs etc. on the APA CM Web Page. Any help for those of us who do not have thousands to spend getting the 32 points, will be appreciated.

Also just so you are not thinking I just woke up, I sent a letter protesting the CM system during its review period, to no avail—and never even got a reply or form letter back. I am afraid from talking to the few AICP planners in this area, that membership in AICP will take a real hit unless something is done to avoid the financial impact of this new requirement.

I am sure that others are also beginning to suffer from sticker shock. When I started to price the CM items I became depressed at the potential cost. Thanks for including all the letters and comments on CM. It seems National is not willing to cover this or wants to avoid the subject.

Joe Hall, AICP
Santa Cruz

Where in the world? *by Juan Borrelli, AICP*



Answer on page 21

2008 Northern Section award winners



1. *Planning Achievement Award:*
San José Urban Eco Park



2. *Emy Mendoza, Juan Borrelli, Hing Wong*



3. *Joseph Bellomo and Juan Borrelli*

The 2008 Northern Section award winners were honored at a celebration on Friday, May 16, at the Argonaut Hotel in San Francisco. Awards were given in 17 separate categories; the categories and winners are presented here in the same order in which they were honored at the program:

Planning Achievement Award – Academic

Graduate Students, San José State University
(Urban Planning 260): San José Urban Eco Park (*Photo 1*)

Distinguished Leadership Award – Student Planner

Emy Mendoza, San José State University (*Photo 2*)

Distinguished Leadership Award – Organization

Joseph Bellomo Architects, Inc., University Circle Development,
Palo Alto (*Photo 3*)

Distinguished Leadership Award – Professional Planner

Wayne Goldberg, AICP, Santa Rosa (*Photo 4*)

Neighborhood Planning Award

CommUniverCity San José, San José State University (*Photo 5*)



4. *Wayne and Lynn Goldberg*



5. *Megan Tracz and Dayana Salazar*

(continued on next page)



6. Noah Downing, Leila Forouhi, Ember Crouch, Emy Mendoza, Juan Borrelli

Education Project Award

Youth Planning Workshop Team, San José State University
(Photo 6)

Grassroots Initiative Award

Solano Transportation Authority: Safe Routes to School Plan
(Photo 7)

Best Practices – Award of Merit

City of Oakland, Fehr and Peers Transportation Consultants:
MacArthur BART Access Feasibility Study

Best Practices Award

City of San Pablo: 23rd Street Specific Plan (Photo 8)

Focused Issue Planning – Award of Merit

City of Santa Rosa: Downtown Area Specific Plan

Focused Issue Planning Award

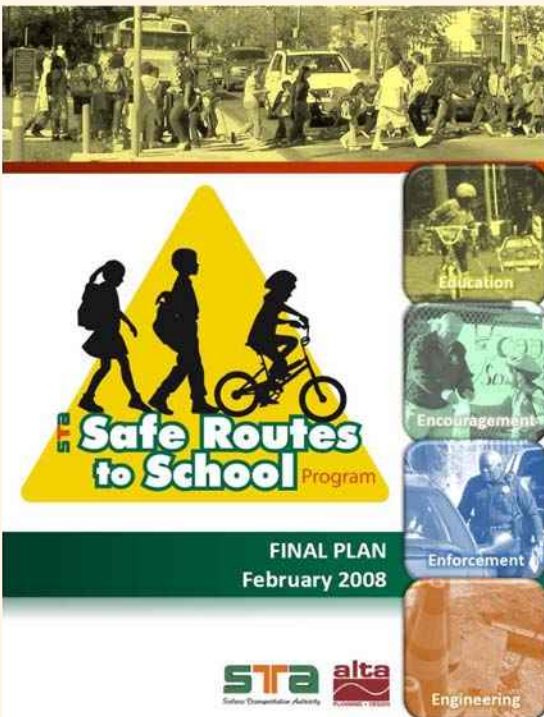
City of San Leandro, BMS Design Group: Downtown San Leandro
TOD Strategy Plan (Photo 9)

Innovation in Green Community Planning – Award of Merit

City of Alameda: Local Action Plan for Climate Protection

Innovation in Green Community Planning Award

City of Oakland, DC&E: Tapping the Potential of Urban
Rooftops—Rooftops Resources Assessment (Photo 10)



7. Solano Transportation Authority, Safe Routes to School



9. Downtown San Leandro TOD Strategy



8. Tina Gallegos, Jeff Williams, Sonia Rivas, Juan Borrelli



10. Ingrid Severson, Kirsten Schwind, Juan Borrelli, David Early

(continued on next page)



11. Mark Leonard, Joan Malloy, Carmela Campbell, Juan Borrelli

Planning Project Award

City of Union City: Implementation Efforts in Intermodal Station District (Photo 11)

Planning Implementation, Large Jurisdiction Award

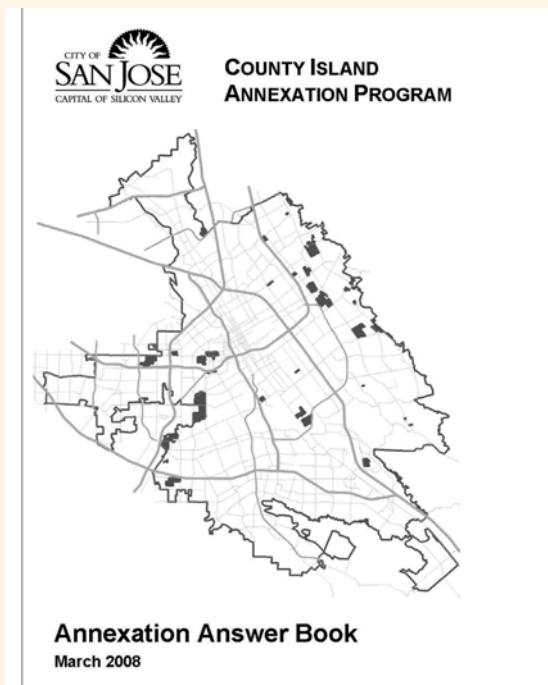
City of San José: County Island Annexation Plan (Photo 12)

Comprehensive Planning, Small Jurisdiction Award

City of Redwood City: Downtown Precise Plan (Photo 13)

Comprehensive Planning, Large Jurisdiction Award

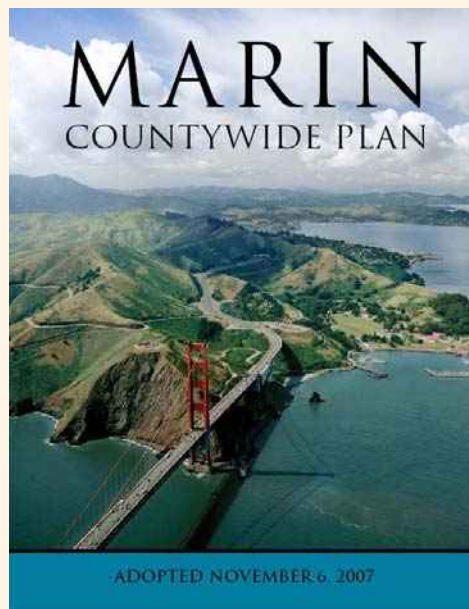
County of Marin: Marin Countywide Plan (Photo 14) ■



12. San José, County Island annexation program



13. Redwood City Downtown Precise Plan



14. Marin Countywide Plan

NORTHERN SECTION CALENDAR

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

JULY

7/10

Northern Section Board Meeting

6:30 – 8:30 PM (light dinner and networking from 6:00 – 6:30 PM). LSA Associates, 2215 Fifth Street, Berkeley. RSVP to Hannah.Young@lsa-assoc.com or 510-540-7331.

7/14

2008 Great Cities Speaker Series: Great Ideas for Building

Livable Communities, by Dan Burden, Director of Walkable Communities, Inc. 6:00 – 7:00 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José.

Dan Burden brings a message about creating “community for people, not just cars.” A nationally recognized authority on bicycle and pedestrian friendly urban design, Mr. Burden will discuss how residents interact with their built environments and give his view of the best elements and tools of livable communities being developed today. He will incorporate his observations of downtown San José and projects in Silicon Valley.

The 2008 Great Cities Speaker Series is a free lecture series based in and on San José. Leading urban designers, planners, architects, and thought leaders talk about how to plan a great city and its public spaces. For more information, or to RSVP your attendance, please visit www.commonwealthclub.org or email info@1stACT.org. AICP/CM credits applied for and pending.

7/15

Early registration deadline for this year's APA California Chapter Planning Conference in Hollywood,

September 21 – 24. Register online at www.calapa.org before the price increases.

(continued on next page)

AUGUST						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

- 8/1** **Silicon Valley Leadership Group Tour, “Rising on the Pacific: Residential High Rise Development.”**
 8:00 AM – 1:00 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. Co-sponsored by Northern Section. AICP/CM credits applied for and pending.
- 8/7** **Green building in Monterey – network and brown bag**
 12 Noon – 1:00 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
- 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*. 6:00 – 7:00 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. AICP/CM credits applied for and pending. RSVP by visiting www.commonwealthclub.org or email info@1stACT.org.

(continued on next page)

SEPTEMBER

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

SEPTEMBER

- 9/4** **Northern Section Board Meeting**, 6:30 – 8:30 PM (light dinner and networking from 6:00 – 6:30 PM). PMC, 500-12th Street, Suite 240, Oakland. RSVP to Director Elect Darcy Kremin, AICP, DKremin@entrix.com
- 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. 6:00 – 7:00 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. AICP/CM credits applied for and pending. RSVP by visiting www.commonwealthclub.org or email info@1stACT.org.
- The 2008 Great Cities Speaker Series is a free lecture series based in and on San José. Leading urban designers, planners, architects, and thought leaders talk about how to plan a great city and its public spaces. Save the following dates, 6:00 – 7:00 PM: October 9, November 3, and December 1.*
- 9/21 – 9/24** **APA California Chapter Planning Conference**, Hollywood. Register online at www.calapa.org. Avoid price increases, register by July 15!

Answer to “Where in the world?” (Page 15)

City Hall, Opa-locka, Florida (originally “Opa-tisha-wocka-locka,” from the ancient Tequesta Indian). Inspired by the 1924 film, *The Thief of Baghdad*, starring Douglas Fairbanks, Sr., development of the community began in 1925; it was incorporated in 1926. When finished in 1928, the city boasted more than 100 buildings built in the Moorish architecture—the largest such collection in the United States.