



NORTHERN NEWS



American Planning Association
California Chapter
Northern
Making Great Communities Happen

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Links to articles in this issue:

ANNOUNCEMENTS

- 12 Northern Section Awards Program now underway!
- 13 Summary of latest CEQA changes available
- 15 Planners seeking employment

DEPARTMENTS

- 3 Director's Note
- 4 Where in the world?
- 5 Northern California roundup
- 7 What others are saying
- 13 Onward and upward
- 15 Letters
- 21 Calendar

OUR PROFESSION

- 9 A Void in the Plan
- 11 They passed the test
- 11 Beyond the Priesthood
- 14 Vote in the APA–AICP national election!
- 16 Reevaluating affordable housing policy tools
- 17 Bay Bridge studio envisions new uses for old eastern span

PROPOSITION 16 Pacific Grab of Electric?

Secretary of State Debra Bowen on January 29th announced the proposition numbers for five measures that will appear on the June 8, 2010, Statewide Direct Primary Election ballot. Among them is Proposition 16, “New Two-Thirds Vote Requirement for Local Public Electricity Providers. Initiative Constitutional Amendment.”

According to the official ballot summary prepared by the Office of the Attorney General (California), the initiative “Requires local governments to obtain the approval of two-thirds of the voters before providing electricity to new customers or expanding such service to new territories if any public funds or bonds are involved. Requires same two-thirds vote to provide electricity through a community choice program if any public funds or bonds are involved. Requires the vote to be in the jurisdiction of the local government and any new territory to be served. Provides exceptions to the jurisdiction of the voting requirements for a limited number of identified projects.”

According to Ballotpedia.org, “the initiative reduces the ability of people to choose between private and public utility companies” and will make it “more difficult than it is currently for local entities to form either municipal utilities, or community wide clean electricity districts called Community Choice Aggregators (CCAs).” (Both Marin County and San Francisco plan to rollout community choice aggregation programs this year.) “The CCA program, established in 2002, allows local governments to purchase blocks of power to sell to residents, and to construct municipal electricity generation facilities, which means that cities and counties can become competitors to private utilities.”

On February 1st, the Palo Alto “City Council voted unanimously to oppose the PG&E initiative, calling it a ‘power grab’ by the giant utility that could threaten the well-being of the city-owned electric utility which for more than a century has provided power to Palo Alto residents and businesses. Other California cities, including Redding, Roseville, and Lodi, have passed similar resolutions opposing the initiative. The company [PG&E] had initially named the initiative ‘The Taxpayer Right to Vote Act,’ but the state Office of the Attorney

(continued on next page)

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(Directory continues, next page)

PROP 16: Pacific Grab of Electric? *(continued from previous page)*

General renamed it ‘New Two-Thirds Requirement for Local Electricity Providers.’” —Gennady Sheyner, “[Palo Alto votes to fight PG&E ‘power grab’](#),” *Palo Alto Online*, February 2, 2010.

Initiative proponents identified so far are “CALIFORNIANS TO PROTECT OUR RIGHT TO VOTE MAJOR FUNDING FROM PACIFIC GAS & ELECTRIC COMPANY A COALITION OF TAXPAYERS, ENVIRONMENTALISTS, RENEWABLE ENERGY, BUSINESS AND LABOR.” (PG&E, through January 2010, is the only financial contributor to the ballot campaign, and through January 23rd has given \$6.5 million to the campaign for a “yes” vote.) Opponents so far are “TAXPAYERS AGAINST THE PG&E POWERGRAB” sponsored by LOCAL POWER, INC. and THE UTILITY REFORM NETWORK (TURN).

John Geesman, a former California Energy Commissioner (2002–2008), writes in his blog that “a close reading of Proposition 16 reveals that its largest impact—whether intentionally or through sloppy drafting—may be in disrupting the ordinary, day-to-day operations of existing municipal utilities which presently provide 25–30 percent of California’s electricity. While PG&E’s board has authorized spending \$30 million on this initiative, the local governments, municipal utilities, and irrigation districts who are its targets are prohibited by law from spending anything to oppose it.”

Geesman continues: “California’s investor-owned utilities face a Himalayan task in modernizing our electricity system and building the infrastructure necessary to serve a growing economy. They ought to focus on that, rather than manipulating the electorate to kneecap their few competitors. Has there ever been a time when we needed greater downward pressure on electricity rates?” See <http://pgandeballotinitiativefactsheet.blogspot.com/>

NCPA, the Northern California Power Agency—a consortium of 15 municipal electric utilities—expects its Commission to consider a resolution in opposition to Proposition 16 at its meeting on February 18. NCPA Member jurisdictions within APA Northern Section include

- Alameda Municipal Power
- BART
- City of Healdsburg
- City of Palo Alto
- City of Ukiah
- Port of Oakland
- Silicon Valley Power (City of Santa Clara)

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The American Planning Association, California Chapter Northern, offers membership to city and regional planners and associated professionals primarily living or working in California, from Monterey County to Del Norte County, including the nine county San Francisco Bay Area and Lake and San Benito Counties. APA California Northern promotes planning-related continuing education and social functions in order to:

- Provide an arena for communication and exchange of information about planning related activities;
- Raise member awareness and involvement in APA affairs;
- Increase public awareness of the importance of planning;
- Encourage professionalism in the conduct of its members; and
- Foster a sense of community among the members.

APA California Northern publishes *Northern News* online in PDF 10 times each year as a medium for the exchange of ideas and information among its members. Circulation (complete web downloads per issue) is 8,500.

Northern News welcomes comments. Letters to the editor require the author's first and last name, home or work street address and phone number (neither of which will be published), and professional affiliation or title (which will be published only with the author's permission). All letters are subject to editing. Letters over 250 words are not considered.

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

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DIRECTOR'S NOTE

By Darcy Kremin, AICP

First of all, a very big "congratulations" to Jeanette Dinwiddie-Moore, AICP, on her acceptance into the College of Fellows of the American Institute of Certified Planners. Jeannette will be inducted into FAICP in New Orleans in April. If you cannot join her at the ceremony, be sure to send her a note or bottle of champagne. It is a well-deserved honor for her many years of service to planning and for helping increase diversity in our profession.

In January, the Northern Section board met for its annual retreat. The venue was lovely—the First Street Café in Benicia. They treated us very well, so be sure to check them out if you're in the neighborhood. Special thanks to Colette Meunier, AICP, for helping to make the retreat a success. As usual, we adopted our goals and budget for the year. This year, however, we revised our annual budget to reflect reduced income from fewer members. This means we will be doing more with less, but we expect to be able to continue to provide you with high quality services, including a webinar this year.

Also at the retreat, the board appointed Brenna Moorhead, AICP, as Membership Director, and Jane Wardani to assist in representing the East Bay Regional Advisory Council. Brenna is replacing Lucy Armentrout, AICP, who stepped down after almost three years of service to the Section. Jane will be helping Joanna Jansen, AICP, organize professional and membership events in Alameda and Contra Costa counties. Let them know if you have any ideas for an event. As always, if you are interested in joining the board or volunteering at an event, please contact me.

We have a new social networking tool available to you. The Northern Section LinkedIn Group is a place to network, discuss current issues, find out about upcoming events, and learn about available jobs. To join our group [click here](#).

Last, but certainly not least, it's National APA election time (see [page 14](#) for details). We all need to vote if we expect our voices and concerns to be heard and understood at the national level of our organization. Keep your inbox ready to receive a message early in March from National APA regarding your electronic ballot. Candidate statements are already online for your review (<http://www.planning.org/elections>). This year APA California has endorsed Jeffrey Lambert, AICP, for President-elect. Jeff has a record of outstanding service to the Chapter, and I hope you will

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Northern California roundup *(continued from previous page)*

join your colleagues around the state in supporting him. Also be sure to note that we have an important election here in Region VI with two people running for the seat to represent California and Nevada on the APA Board as well as two people running for AICP Commissioner from Region VI. March 30 is the firm deadline for National to receive ballots from the membership. ■

A handwritten signature in blue ink that reads "Daray Kemi".

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Where in the world?



Photo by Ladd Miyasaki
(Answer on [page 10](#))

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Northern California roundup

HSR Update. President Obama and Vice President Biden announced on January 28th that California had been awarded \$2.3 billion in federal Recovery Act Grants to begin work on an 800-mile-long, high-speed rail line tying Sacramento and the San Francisco Bay area to Los Angeles and San Diego. California is one of “13 passenger rail corridors in 31 states that will receive grants, which are funded by the economic recovery act enacted last year. Though the administration bills the program as ‘high-speed rail,’ most U.S. projects won’t reach the speeds seen in Europe and Asia. California’s trains would be by far the fastest, exceeding the 200 mph achieved by some trains overseas. —“[High-Speed Rail on track for \\$8 billion in grants](#),” *NPR*, January 28, 2010.

“Unsurprisingly, local critics of the project take a dim view of the stimulus award.”

“While high-speed rail advocates in California are cheering President Obama’s stimulus funding announcement, local officials in Palo Alto are setting aside some of the city’s own money for a potential battle over the state’s plans. The city council on January 26th voted unanimously to add \$88,000 to its budget for high-speed rail-related efforts, giving it a total of \$130,000 to spend between now and June. It plans to use the money to challenge the state’s studies with reports of its own and to lobby for the city’s interests in Sacramento. And at the very moment Obama was discussing high-speed rail in his State of the Union speech, Palo Alto’s planning and transportation commission was immersed in its own 90-minute strategy session on the issue.”—Will Oremus, “[Palo Alto budgets \\$130,000 for potential fight over high-speed rail plans](#),” *Mercury News*, January 28, 2010.

“**KQED [California Reservoir Watch, January 29.](#)** It’s no surprise—after a couple weeks of copious rainfall, water is cascading into California’s reservoirs. Lake Shasta is the most dramatic example: In just three weeks, storage has jumped from 1.85 million to 2.54 million acre feet. That puts Shasta and the rest of the state’s reservoir system far ahead of where it was a year ago. Does that mean the drought is over? Shasta’s storage is just 82 percent of the average for January 29th, and most reservoirs are in the same below-normal condition.”

Mt. Reagan? “A move to rename Mt. Diablo in Contra Costa County has caught the attention of county supervisors, who said they will go on record February 23 as officially opposing the name change to Mt. Reagan. Oakley resident Arthur Mijares considers the name Mt. Diablo derogatory and profane, because the word diablo is Spanish for devil. County supervisor Susan Bonilla said e-mails against the change are taking up computer space. The name Mt. Diablo has been on USGS topographic maps since 1896.” —Dave Padilla, “[Growing Debate Over Mt. Diablo Name Change](#),” *KCBS*, February 1, 2010, 5:29PM. [Audio](#)

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Northern California roundup *(continued from previous page)*

Creeping along—25 housing elements certified. California jurisdictions along the north coast and in the San Francisco and Monterey Bay areas were required to adopt updated housing elements in 2009. Congratulations to those newly added to HCD's list of communities with certified housing elements as of February 4, 2010: ARCATA, FORT BRAGG, HOLLISTER, LAKEPORT, and MARINA. Previously certified jurisdictions in the Northern Section are Del Norte and Sonoma counties and the cities of Campbell, Cloverdale, Dixon, Fairfield, Fremont, Gonzales, Greenfield, Hillsborough, Monterey, Napa, Oakley, Petaluma, San José, Soledad, Suisun City, Sunnyvale, St. Helena, and Yountville.

APA and AICP membership drop statewide. Not surprisingly—given the economic and job picture in California—APA membership dropped 14 percent over the past year at both the Chapter level and in Northern Section. Chapter membership fell from 5,972 to 5,136 as of January 5th, a drop of 836. Section membership dropped by 238, from 1,735 to 1,497. Those who predicted a membership decrease based on the requirements for and cost of certification maintenance (CM) will be surprised. Statewide, APA membership fell by 651, from 3,607 to 2,956, a drop of 18 percent. But statewide AICP membership fell by only 153, from 2,200 to 2,047, a drop of 7 percent. Northern remains the biggest section in the state with 29 percent of the membership (31 percent of AICP members). *(Source: APA California Member Counts by Sections as of 1/5/10.)*

“Silicon Valley faces tough climb back from recession. The economic recession has stalled Silicon Valley's vibrant innovation economy and left its global competitive standing at risk as never before, according to the [2010 Silicon Valley Index](#) released February 11 by *Joint Venture: Silicon Valley Network and Silicon Valley Community Foundation*. The comprehensive yearly study reveals that rapid economic growth in other countries, coupled with California's legislative gridlock, is draining funding and foreign talent from Silicon Valley, leaving recovery in a ‘new phase of uncertainty.’ The 72-page report examines the latest trends in the Valley economy, workforce, education, society, and government.” For an excellent overview, see [“Can Silicon Valley charge back? Yearly measure of area's health, wealth shows ‘region at risk’](#),” by Chris Kenrick, *Palo Alto Weekly*, February 12, 2010, pages 17-21 (*Adobe Flash Player 10*). For example, “green business establishments and jobs showed a significant increase but represent just 14,000 jobs in Santa Clara and San Mateo counties—about the same number as in the medical-device industry.” ■



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What others are saying

Favorable winds. “Despite a crippling recession and tight credit markets, the American wind power industry grew at a blistering pace in 2009, adding 39 percent more capacity. The country is close to the point where 2 percent of its electricity will come from wind turbines. While that is still a small share, it is up from virtually nothing a few years ago. Continued growth at such a fast pace could help the nation lower its emissions of the gases that cause global warming. The American Wind Energy Association . . . said the growth of wind power was helped by the federal stimulus package that passed a year ago, which extended a tax credit and provided other investment incentives for the industry. About as much new power-generating capacity came from wind as from natural gas last year. Together, new wind and natural gas projects accounted for about 80 percent of all new generating capacity added in the country. Much of the growth is attributable to state laws that mandate that a portion of the local power come from renewable sources. But many hurdles remain in getting to 10 or 20 percent wind power nationally. Texas is the nation’s top wind producer, followed by Iowa, California, Washington, and Minnesota.” —Jad Mouawad, [“Wind Power Grows 39% for the Year,”](#) *The New York Times*, January 26, 2010.

But wait. Chinese “efforts to dominate renewable energy technologies raise the prospect that the West may someday trade its dependence on oil from the Mideast for a reliance on solar panels, wind turbines and other gear manufactured in China. As China seeks to dominate energy-equipment exports, it has the advantage of being the world’s largest market for power equipment. The government spends heavily to upgrade the electricity grid, committing \$45 billion in 2009 alone. The Chinese government charges a renewable energy fee to all electricity users. The fee revenue goes to companies that operate the electricity grid, to make up the cost difference between renewable energy and coal-fired power.” —Keith Bradsher, [“China Leading Global Race to Make Clean Energy,”](#) *The New York Times*, January 31, 2010.

Meanwhile, in California, “Public works projects worth hundreds of millions of dollars could be in jeopardy starting this summer—and possibly for years to come—because of California’s continuing budget crisis. A long political squabble over the state’s \$20 billion deficit could keep California from selling enough bonds in time to pay for ongoing projects. That could make tough choices about which projects to endorse and which to shelve. There is only about \$2 billion left from debt sales last year to keep bond-funded projects running, and 100,000 jobs could be at risk. Policy initiatives, such as last

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What others are saying *(continued from previous page)*

year's historic water compromise, also rely in part on bond money. Priorities for how bond money should be spent should include comparing the economic benefit of bond spending—say, in generating new construction jobs—against the state's looming debt burden." —Denis C. Theriault, "[California budget crisis could tie up thousands of public works projects](#)," *Mercury News*, January 20, 2010.

A new frontier. "California is preparing to introduce the first statewide system of monitoring devices to detect global-warming emissions, installing them on towers throughout the state. The monitoring network, which is expected to grow, will initially focus on pinpointing the sources and concentrations of methane. The network is meant to help the state find specific sources of emissions, as well as to verify the state's overall compliance with its plan to limit greenhouse gases. The air resources board uses computer modeling to estimate greenhouse gas emissions in the state. The first task of the new network will be to see if actual concentrations of methane match those estimates." The chief executive of Picarro, the Sunnyvale maker of the portable analyzers that will be deployed, called this "the first critical step to building a nationwide monitoring network." —Todd Woody, "[California sets up statewide network to monitor global-warming gases](#)," *The New York Times*, February 2, 2010. Also see Samantha Young, "[Calif. to measure methane to pinpoint emissions](#)," *Mercury News*, February 2, 2010.

"Welcome to your condo. Please don't stay. The California Coastal Commission wants to ensure public access to the state's 1,100 miles of shoreline. So when Lowe Enterprises requested permission to build 50 condominiums in Rancho Palos Verdes in southwest Los Angeles County, the commission demanded restrictions to keep owners from monopolizing access to the ocean [by making] the condominiums available to the public as rentals. Developers agreed to the restrictions. Buyers are required to rent their units when they're not in residence. Units are available for up to \$1,650 a night. The developer retains 50 percent of the rent and pays the rest (less a housekeeping fee) to the owner. That could mean income [to the owner] of as much as \$700 a night. The requirements are enforceable. But that was during a bull market. Now developers say that building condos with the restrictions 'turned out to be more trouble than it's worth.'" —Fred A. Bernstein, "[Welcome to your condo. Please don't stay](#)," *The New York Times*, February 2, 2010. ■



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A Void in the Plan

Petaluma is test case for cities without planning departments. The California town of 60,000 has been without a proper planning department for almost a year.

By Jennifer Caterino, [THE ARCHITECT'S NEWSPAPER](#),
January 14, 2010. *Republished with permission*

In the early 1970s, the Sonoma County town of Petaluma solidified its place in urban planning history by becoming one of the first cities in the country to implement a growth-control policy. Last spring the city made news again when, struggling with revenue shortfalls, it laid off most of its planning staff in favor of a team of consultants. Since then, planners, architects and residents have been watching closely to see if this extreme measure works, and whether it might be repeated across the country.

As far back as April 2008, shortly after he took office, Petaluma City Manager John Brown said, “We considered an alternate solution using in-house staff, but the privatized solution offered more flexibility.” On July 9, a one-year consulting contract was awarded to the Metropolitan Planning Group (M-Group). Brown said the firm was selected because of its extensive experience with nearby municipalities—the firm consults with about a dozen Bay Area cities, including Cupertino and Santa Clara.

The move is still fodder for local discussion, as well as for the larger planning community. Petaluma-based architect Mark Albertson, who sits on the board of directors for the Redwood Empire Chapter of the American Institute of Architects, said the changes caused consternation in the tightly knit community of nearly 60,000.

“An original concern was the loss of institutional memory,” he said. But it’s still too soon to make an assessment, he noted. “As new projects move into the pipeline that rely on historical understanding, we’ll see if that materializes as an issue.”

Steven Preston, city manager of the city of San Gabriel and former president of the California Chapter of the American Planning Association, agreed that institutional memory is often at risk with contractors. “Most communities operate off complex city codes, in some cases hundreds or thousands of documents that require interpretation, and when you lose staff, all of the memory is lost,” he said.

M-Group principal Geoff Bradley, now serving as Petaluma’s contract planning manager, acknowledged that understanding Petaluma’s peculiarities is a challenge. His firm has seven people assigned to the city, including three former city staffers (two senior planners and one technician). “We’re relying on them to learn how things were done in the past and what issues were important,” he said, adding that he also attends city council meetings and references city policy documents for guidance.

(continued on next page)

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Answer to "Where in the world?" ([Page 4](#))

Shoreline and windmills of Mykonos, Greece
Photo by Ladd Miyasaki

A Void in the Plan *(continued from previous page)*

Developers are worried, too. "There was concern that they were not going to get the same level of service," Brown said. Improving customer service was an easy challenge for M-Group. At one point, counter hours at the planning department were available by appointment only. M-Group has restored regular counter hours, has hosted a community meet-and-greet, and tried to familiarize local businesses with its online planning tools.

San Gabriel's Preston said it is fairly common for cities to experiment, relying more on contractors during periods of economic turmoil, though he added it is "exceedingly rare" to dismantle virtually all community development operations and substitute contract staff. In the early 1990s, Irvine implemented a plan similar to Petaluma's, and a couple of years ago San Gabriel tried contracting out its building and safety work before returning to an in-house staff. "We found the costs with consultants skyrocketed over a period of years," Preston said, owing largely to contract renewals.

M-Group is working on a cost-recovery basis, with Petaluma paying for non-reimbursable planning services from its general fund. The firm estimates it needs to generate \$300,000 in development fees to make a profit. But media reports peg the city's fee revenue in 2008 at just over \$150,000.

With M-Group focused only on current planning, Petaluma has just one city employee dealing with advanced planning. "That is an awfully thin level of support," Preston said, noting that components of any city's general plan require periodic revisions by state law.

While admitting the difference between a staff and having one planner looking at one plan at a time, Brown said he is pleased with the arrangement because the planning firm has restored customer service and has been flexible in its approach. Though the contract is not yet renewed, he expects the arrangement to last for a couple of years. "We're not in a position to hire city staff right now, even if we wanted to," Brown said.

Jennifer Caterino is Principal at Caterino Communications, Los Angeles. You can reach her at jennifer@jennifercaterino.com ■

They passed the test

Heartiest congratulations to the following members of APA California Northern, all of whom have been admitted to the American Institute of Certified Planners:

Ethan Bindernagel, *Walnut Creek*
Daniel Bucko, *San Francisco*
Frederic Butler, *Santa Cruz*
Julia Kwun-Bai Chan, *San Francisco*
Amy Cupples-Rubiano, *Concord*
Suzanne Davis, *Los Gatos*
Tom Evans, *San Francisco*
Brian Foucht, *Salinas*
Katja Irvin, *San Jose*
David Keyon, *Mountain View*
Yeon Tae Kim, *San Francisco*
Pontus Lindberg, *San Francisco*
Laura Mcintyre, *Gilroy*
Melissa McMahon, *San Francisco*
Sean Moss, *El Cerrito*
Joel Pullen, *Fremont*
Lakshmi Rajagopalan, *Fremont*
William Roth, *San Jose*
Ralph Russell, *Petaluma*
Jonathan Schuppert, *San Jose*
Scott Shepard, *Benicia*
Laura Shifley, *San Francisco*
Jade Shipman, *San Francisco*
Brent Slama, *Greenfield*
Brian Stanke, *Oakland*
Kamala Subbarayan, *San Francisco*
Camille Tsao, *Oakland*
Charles Wallis, *Alameda*

Beyond the Priesthood

By Peter Katz

Republished from the April 1995 issue of *Northern News*

"We found it impossible to do good buildings in the suburbs; No matter how hard we tried, we were constantly defeated by the uncoordinated surroundings of parking lots and arterials. Ultimately we came to realize it wasn't an architectural problem we could address within our site, but rather a planning problem that had to be resolved at the scale of the entire community."

That's how Elizabeth Plater-Zyberk described the realization that led her and husband Andres Duany to the practice of planning in the late 1970s. Since then, together with architects Peter Calthorpe, Victor Dover, Joseph Kohl, Liz Moule, Stefanos Polyzoides, Mark Schimmenti, Daniel Solomon and others, they've forged a new approach to the making of communities. First called neo-traditional planning, that approach has since come to be known as the New Urbanism.

Importantly, the 15 contributors to the book which I completed in 1994 (*The New Urbanism: Toward an Architecture of Community*; McGraw-Hill, 1994) are all architects. At the time, I didn't find that odd. It seemed logical that designers of the human habitat should be equally comfortable at the scale of a kitchen sink or an entire metropolitan watershed.

Since then I've come to realize how heretical the notion of physical planning by architects is to those who've come up through the complex world of professional planning—a world of policy, statistics, law, and social programs. The New Urbanists refer to themselves as "planners who draw;" They call the others "planners who talk." The difference in both product and process is stunning.

The bigger question which fascinates me is this: How did we get so far from the physical planning concepts that served professionals so well in the early part of this century? What let us think that we could shape our communities primarily through words and numbers and let their physical form be determined by developers? If we look at the places we've planned in the past 40 years, the answers become self evident.

My sense is that since about 1938 planners really haven't been in the business of planning—they've been reacting. They've been processing permits, holding meetings, and trying as best they can to mediate between the proposals of developers on the one hand and the protests of citizens on the other.

(continued on next page)

Northern Section Awards Program now underway!

It's time to celebrate the best and brightest plans, people, and programs at this year's Northern Section Awards Program Celebration! By recognizing outstanding achievement in the planning field, the awards encourage quality in planning and increased awareness of the profession. The awards honor innovative plans and projects, distinguished APA members, and outstanding lay contributors to planning and achievements of APA California Northern. Many Northern Section award winners go on to win State and National APA awards!



We welcome sponsorships from planning firms and related businesses to help defray the cost of the Awards Program and let us continue to provide a fabulous event for the winners, our members, and guests. We also seek volunteers to assist us in making the annual event a continued success. Opportunities include positions in program logistics, awards program promotions, and celebration planning and hosting. Please contact Awards Co-Directors **Eileen Whitty, AICP**, at ewhitty@ebmud.com or **Andrea Ouse, AICP**, at andrea.ouse@lsa-assoc.com for volunteer or sponsorship information.

Submittal application materials and information on APA California Northern Section's 2010 Awards Program are available at www.norcalapa.org. **Application submittals are due by 5 PM on Friday, March 12, 2010.**

And remember to save the date for the annual Awards Program Celebration: **Friday, May 14, 2010 at the Sir Francis Drake Hotel in San Francisco!**

Beyond the Priesthood *(continued from previous page)*

In such an adversarial environment, it's not surprising that planners would hesitate to be proactive. When bullets are flying, conventional wisdom would suggest that one lay low. But I'm not so sure that's a viable strategy these days, because the conflicts aren't going away. If anything, they're getting worse with each passing year.

In his book *Community and the Politics of Place*, Missoula, Montana Mayor Dan Kemmis writes about "the procedural republic," a method of government that has replaced the kind of face-to-face citizen interaction we associate with that earlier model of American democracy—the New England town meeting.

In my view, most conventional planners seem to be both the product of, and servant to, the procedural republic. Carefully mediating between the conflicting rights of various individuals and groups, they persevere through an endless hell of public hearings—a forum where Mayor Kemmis notes there is precious little real "hearing" going on.

The alternative, and the source of my optimism for the future, is the current trend toward *true* participatory planning using physical models. When neighbors see and discuss what's being proposed in visual rather than statistical terms, they're able to transcend their usual NIMBY concerns. Planning efforts from Palo Alto to Providence are achieving success because they are engaging citizens in this way. One caveat though: While the term participatory is frequently uttered by planners, I find it often consists only of multiple meetings and requests for "input," with little credence ever given to the suggestions of citizens.

My sense is that much of the planning profession still regards itself as a kind of "priesthood"—its processes and documents closed to all but the select few in an inner circle, shielded by layers of complex data that grows thicker with each new wetlands ruling. The New Urbanists question this approach, and are trying another way.

Peter Katz is the author of The New Urbanism: Toward an Architecture of Community, McGraw-Hill, 1994, ISBN: 0070338892. He wrote this article for Northern News in 1995. In 2009, Sarasota County (Florida) named Katz director of Smart Growth/Urban Planning. He is a founding member of the Congress for New Urbanism and a graduate of the The Cooper Union for the Advancement of Science and Art in New York City. Thanks to Mark Rhoades, AICP, Northern News editor 1994–96, for providing us with the archives for his tenure. ■

Summary of latest CEQA changes available

The Bingham law firm has issued a January 2010 report, "Evaluating climate change impacts under the California Environmental Quality Act—Recent developments.

[Click here](#) to read a summary of newly adopted CEQA Guidelines, as well as the approaches that regional air quality management districts have developed to better assist agencies in complying with and applying the new CEQA Guidelines, especially in terms of developing standards of significance." ■

Onward and upward

Lynette Dias, AICP, has established a new firm, Urban Planning Partners, with Charity Wagner. Lynette, who has over 20 years of experience in land use policy, environmental review, community outreach, and entitlement assistance, is currently working with Georgia-Pacific and the City of Fort Bragg on a Specific Plan for the reuse of the 400-acre Mill Site. She is a member of the Urban Land Institute—currently on the Executive Committee and co-chair of the UrbanPlan Committee. She holds a bachelor of science degree in city and regional planning from Cal Poly San Luis Obispo. Prior to Urban Planning Partners, Lynette was a principal at RRM Design Group and at LSA Associates. She worked for the cities of Saratoga and Campbell and the San José Redevelopment Agency earlier in her career.



Charity Wagner has established a new firm, Urban Planning Partners, with Lynette Dias. Charity has over 10 years of experience with the majority of her work focused on municipal planning, entitlement assistance, and environmental review for infill and mixed-use projects. She is an active member of ULI and APA, where she served as the communications director for Northern Section, 2006–2008. She holds a bachelor of arts degree in geography from CSU Fullerton. Prior to Urban Planning Partners, Charity worked with RRM Design Group, LSA Associates, and the cities of Dublin and Anaheim.



Lloyd Zola, formerly a Principal at LSA Associates, Irvine, is Senior Vice President and Community Development Practice Leader in ESA's San Francisco office. Lloyd holds a bachelor of arts degree in urban studies from California State University, Los Angeles. He received the Distinguished Leadership Award from APA California – Inland Empire, 1992. ■



Vote in the APA–AICP national election!

By Mika Miyasato, AICP, Associate Editor



APA and AICP members will receive electronic ballots for various APA and AICP national positions via email on March 2. Voting online will continue through the month of March. Elected members will take office May 25th.

APA members will be voting for APA President-elect, APA At Large, APA At Large Focused for a Planning Board Member or Elected Official, and APA Region VI Board member. In addition, AICP members will be voting for AICP President-elect and AICP Commissioner, Region VI.

Candidates for APA President-elect

APA President-elect serves a four-year term, and serves as one of 13 board members. Candidates are **Jeffrey Lambert, AICP**, and **Mitchell Silver, AICP**. There has never been an APA president from our state, so check out the candidates' profiles and vote!



Jeff Lambert

Community Development Director for the city of San Buenaventura (Ventura County)—is the current APA Region VI Director.

We also have an important election in Region VI on the APA Board as well as two people running for AICP Commissioner from Region VI. Region VI primarily covers California and Nevada, but also includes Europe, Africa, Pacific US Territories, Asia, and Australia. See the map of [electoral regions](#).

Candidates for APA Region VI Director



William Anderson, FAICP



Collette L. Morse, AICP

Candidates for AICP Commissioner, Region VI



Kimberly Christensen, AICP



Lance Schulte, AICP

APA board members and AICP commissioners serve four-year terms. All candidate profiles and statements are available at <http://www.planning.org/elections/>.

If you have changed your e-mail address recently, update your APA profile now so that you will receive an electronic ballot. ■

Planners seeking employment

APA California Northern wants potential employers to know about urban, regional, and environmental planners who are unemployed and available. Members of Northern Section APA can post a brief ad here (67 words maximum). Ads for the April issue must be received no later than 5 PM Wednesday, March 17th, at Editor, *Northern News*, knoxnaph@gmail.com.

Land Planner/CEQA/Project Management.

Over 25 years experience. Previous employers: City of Alameda (17 years), Alachua County Florida (3 years), Pasadena Texas (5 years), San Joaquin County (4 years). MS Environmental Management, University of San Francisco, BA Inter-American Studies, BA Human Ecology. Contact comstockeliason@yahoo.com or (510) 483-1666.

Land Planner/Urban Designer. 9 years experience in project entitlement and neighborhood and commercial layout, specific plans, and graphics. Part- or full-time, flexible availability. Recent Employers: MacKay and Soms, Pleasanton (3 years); Randall Planning and Design, Walnut Creek (2 years). Salary history on request. AICP, LEED AP. Master in City Planning, MIT. BS, Planning and Development, USC. Contact kelsey_moldenke@yahoo.com.

Land Planning & Entitlements; Advance Planning/General Plans; Community Planning/Specific Plans; CEQA; LAFCo.

25 years experience. Recent employers: Arnaiz Development Co. Inc., 6 years; City of Stockton, 5 years; County of Sacramento, 14 years. Salary history upon request. MA and BA Geography, California State University, Fresno. Contact truszkowski@comcast.net or (831) 915-1980.

Northern News reserves the right to reject or edit ads, and to place them as space permits. Northern Section and Northern News reserve the right to cancel this service at any time, or to charge a nominal fee for posting an ad, or to limit the number or type of ads in any way. ■

LETTERS

Fellow planners,

I would like to express my appreciation to all the APA California Northern Section Board members. I find this particular collection of individuals to be quite extraordinary. I've served on several boards over the years and remain impressed by the interest, enthusiasm, and ability to work together that was exhibited on January 23rd at our annual retreat. The discussion over the budget was congenial, thoughtful, and flexible. No acrimony that I was aware of.

Attending the Board Retreat from behind the redwood curtain while sitting next to Brenna Moorhead (formerly Northern Section's Associate Diversity Director and now Membership Director) allows me to reflect on the pleasure I get from working with people who have come to California from many corners of the country and world over time. When I grew up in the Bay Area, it was a different landscape with diverse cultures living primarily in enclaves. Today, when I stand on El Camino Real near my former home in Palo Alto, I see a truly cosmopolitan metropolis moving about me. Remarkably amazing.

The Redwood Coast is still a bit insular despite the influences of Humboldt State University on Arcata's populace. As a result, when returning to the Bay Area for these meetings, I get a different sense of who is engaged in planning. It's refreshing and allows me to capture new insights, especially from people who were schooled in other countries and those who bring a different perspective on humanity than the one presumed by long-term residents of the North Coast—folks who remain very much in charge of growth and development. I guess that's what makes my job so interesting and challenging and my participation on this Board of Directors so rewarding.

I've now returned safely to the rainy redwoods. We typically get between 80 and 120 inches of rain at our place each season. Pacific storms hit the coastal mountains (King range, locally) and are thrust upward into cooler air causing them to shed water in buckets. It's quite thrilling to watch as clouds of gray, white, silver, and the darkest black sweep through the Mattole valley at 20–30 MPH, rain falling in sheets and extending for miles. Sustained winds of 40 or 50 MPH find their way upriver from the coast to bend the stoutest of trees.

The pulse races when wind and rain lash your face and the sound of water racing through the creek rises to a crescendo. Inside, a warm fire beckons. With the miracle of internet communication, work can continue despite closed roads and snow-filled passes. While it may not be for the faint of heart, there is a certain magic that accompanies life on the Mattole river.

I hope to see you in March at the next Board Meeting. Best wishes for a successful 2010.

Stephen Avis, AICP | City of Fortuna ■

Reevaluating affordable housing policy tools

Courtesy HUD USER

Last month, *Northern News* went to online sources to summarize three court cases that individually or collectively may affect the way inclusionary housing policies are pursued henceforth in California. HUD USER recently examined a number of innovative and popular housing policy tools in *Cityscape: A Journal of Policy Development and Research* • Volume 11, Number 2 • 2009. The goal of *Cityscape* is to bring high-quality original research on housing and community development issues to scholars, government officials, and practitioners. Here is HUD USER's information on two of those research efforts, all of which can be downloaded in PDF.

“In recent decades, states and localities have turned to a number of regulatory tools—such as smart growth policies, inclusionary zoning (IZ), in-lieu fees for developers, density bonuses, and land use regulations—to expand their stock of affordable housing. For decades, HUD has been a leader in addressing barriers to affordable housing through its research and development efforts, and the latest *Cityscape* symposium continues this tradition by examining some of the most innovative and popular affordable housing policy tools.¹ The following synopses of symposium articles show how researchers are exploring the impact of these tools on consumers and local economies.

“The lead article, ‘[Housing Market Effects of Inclusionary Zoning](#)’ (PDF, 20 pp) by Antonio Bento, Scott Lowe, Gerrit-Jan Knaap, and Arnab Chakraborty examines the effects of IZ policies on housing prices and starts in California from 1988 to 2005. Adopted to counter the exclusionary zoning once commonly used to keep low-cost housing out of a locality, IZ mandates that a specified share of new residential construction be affordable to low- and moderate-income families. The study found, within the context of the superheated housing market of the 1990s,

that IZ boosted the supply of multifamily housing by 7 percent, but increased housing prices 2 to 3 percent faster than in comparable locales. Housing price effects were greater in higher-priced markets, suggesting that builders of single-family units passed on the increase in building costs to homebuyers, especially in higher-end markets. Finally, researchers learned that the size of market-rate houses in cities with IZ grew more slowly, with reduced square footage in less expensive units.

“Many communities structure IZ to provide alternatives for residential developers who would otherwise be required to include a set allotment of housing priced below market rate within the confines of market-priced projects. In ‘[Evaluation of In-Lieu Fees and Offsite Construction as Incentives for Affordable Housing Production](#)’ (PDF, 34 pp) Douglas R. Porter and Elizabeth B. Davison examine two such practices. One allows developers of market projects to build the required affordable houses offsite; the other allows them to pay an in-lieu fee to a housing nonprofit or trust fund, which then applies the money toward affordable housing construction at a site of their choosing. The authors studied three communities that instituted these alternatives—Boulder, Colorado; Montgomery County, Maryland; and Pasadena, California. In-lieu fees/offsite options worked well in enabling two of the communities to ‘produce affordable units in satisfactory locations’ while mitigating developer costs. In the third community, however, a perceived lack of transparency in setting fees politicized the program, and the ensuing controversy made in-lieu fees unacceptable to local officials.”

¹In addition to the two links highlighted above, the entire issue of *Cityscape* (Volume 11, Number 2) can be accessed and downloaded by chapter at

www.huduser.org/periodicals/cityscape/VOL11num2/index.html. ■

Bay Bridge studio envisions new uses for old eastern span

Caltrans long ago established that the eastern span of the Bay Bridge was “seismically unsuitable as a life-line structure” because of damage from the 1989 Loma Prieta Earthquake. Engineers began working in the early 1990s on a replacement for the cantilever portion of the bridge. In January 2002, construction began on a new causeway and suspension span to replace the entire cantilever span and truss structures. Completion currently is scheduled for 2013. In addition to the overall \$5.7 billion cost of the project, the Toll Bridge Seismic Retrofit Program expects to spend \$232 million to demolish the eastern span between 2013 and 2014. Demolition design is underway and on schedule.

Last fall at UC Berkeley’s College of Environmental Design studio, Joseph Esherick Visiting Professor Frederic Schwartz, FAIA, and lecturer Marc L’Italien, FAIA, asked

12 graduate students in architecture to think outside the box and suggest uses that would not only retain the obsolete 1936 structure, but also transform it into a new neighborhood, complete with housing, office and retail space, parks, and other public uses.

One graduate student, Nicole Lew, found it “really exciting to work in this studio for the semester. The Bay Bridge studio was a combination of both the practical and the fantastic. During our research, we came across many images of the construction of the Bay Bridge in the 1930s that convinced me that this structure should be preserved and reused for something new.”

Some of the information and images below originally appeared in an article by John King, “[Design fantasies for obsolete Bay Bridge span](#),” *San Francisco Chronicle*, January 12, 2010. Three student projects are summarized here.

Lan Hu—The Waving Bay Street. Hu’s proposal reconfigures the soon to be dismantled portion of the bridge into a waterline community committed to sustainability, anchored by a hotel and ferry terminal. Her design “aims to abstract the natural and urban forms of the Bay Area and project them in vertical cascades onto the bridge—an organization which lets people live on the hills and have the sea right beneath.”

In order to decrease the wind load on the bridge, the project breaks the length of the community into six twisting, block long, five-story buildings. The shape allows wind to pass through the structure and improves the microclimate on the bridge. The twisting shape allows glass floor areas to project over the water, with a roof garden on every floor. The south facing façade is self-shading; sun is allowed to bathe the north facing deck.



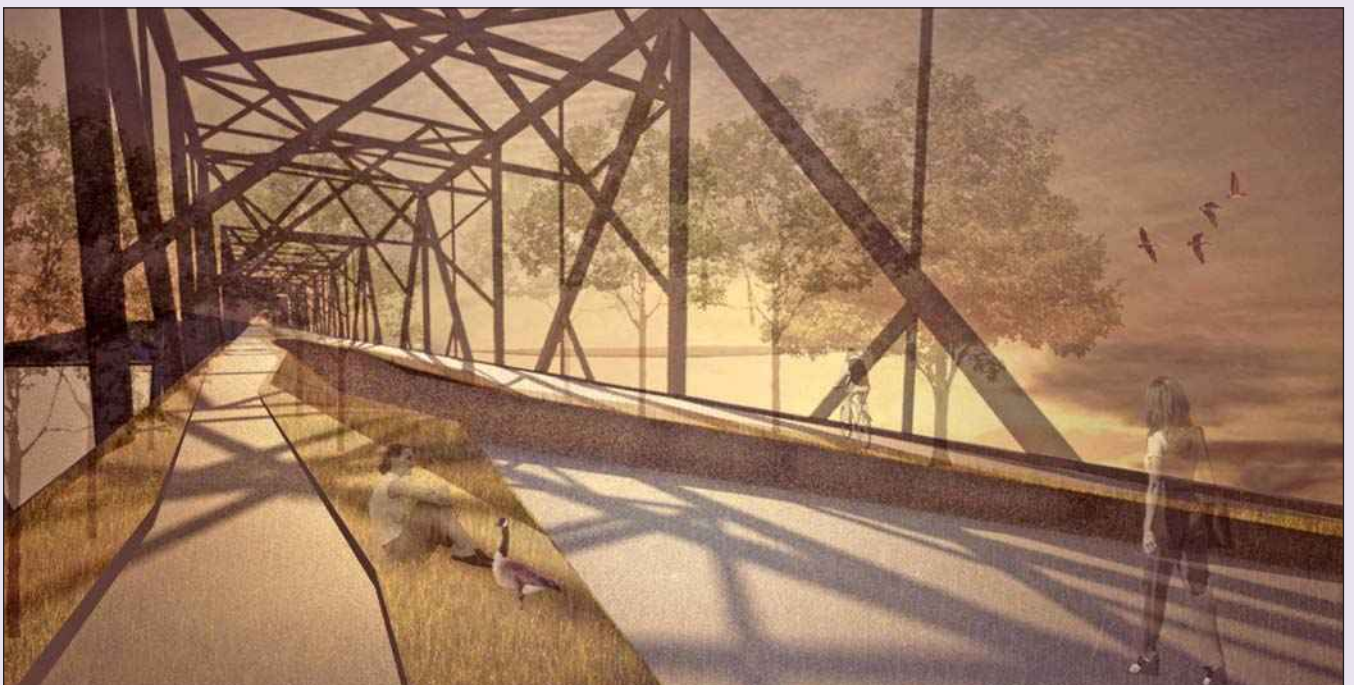
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A high rise hotel and a ferry terminal are placed at the west edge of the severed bridge.

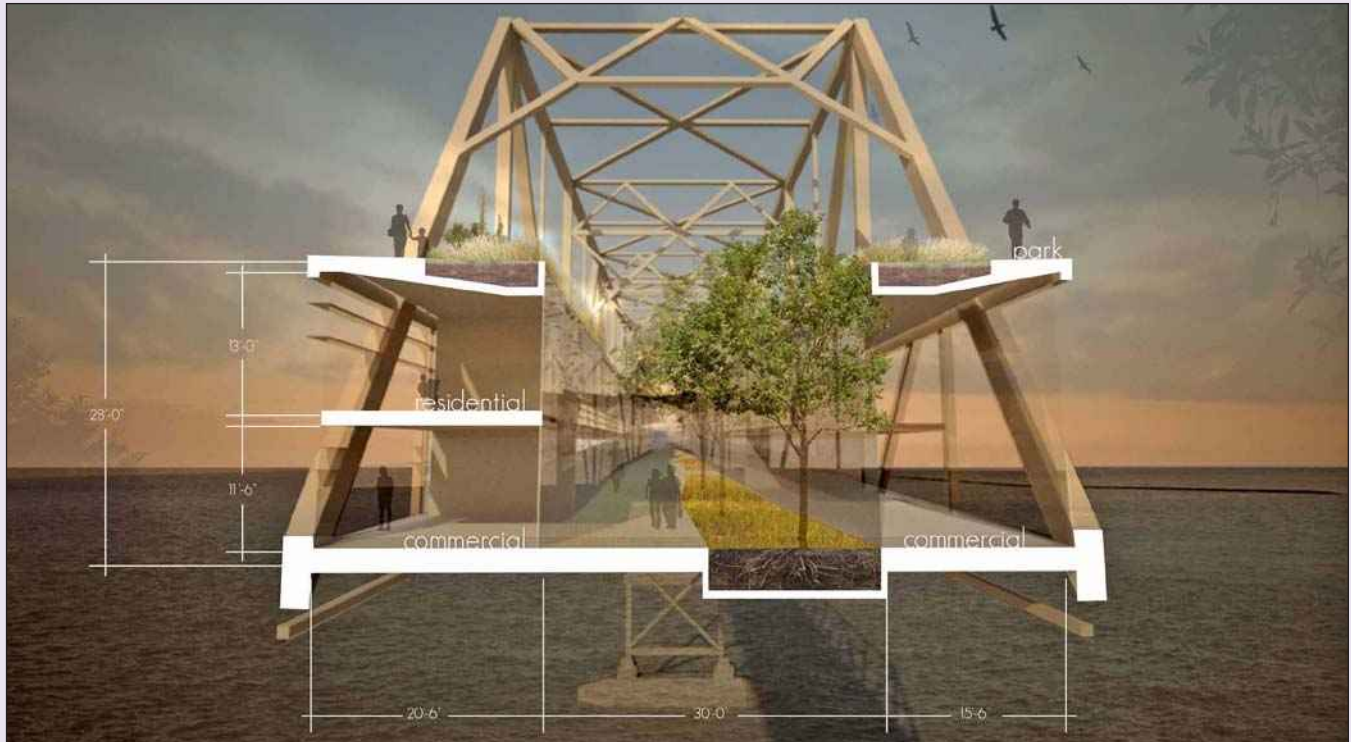


Nicole Lew—A Park above the Bay. Lew proposes to reuse the bridge as a planted greenway. While this segment of the bridge will lose its role as a vehicular connection between San Francisco and the East Bay, her proposal would establish a connection for people, plants, and animals. A new park will feed into the Bay Trail—a recreational corridor that already connects parks around the Bay via bicycle paths and hiking trails.

The proposal has three “focal points—a Bay ecology learning center at the beginning of the causeway, a library at the beginning of the trussed section, and a performance space at the end of the cantilever.”



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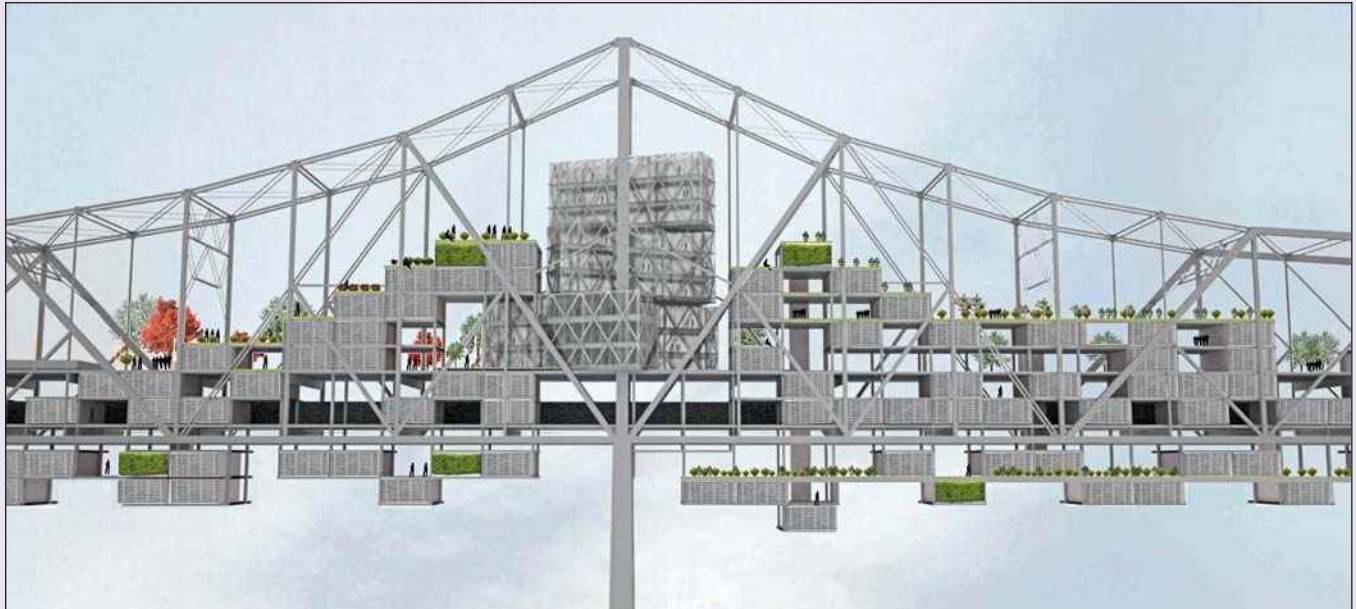
The park will span the full length of the top deck until just after the cantilever, where the old bridge will be cut short to make way for the new bridge. In the space between the existing top and bottom decks will be two stories of residential and commercial space. This is an inversion of the typical street, with the public park and circulation above and the retail and residential below. The park “folds down” below the top deck, funneling light and plants to the areas below.

David Dana—Farming on the Bay Bridge. Urban dwellers are detached from the farming process. Having the opportunity to farm on the former Bay Bridge would be an attraction for locals—and an opportunity to explore and exploit the potential of the site for artificial farming.



(continued on next page)

Dana views the site no longer as a bridge but a neighborhood. His project would create a self-sufficient community that grows food and flowers. A series of esplanades and plazas would be built along the upper deck; an internal transportation system in the lower deck. A nine-story hotel—assembled within the current tower—and an educational campus located at the opposite end of the truncated bridge, would be connected by a promenade of housing units and a system of farming platforms based on the concept of scaffolding.



The architecture is intended to be prefabricated, demountable, and flexible, able to change with the seasons. The combination of uses affords an array of social activities and interactions that can forge community.

Northern News wishes to thank Justin Meek, MUP Candidate (class of 2010), San José State University, for his assistance in collecting the materials for this article.



FEBRUARY

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						

FEBRUARY 2010

ONGOING

Planning for Healthy Places with Health Impact

Assessments. Now through Tuesday, June 30, 2010.

A how-to guide for conducting health impact assessments (HIAs) developed by the American Planning Association and the National Association of County & City Health Officials and sponsored by the Centers for Disease Control and Prevention. This free online course—available through June 30, 2010—will explain the value of and the steps involved in conducting an HIA. To participate, visit

<http://professional.captus.com/Planning/hia/default.aspx>

CM | up to 6.0

2/24 Fox Theater Tour—East Bay RAC Social Event.

5:30 PM–7 PM, Fox Theater, 1807 Telegraph Avenue, Oakland (one block from 19th Street BART). Join East Bay planners for a free tour of the historic Fox Theater, which reopened in February 2009 after being shuttered for almost 40 years. City of Oakland staff and lead architect Jim Heilbronner will explain the history of this magnificent theater and how the ambitious, innovative restoration and reuse project became a reality. Networking in the Fox Den to follow. For more information or to RSVP, contact Joanna Jansen at joanna@dceplanning.com or (510) 848-3815.

2/24 The High Cost of Free Parking. 6:30 PM–9 PM.

San José City Hall, Council Wing Room 120, 200 E. Santa Clara Street, San José. UCLA Professor Donald Shoup, author of *The High Cost of Free Parking*, will discuss how parking reforms can reduce vehicle travel, traffic congestion, air pollution, energy waste, and greenhouse gas emissions while increasing the supply of housing and improving public services. Free event co-sponsored by APA California – Northern, Great Communities Collaborative, Greenbelt Alliance, Silicon Valley Bicycle Coalition, TransForm, City of San José, Mineta Transportation Institute, and San José State University's Urban and Regional Planning Department and Urban Planning Coalition. For more information, contact justin.meek@gmail.com or (831) 430-6796. [Download the flyer.](#)

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MARCH

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

MARCH

- 3/3** **APA California – Northern, Regular Board Meeting.** 6 PM–9 PM, ENTRIX, Inc., 2300 Clayton Road, Suite 200, Concord. Next to Concord BART station. RSVP to Hanson Hom at hhom@ci.sunnyvale.ca.us.
- 3/4** **UPC Happy Hour.** 6:30–7:30 PM, Billy Berk’s, 99 South First Street, San José. [Urban Planning Coalition’s](#) monthly no-host get-together where San José State MUP students meet with fellow graduate students and young planning professionals. For more information, go to UPC’s Calendar of Events or contact Caitlin Russell at Caitlinrussell117@gmail.com.
- 3/6** **AICP Exam Prep Workshop.** 10 AM–3 PM, San José State University. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915.
- 3/11** **APA Young Planners Group Mixer.** 6 PM–8 PM, Levene East, 827 Washington St., Oakland. Free event; no-host food and beverages. Connect with your fellow planners and share your thoughts for YPG events in 2010. For more information and to RSVP, contact Natalie de Leon or Lindsey Virdeh at norapaypg@gmail.com or (408) 313-2662 or (909) 204-1886. And be sure to visit us on [Facebook!](#)
- 3/12** **Deadline for receiving applications, Northern Section Planning Awards, 2010.** Contact Award Co-Directors Eileen Whitty at (510) 287-1109, ewhitty@ebmud.com, or Andrea Ouse at (650) 985-2590, andrea.ouse@lsa-assoc.com, with any questions.
- 3/22** **The Legacy of Livable Streets.** 7–9 PM, San José State University, Room TBD. Snacks and beverages. Bruce Appleyard (who is authoring a second edition of *Livable Streets*) and Joshua Hart will discuss Hart’s replication of Donald Appleyard’s study for the first time in Europe. Sponsored by APA and UPC; cosponsored by the Silicon Valley Bicycle Coalition. \$5 donation suggested—free to students & unemployed professionals. **Space is limited—register by March 18** ([click here](#)). For more information, contact Katja Irvin at katja.irvin@sbcglobal.net. **CM | 1.5 pending**
- 3/27** **AICP Exam Prep Workshop.** 10 AM–3 PM, San José State University. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915.

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- 4/1** **UPC Happy Hour.** 6:30–7:30 PM, San José location TBD. Urban Planning Coalition’s monthly no-host get-together where San José State MUP students meet with fellow graduate students and young planning professionals. For more information, go to UPC’s [Calendar of Events](#) or contact Caitlin Russell at Caitlinrussell117@gmail.com.
- 4/10–4/13** **APA National Planning Conference, New Orleans.** Hundreds of sessions and workshops on leadership strategies, financing tools for lean times, and a major focus on sustainability. Follow these links:
- Conference overview: <http://cts.vresp.com/c/?AmericanPlanningAsso/eb510d0282/4805a93304/40f89e8e92>
 - Conference program online: <http://www.planning.org/conference/program>
 - Download the printed preliminary program: <http://www.planning.org/conference/program/pdf/preliminary.pdf>
 - Register online: <http://www.planning.org/conference/registration.htm>
 - Reserve housing (deadline March 11): <http://www.planning.org/conference/neworleans/housing>
- 4/14** **Demystifying Bay Area Brownfields.** 7–8 PM. San José State University, Clark Hall, room 101. Ignacio Dayrit, Center for Creative Land Recycling (CCLR) goes beyond the theory of brownfields to discuss which programs and tools exist for redeveloping opportunity sites. This workshop is an introduction to brownfields, funding, programs, and policies. Free event. Light refreshments provided. To reserve your seat, [click here](#). For more information contact Rick Gosalvez at rickgosalvez@gmail.com or (408) 984-0503.
- 4/17** **AICP Exam Prep Workshop.** 10 AM–3 PM, San José State University. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915.
- 4/19** **Implementing SB 375 at the Local Level.** 12–1:15 PM. San José State University, MLK Library, Room 225 ([campus map](#)). Join in discussing how regional Sustainable Communities Strategy, local general plans and housing elements, and streamlined CEQA processes can work together to promote SB 375 objectives. Panelists include Laurel Prevetti, City of San José; Steve Ross, County of Santa Clara; and Hing Wong, ABAG. Free event; brown bag lunch. Sponsored by Urban Planning Coalition and APA. Space is limited; [click here](#) to RSVP **by April 5**. For more information, contact Justin Meek at justin.meek@gmail.com or (831) 430-6796. **CM | pending**

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MAY

- 5/6** **UPC Happy Hour.** 6:30–7:30 PM, San José location TBD. [Urban Planning Coalition's](#) monthly no-host get-together where San José State MUP students meet with fellow graduate students and young planning professionals. For more information, go to UPC's [Calendar of Events](#) or contact Caitlin Russell at Caitlinrussell117@gmail.com.

- 5/6** **APA California – Northern, Regular Board Meeting.** 6 PM–9 PM, PMC, 500–12th Street, Suite 310, Oakland. RSVP to Hanson Hom at hhom@ci.sunnyvale.ca.us.

- 5/8** **AICP Exam Prep Workshop.** 10 AM–3 PM, San José State University. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915.

- 5/14** **2010 Awards Celebration, APA California – Northern.** 6:30 PM, Sir Francis Drake Hotel, 450 Powell Street, San Francisco. For further information, see announcement on [page 12](#), or contact the Awards Co-Directors: Eileen Whitty, ewhitty@ebmud.com, or Andrea Ouse at Andrea.ouse@lsa-assoc.com. ■