

NORTHERN NEWS



American Planning Association
California Chapter
Northern
Making Great Communities Happen

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

APRIL 2012

Participation: New ways
to engage Page 1

Bay Area cities after
Redevelopment Page 1

Alcatraz and Coit Tower
Photo: Chandler Lee





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Making Great Communities Happen

Crowdsourcing and virtual town halls: New ways to engage

By Kara Vuicich, with Phil Olmstead, Elizabeth Romero, and Valerie Taylor

Public participation is vital and necessary to planning and decision-making. It helps planners, decision-makers, and the public process their concerns and engage in effective and meaningful discourse.

However, legally mandated hearings and council and commission meetings provide few opportunities for innovative, collaborative approaches. Their formalized structure presents a number of challenges, including one-way communication instead of dialogue; constrained or ineffective feedback loops that hinder staff's ability to integrate public input; and participation by a self-selected or limited few with the ability and interest to attend public meetings.¹

While less formalized working groups, workshops, and charrettes have overcome many of these challenges, they can be resource intensive or prohibitively expensive.

So why not broaden participation and reduce costs by bringing key elements of these collaborative methods onto computers, tablets, and smart phones? More people than ever have access to the Internet. According to the Pew Research Center, roughly 78 percent of adult Americans were using the Internet in 2011, up from 14 percent in 1995. Youth are even more likely to be "connected" — 95 percent of those between ages 14 and 17 use the Internet. Smartphone use is growing the fastest: 46 percent of adults owned a smartphone in 2012 (up from 35 percent a year earlier). The digital (age) divide remains a concern, but Internet trends indicate the gap is closing.

Fortunately, several exciting new web-based applications are providing cost-effective tools that agencies and organization can use to facilitate collaborative planning and broaden participation. Recent research on Internet-based tools and applications shows they can be effective for fostering collective intelligence, engaging in two-way sharing of information and ideas, tapping into local knowledge, developing and incorporating public preferences into decisions about priorities, empowering citizens, and expanding and diversifying participation.²

(continued on page 4)

Bay Area cities adjust to life after Redevelopment

By Sarah Karlinsky, Tomiquia Moss, and Leah Toeniskoetter

This article was originally published by SPUR on February 23, 2012, and can be viewed at <http://bit.ly/wJ74UI>

Redevelopment agencies across the state closed their doors on February 1, marking the end of an era for planning in California. SPUR has written previously about what the end of redevelopment means for the state. But how are the Bay Area's central cities — San Francisco, Oakland and San Jose — dismantling their agencies? What's going to happen to the ongoing projects and existing assets held by redevelopment agencies? Is this the last word — or will we witness the creation of other planning tools to do some of the work that was previously done by redevelopment agencies?

San Francisco

San Francisco is, in many ways, the city least likely to be impacted by the end of redevelopment — and the one in the best position to develop tools and strategies to replace it. As both a city and a county, San Francisco will not need to send its redevelopment funding to a separate county government, where it would become one of many jurisdictions fighting for remaining funds. In contrast, Oakland is one of 14 cities in Alameda County (not including unincorporated Alameda County) and San Jose is one of 15 cities in Santa Clara County (not including unincorporated Santa Clara County). Despite this, San Francisco will not emerge unscathed.

San Francisco has developed three main priorities to guide its actions in the face of redevelopment's dissolution: first, that the three large redevelopment projects (Mission Bay, Hunter's Point and Transbay) that qualify as enforceable obligations under Assembly Bill 26 (the state law that dissolved redevelopment) continue uninterrupted; second, that the community development functions of redevelopment — including affordable housing production, workforce development programs, and neighborhood strengthening and investment initiatives — be protected; and third, that that programs that receive state

(continued on page 14)

WHAT'S INSIDE

Clicking a [blue PAGE link](#) under Section A below will take you to the article.
Clicking on [SECTION B](#) will download that PDF.

SECTION A

Crowdsourcing and virtual town halls: New ways to engage

by Nelson Nygaard's Kara Vuicich, Phil Olmstead, Elizabeth Romero, and Valerie Taylor

Four examples show how agencies and organizations used web-based tools to enhance or provide an alternative to in-person meetings. [PAGE 1](#)

Bay Area cities adjust to life after Redevelopment

by Sarah Karlinsky, Tomiquia Moss, and Leah Toeniskoetter, SPUR

How will the Bay Area's central cities fare in the wake of redevelopment's disappearance? What is happening, and now that redevelopment is gone, what should be done next? [PAGE 1](#)

Director's note

In his monthly column, Section Director Hanson Hom, AICP, updates us on changes in the board and recent and upcoming events. [PAGE 3](#)

What others are saying

A brief look at — and links to — what news sources around the country are reporting about real estate, pollution, earmarks, climate change, and demographic trends. [PAGE 6](#)

Norcal roundup

Compiled by Erik Balsley, AICP

A brief look at — and links to — planning news from around Northern California. [PAGE 9](#)

Plan-it sustainably

Katja Irvin, AICP, shares her views on the state of Bay Area climate change planning. [PAGE 12](#)

Quotations from Chairman Richard

This month's substitute for our monthly "HSR notes" column. [PAGE 13](#)

Where in the world

This month we have two similar photos of urban planning interest and ask you to guess their locations. [PAGE 13](#). Answers on page 16.

SECTION B

VOTE

Two Californian planners are running for national APA office. Can we get West Coast representation? Have your say! Exercise your **vote no later than Thursday, March 29**. [PAGE 16](#)

Who's where

New professor coming to San Jose State this fall. [PAGE 16](#)

SPUR comes to San Jose

by Theresa Alster

The San Francisco Urban Planning and Research association makes the Bay Area's largest city its second home. [PAGE 17](#)

FAICP inducts three from Northern California

Juan Borrelli, AICP, provides short bios of Linda Dalton, Ellen Greenberg, and Barry Miller. Photos. [PAGE 19](#)

2012 APA California Northern Section Awards dinner

May 11. Information and reservation instructions. [PAGE 20](#)

Planning Commissioner workshops

April 7 and May 5. Information and registration instructions. [PAGE 21](#)

Events calendar

Through May 2012. [PAGE 22](#)

Newsletter and Board information

[PAGE 25](#) ■

"The Bay Area is a magnetic procession of layered sensations, one after the next. The bay holds the center, gives us a shared visual marker, while ridges and hills define the horizon and serve as orientation points. Geography also shapes our cities and towns so that we know edges and limits, rather than the indiscriminate ooze of other metropolitan agglomerations." —John King, <http://bit.ly/wuzASA>



National APA Conference April 14–17

The APA National Conference is just around the corner and is being held in Los Angeles this year — convenient for California planners. Over 5,000 planners from around the nation will converge on the Los Angeles Convention Center in the downtown core next to the Staples Center to dialogue on the latest planning issues, trends, and practices. The theme for this year's conference is **ReIMAGINE The City, ReIMAGINE Your Career, ReIMAGINE The Possibilities**. The conference planning committee has planned a packed program with over 100 educational sessions and mobile workshops. Of course planners are not all business, so fun social and networking activities are also planned for de-stressing and unwinding. It is not too late to register. For more information, please go to <http://www.planning.org/conference/>. See you there!

Northern Section 2012 FAICP inductees

The Northern Section is very pleased that three accomplished planners from our Section will be inducted into the 2012 Class of Fellows (FAICP) at the National APA Conference. Congratulations to **Linda C. Dalton, AICP**, who will be inducted under the Community Service and Leadership category, and to **Ellen J. Greenberg, AICP**, and **Barry J. Miller, AICP**, who will be inducted under the Professional Practice category. A one-paragraph synopsis of each of their careers is included in this issue of *Northern News* (see [page 19](#)). They join a distinguished list of FAICP members from the Northern Section.

SPUR launch party

The Northern Section enthusiastically welcomes the opening of the SPUR San Jose office in the City of San Jose. This momentous occasion was recognized at a “launch party” on March 8 at San Pedro Market Square in downtown San Jose where several hundred guests celebrated the expansion of SPUR to the South Bay. Establishing a SPUR office in the South Bay is a logical step for the Bay Area as the subregion is projected to receive a large share of the future employment,

housing, and population growth in the Bay Area by 2040. Similar to its role in San Francisco, SPUR will be influential in shaping land use policies in Silicon Valley. Its advocacy of smart urban planning and policy-making is a welcome addition in a region that is tackling very challenging land use, transportation, and fiscal issues. The Northern Section Board very much looks forward to working with Leah Toeniskoetter, SPUR San Jose Director, on common partnership and sponsorship opportunities. An article by Toeniskoetter and two SPUR colleagues appears on [page 1](#). Our associate editor Theresa Alster has written a short article about the launch event ([page 17](#)) with photos provided by SPUR.

Board transitions

Several Board members are moving on and have resigned from the Northern Section Board. **Pierce MacDonald** served on the Board as newsletter editor for two years, 2001–2003, and for seven years as the Section's Webmaster since the position was created in February 2005. Pierce has indicated it is time to step down. She was largely responsible for launching our newly designed website in 2005 and has capably managed it since. She is leaving the website in capable hands as **Ronny Kraft**, who served over the past year as Co-webmaster with Pierce, will solely assume this role. Ronny is leading an effort with our full Board and a new web designer to launch an upgraded website that will take advantage of the latest technological capabilities to offer more robust content and a more user-friendly experience for members and visitors. Look for an announcement of the new website, which will be launched soon.

We wish the best to **Kay Cheng**, Planning Diversity Co-director, who also recently resigned. She worked with **Miroo Desai, AICP**, on diversity outreach to high schools to promote planning as a profession. Miroo will continue as the Planning Diversity Director, but welcomes anyone interested in working with her on diversity issues. If you are interested, please contact her at mdesai@ci.emeryville.ca.us. ■

Following are four examples of how these tools are being used in California planning.

You Choose Bay Area

The Silicon Valley Community Foundation, as part of the regional Plan Bay Area process — and in partnership with the Knight Foundation, Greenbelt Alliance, TransForm, Calthorpe Associates, and Northern California Public Broadcasting — led a two-year strategic initiative to encourage public participation. A key component of the effort was You Choose Bay Area (www.youchoosebayarea.org), an interactive, web-based simulation tool developed by MetroQuest (www.metroquest.com) that allowed citizens to outline priorities, choose different growth options, and see future consequences.

MetroQuest's digital engagement software can be used on a computer, kiosk, or mobile tablet independently or as a part of public meetings. It enables users to obtain information about a project through text or video, provide information through written or map-based comments, identify priorities, and rate different scenarios. The tool designed for You Choose Bay Area enabled users to see the links between future growth scenarios and open space preservation, clean air, water consumption, public health, energy use, affordable housing, greenhouse gas emissions, and access to mass transit.

The tool can track ISP addresses, so the number and general location of users can be identified. It records and tabulates participants' responses and feedback and can generate multiple reports on user inputs.

One of the initiative's goals was to engage people who don't normally participate, and this appears to have been met. Both in-meeting polling and additional surveys indicated this was the first experience in a public planning process (either online or in person) for 20 percent of respondents.

The initiative is complete, but Silicon Valley Foundation is continuing to utilize the tool. Foundation staff visited an economics class at Palo Alto High School and used the site to demonstrate interdependency and trade-offs in a real economy. Staff is currently exploring additional potential uses in local contexts.

The North Bayshore Precise Plan, Mountain View

As one of the implementation measures of its recently completed 2030 draft general plan, the City of Mountain View is developing the North Bayshore specific plan. Objectives include diversifying land uses, revitalizing North Shoreline Boulevard, incentivizing sustainable development, and improving mobility for all transportation modes. Because the area is primarily a high-tech employment center, the city was eager to explore online alternatives in addition to public meetings.

The consulting team and the city chose to use MindMixer's "virtual town hall" (www.mindmixer.com). The web-based platform (www.northbayshorepreciseplan.org) provides project information and resources and — more importantly — enables the community to submit ideas on specific topics, to "second" ideas, and to suggest ways to improve ideas already submitted. Users follow the discussion by reviewing all ideas by topic, or the most popular and recent ideas, or — where there is a geographic component like transportation — review ideas in map view.

Output from the web site is delivered in two formats — a database and a tabulated PDF. The tool generates a complex set of data with ideas, seconded ideas, and conversations about those ideas. Planners take the data and organize it by topic, idea, or popularity. As questions become more specific, the reports quantify ideas by rankings or priority. Required registration to the site provides demographic data on users.

Although the project is still in its early phases, the project team is pleased with the results. Approximately 150 people have registered on the site, and some novel, interesting ideas have been shared. As the project progresses, the team will run more rounds either to ask additional questions, or establish a feedback loop to pare down ideas. The ultimate goal is to arrive at and rank the top priorities.

Generating traffic to the website has been a challenge, however. Although MindMixer is designed to be a word-of-mouth social networking tool that spreads virally, the project has not had that experience thus far. However, according to project consultant Kevin Gardiner with Metropolitan Planning Group, both Google and Microsoft (who have offices in the planning area) requested presentations on the general plan and its impact on the area, and afterward there was a noticeable spike in site traffic. Participants have been most responsive to topics to which they can relate directly, such as transportation.

California Economic Summit: California Stewardship Network and California Forward

The California Stewardship Network, an alliance promoting economic vitality, and California Forward, a bipartisan good-government reform effort to improve performance and democracy, are sponsoring 13 regional economic forums leading to a statewide California Economic Summit May 11, 2012. (www.caeconomy.org) The effort includes 18 regional partnering organizations — universities, leadership networks, nonprofits, and corporations. For the statewide meeting, the project will incorporate the use of a "virtual forum" via Crowdbrite, www.crowdbrite.com.

(continued on next page)

Crowdbrite is a visual “crowd sourcing” web-based platform or mobile application. Its primary function is to enable users to generate ideas and get feedback by commenting on, voting, ranking, and prioritizing ideas. Users can post virtual sticky notes on plans, drawings, poster boards, white boards, visual simulations, architectural drawings, and regional plans.

The virtual forum will facilitate the in-person meeting and allow remote users to participate. Stakeholders can voice their preferences on state-level economic strategies that support their regional priorities. Users will be able to indicate their preferences across topics such as workforce, infrastructure, innovation, and the regulatory process; contribute their own ideas for state actions; and rank priorities.

The Crowdbrite canvas will provide a visual backdrop for the summit’s proceedings, enhance stakeholders’ experiences, efficiently collect input, direct the meeting, and generate live findings.

California Forward selected Crowdbrite because they needed a collaboration platform to make the statewide forum “really sing and coalesce everything into place,” according to California Forward Digital Director Vance Hickin. More specifically, they

sought a digital tool that would help break down bigger issues into their component parts and enable participant findings to be quantified and presented in real-time. The interactive, visual, canvas-based platform seemed like a natural metaphor for the town hall meeting, but with additional functionality. Whereas traditional town hall meeting sticky notes “can get to be a bit of a mess,” the Crowdbrite platform aggregates all the data in real time, so agencies can quickly gauge priorities.

Envision 2050, San Diego County

As part of its 2050 Regional Transportation Plan’s public engagement effort, the San Diego Association of Governments (SANDAG) wanted a new kind of online tool that would not only report on its plans but also engage citizens more deeply in thinking about priorities, impacts, and quality of life in the region. SANDAG engaged Placeways, LLC, and Fireant Studios to help build the tool, Envision 2050, envision2050sd.com.

The interactive web site provided information about transportation planning issues and challenges through a highly visual experience. A central step-by-step application allowed visitors to select priorities by dragging them from an animated wheel of options. Based on their choices, users could learn more about transit, accessibility, air quality, and safety, with dynamic chart icons showing how the RTP will perform on “good walking and biking connections” or “reduced greenhouse gas emissions.” The site included a 3-D representation of the San Diego region and the transportation infrastructure projects planned. The tool received very positive feedback from the media, the public, and elected officials.

Summary

These four examples show that agencies and organizations can use web-based tools in a variety of ways either to enhance or provide an alternative to in-person meetings. Generally, project sponsors have found that using these tools resulted in broader and more diverse public participation, more meaningful participation, and responsive feedback loops that enabled project sponsors to collect, analyze, and incorporate public ideas and feedback quickly and easily. ■

The authors all work at Nelson\Nygaard Consulting Associates, a multimodal transportation planning firm focused on building and supporting vibrant, sustainable communities.

¹ Innes, Judith E., and David E. Booher. “Reframing Public Participation: Strategies for the 21st Century.” *Planning Theory & Practice* 5, no. 4 (December 2004): 419-436.

² Brabham, Daren C. “Crowdsourcing the Public Participation Process for Planning Projects.” *Planning Theory* 8, no. 3 (2009): 242-262.
Levy, Pierre. *Collective Intelligence: Mankind’s Emerging World in Cyberspace*. Translated by Robert Bononno. Cambridge: Perseus Books, 1997.



Crowdbrite in use at Tahoe Regional Transportation Workshop, November 2, 2011. Photo: Valerie Taylor

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What others are saying

Highlights from news sources around the country

Compiled by the editors

Cities burned, Legislature fiddles

<http://www.cp-dr.com/node/3146>

“Even as the redevelopment wind-down continues, the Legislature is beginning to play around with ways to bring it back in a more limited form. Most of the discussions have to do with tax-increment financing (TIF). The most obvious possibility would be to permit cities and successor agencies to receive TIF on all property tax revenue except revenue that goes for schools. This would still drain property tax from counties and special districts. Meanwhile, Senate president pro tem Darrell Steinberg has been proposing that cities and successor agencies be permitted to keep former RDA assets even if TIF revenues are redistributed. Steinberg noted that RDA’s cash assets [were] at least \$2 billion on February 1. In addition, RDAs were sitting on about \$1.3 billion in unencumbered funds earmarked for affordable housing. Bills are likely to include protections for the \$1.3 billion as well as language to avoid a ‘fire sale’ of former RDA assets. Quick sale of assets is encouraged by AB 1x 26, the law that eliminated redevelopment.” —Bill Fulton, “TIF revival on the table in Sacramento,” *CP&DR Report*, March 8, 2012.

What do we get from representatives in powerful appropriations positions?

<http://bit.ly/z1d0y0>

Less than zero. “Researchers looking at federal government spending on states discover that having a powerful, long-tenured legislator in D.C. actually hurts the local economy. ‘There are all sorts of theories about government money, that it could stimulate the economy, that it could crowd out local investment,’ said Chris Malloy, an associate professor at the Harvard Business School and one of the study’s authors. ‘We have evidence it’s crowding out investment.’ And this means powerful politicians may actually be bad for business back home. The effect is particularly strong when unemployment is low and companies are operating near full capacity, when government projects may actually lure labor away from these firms and drive up the cost of business (as opposed to employing people who were out of work at the time).” —Emily Badger, “How incumbents in Washington hurt the economy,” *Miller-McCune*, March 1, 2012.

Europe and North America can expect more snow as Arctic sea ice dwindles

<http://bit.ly/yVHBGL>

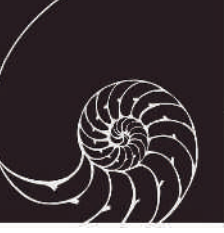
“Arctic sea ice is continuing its seemingly interminable decline, and the loss could be contributing to the recent cold winters over northern Europe and North America. Researchers are still unsure how important

(continued on next page)

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

sea-ice loss is to winter weather ... many different factors are at play. [But] the dramatic loss of winter sea ice in the Arctic has caused it to feel global warming more sharply than the rest of the planet. Less ice means more exposed water, which — being darker than ice — absorbs more solar energy. [And] with less ice to insulate the warmer ocean from the air above, more of that energy is released back into the atmosphere as heat. The net result is that Arctic air is significantly warmer than before.” While three decades of data on ice and weather show a link between the extent of Arctic sea ice and cold, snowy winters in the regions immediately to the south, “there are other factors besides sea-ice anomalies that influence winter snowfall. They include the El Niño/La Niña cycle and the roughly decadal variations in the solar activity. ‘If you’re looking 30 years ahead, when the Arctic will be closer to 80 per cent ice-free rather than 30 or 40 per cent, we can expect to see colder winters,’ said James Overland of the Pacific Marine Environmental Laboratory in Seattle.” —Catherine Brahic, “Melting sea ice could trigger colder winters,” *New Scientist*, Feb. 27 2012.

This article has two interesting graphics

<http://bit.ly/y6uQGF>

“The future is here, and it’s for lease. Two monster generational cohorts, Boomers (born 1946-1964) and Millennials (born 1981-2000), account for more than 150 million people. There are so many in the two age groups that even small slivers of the total will have multiplier effects on housing supply and demand. Both these age groups trend away from family norms of the past. Many more of them — at both ends of the age clusters — live alone or have no children, [and] the combination of economic realities and quality of life desires is pushing them toward rentals. Demand for rental housing is outstripping supply and driving up rents. And the debate is heating up among developers on how much to invest in this new direction: A gigantic demographic push towards flexible, close-in living; a demand for affordability on a broad scale; and an increasing desire for rental options.” —Ben Brown, “Dream home for the new era: Compact, connected, and mortgage-free,” *Better! Cities & Towns*, Feb. 27, 2012.

Action on climate change requires healthy economy

<http://bit.ly/xkUDA2>

“US public opinion about climate change has been riding a roller coaster over the past decade. After signs of growing acceptance and emphasis around 2006 and 2007, a precipitous decline brought us back to where we started, with fully a quarter of the public not even thinking that the planet has warmed up. A recent study published in *Climatic Change* evaluates the impact of several potential opinion drivers: extreme weather events, public access to scientific information, media coverage, advocacy efforts, and the influence of political leaders.

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

The researchers counted up congressional press releases, hearings, and votes on bills related to climate change. They found that around the time when public acceptance of climate change reached its peak, political bipartisanship on the subject also hit a high point: John McCain was pushing for climate legislation, and Newt Gingrich filmed a commercial with Nancy Pelosi, urging action. And then things changed. The economy went pear-shaped and Republican rhetoric shifted into attack mode on climate science. Flipping this around, it suggests that serious action on climate change depends on a healthy economy and bipartisan agreement among politicians. Even on simple questions like ‘Is there solid evidence that the Earth has warmed?’ — it’s politicians that are driving public opinion, not scientists or the data they produce.” —Scott K. Johnson, “Americans listening to politicians, not climate scientists,” *Ars Technica*, Feb. 27, 2012.

Parking lots pollute all by themselves

<http://bit.ly/znZ7q1>

Researchers at the University of California Transportation Center “analyzed the environmental impact of U.S. Parking infrastructure [for] the total noxious emissions produced in building and maintaining parking lots. Their ‘life-cycle’ analysis showed that each parking space in the United States comes at an annual cost of \$6-\$23 in health and environmental damages to society caused by air pollution alone. For certain pollutants — such as sulfur dioxide and coarse particle pollution — the emissions caused by parking spaces were actually greater or equal to the amounts produced by driving. —Angie Schmitt, “Report: Pollution from U.S. parking spaces costs up to \$20 billion per year,” *DC.Streetsblog*, Feb. 23, 2012.

How will SF real estate do in 2012?

<http://bit.ly/yC4Xk3>

“The bad news is that the U.S. economy will continue to waver in the coming months. The flip side is the prospect of slow but steady growth. ... Cities such as Boston, New York, San Francisco, San Diego, and Seattle have a promising future. These are cities with walkable downtowns, exceptional workforces, and strong industry clusters (software, biotech, financial activities). They are attractive to visitors and empty nesters alike, and they are likely to benefit from an influx of capital from real estate investors seeking a safe harbor in the coming year.” —Aaron Gruen, “Six predictions for the New Year,” in *Viewpoint, Planning* magazine, January 2012. ■



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Norcal roundup

Compiled by Erik Balsley, AICP, associate editor

49ers' Stadium cost goes up

<http://bit.ly/wbN39G>

"The cost of the 49ers' new stadium in Santa Clara has increased by \$157 million to \$1.177 billion, in contrast with the \$1.02 billion estimate presented in December, according to a complex financing deal Santa Clara leaders approved 6-1 on March 13. However, the city's Stadium Authority, which will oversee stadium operations, is expected to take on less debt because fans appear to be buying seat packages faster than anticipated. The city's general fund, which pays for city services, is expected to receive a base rent of \$40 million over the 40-year lease and \$155 million from non-NFL events hosted in the facility during the offseason, such as concerts. Construction is slated to begin this summer and finish by fall 2014." —Stephanie M. Lee, "Cost of 49ers Santa Clara stadium now \$1.2 billion," *San Francisco Chronicle*, March 14, 2012.

Murky future for offices in eastern San Francisco neighborhoods

<http://bit.ly/z1VBnd>

"Possibly 1,000 businesses in San Francisco's Mission, South of Market, and Potrero Hill neighborhoods are operating illegally after their landlords failed to complete an amnesty program created as part of the 2008 Eastern Neighborhoods Plan. The plan designated about 7,000 parcels where buildings could only house light industrial uses, or so-called PDR industries — production, distribution, and repair. At the same time, it created a three-year amnesty program, in which buildings that were made illegal by the new controls could become legal by paying an impact fee, but only 30 businesses applied. Representatives of impacted businesses are now calling for an extension and also a reduction in the fees." —Joshua Sabatini, "San Francisco offices now outlaws in zoning turf war," *The San Francisco Examiner*, March 12, 2012.

Maritime reserves balance competing concerns

<http://bit.ly/wdGP4W>

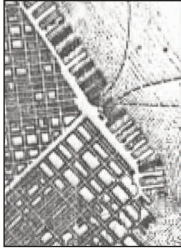
"After years of meetings, some protests, and what many are calling a rare consensus among sometimes-opposing factions, a draft proposal to establish a chain of ocean wilderness areas from Point Arena north to the Oregon border was unveiled last week by state officials. It would restrict or ban fishing in 19 marine areas encompassing about 136 square miles, or about 13 percent, of state waters along Mendocino, Humboldt, and Del Norte counties. Fishing interests saw a threat to their industry and sought to limit the reserves, while conservation supporters fought for more ocean wilderness, touting ecological benefits they said would boost fish stocks. All sides made significant concessions in the proposal, those involved said." —Brett Wilkison, "Conservation compromise", *The Press Democrat*, March 4, 2012.

(continued on next page)

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Norcal roundup *(continued from previous page)*

Marin has highest total transportation and housing costs

<http://bit.ly/wMtyVm>

“Expensive housing in Marin combined with transportation costs means the average county household devotes 56.3 percent of its income to those necessities, according to an analysis by the Chicago-based Center for Neighborhood Technology. In Marin, housing accounts for 35.6 percent and transportation 20.7 percent of household income — the highest and fourth highest percentages among the nine Bay Area counties. The index — based on calculations using data from the U.S. Census Bureau’s American Communities Survey — was created in an effort to make the costs transparent so people and policy makers can make smart decisions about where they live and how they invest public dollars, said Scott Bernstein, founder and president of the Center.”
—Marc Prado, “Study: Marin has highest costs for housing and transportation in the Bay Area”, *The Marin Independent Journal*, February 29, 2012.

Lucas’ new facility gets approval

<http://bit.ly/wk7Lh5>

“Filmmaker George Lucas’ plan for a huge digital production studio won a unanimous vote of approval from Marin County planning commissioners who agreed it was in line with a decade-old master plan. The panel acted after considering the project and an environmental analysis for more than six hours, during which three dozen speakers rose to take stands pro and con. Neighborhood residents called the large commercial structure with a footprint bigger than two football fields an aberration in their quiet residential community. But advocates called Lucas a good neighbor who spared the valley from suburban sprawl and added the latest plan will generate jobs and tax revenue.”
—Nels Johnson, “George Lucas’ plans for huge digital studio gets OK from Marin planners,” *The Marin Independent Journal*, February 28, 2012.

Change in course for the America’s Cup

<http://huff.to/zFEhnu>

“After weeks of increasing tensions between the San Francisco Board of Supervisors and Larry Ellison’s representatives, an agreement was reached over the weekend [Feb. 25–26] to scrap plans to turn the little-used piers 30 and 32 near San Francisco’s downtown into the America’s Cup publicly accessible ‘pit row’ that would house racing teams challenging for the trophy. Instead, all competitors will be housed at Pier 80, which is about two miles from the proposed ‘racing village’ at Piers 27–29 that is expected to serve as the event’s hub. The city’s direct cost to host the event is expected to drop to around \$10 million after new estimates are calculated. The new plan will have to be resubmitted to the board’s three-member budget committee.” —Paul Elias, “America’s Cup Plans: San Francisco waterfront proposal dramatically scaled back,” *Associated Press*, February 27, 2012.

(continued on next page)

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Q. How many workers are needed to test the wisdom of changing the light bulbs?
A. 300. <http://nyti.ms/zAm9RY>

Norcal roundup *(continued from previous page)*

Postal processing centers to close <http://bit.ly/zYlaUl>

“The U.S. Postal service plans to close nearly half of the nation’s mail processing centers beginning May 15th. The move, which follows a five-month study of 264 of the country’s 461 centers, puts more than 35,000 workers’ jobs at stake. According to the plan, neighboring facilities will absorb the functions of the 223 targeted centers. Fourteen postal centers will be closed in California — more than any other state in the nation. California centers to be closed include Bakersfield, Industry, Long Beach, Pasadena, Stockton, Petaluma, and North Bay. Employees will be given the option to follow their jobs to the centers where the work will be moved.” —Michael B. Sauter, Charles B. Stockdale, and Ashley C. Allen, “Nine states closing the most mail centers,” *24/7 Wall St. Wire*, Feb. 27, 2012.

San Francisco tackles middle class housing affordability <http://bit.ly/wDeDDG>

“Over the past decade, there has been a steady decline in lower-middle- and moderate-income earners while the percentage of wealthy and very low earners has increased in San Francisco, according to a joint report issued last week by Mayor Ed Lee’s office and the city controller. The mayor has convened a group of sometimes-oppositional figures in the housing realm to find ideas to create a \$50 million-per-year revenue stream to help make housing available to low- and middle-income workers. Whether the mayor can marshal the political backing to address affordable housing across much of the income spectrum remains to be seen.” —John Coté, “S.F. tries to make homes affordable to middle class,” *The San Francisco Chronicle*, February 23, 2012.

Palo Alto rejects projected growth <http://bit.ly/yMbwRs>

“The Palo Alto City Council vehemently rejected a proposal to designate El Camino Real and University Avenue as ‘planned development areas,’ and acknowledged that it could be foregoing transportation grants from regional planning organizations whose ambitious strategy for reducing greenhouse gases includes significantly greater density of buildings near transit corridors. To accommodate the projections Palo Alto would have to accommodate as many as 25,000 new jobs and 12,500 new housing units by 2040. [The city had 28,216 housing units as of the 2010 census.] Such development would reduce greenhouse gas emissions from 7.9 percent to 9.4 percent and also lead to encroachment of dense housing complexes into single-family neighborhoods. Palo Alto’s battle against the regional housing projections is still in its embryonic phase, but the council agreed that the city should reach out to other cities and agencies and build alliances.” —Gennady Sheyner, “Cities look for allies against housing mandates,” *Palo Alto Weekly*, February 22, 2012. [Ed. note: A March 9 revision reduced Palo Alto’s projected new housing units to 7,130 by 2040.] ■

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Peter Hartlaub, pop culture critic at the *San Francisco Chronicle*, has added to his photo gallery of "Underrated landmarks of the Bay Area." Fifty 'don't miss' photos:

<http://bit.ly/wunDnE>

Plan-it sustainably

The state of Bay Area climate change planning

By Katja Irvin, AICP, Sustainability Committee Co-chair

Local agencies throughout the Bay Area are adopting climate action plans in an attempt to mitigate for and adapt to impacts from sea level rise, erratic weather, and decreased snowpack — impacts such as coastal erosion, flooding, saltwater intrusion, water shortages, heat waves, wildfires, exotic diseases, and changes to soils and wildlife habitats.

The problem is that climate change calls for regional solutions, and Bay Area regional planning efforts are going nowhere. According to *The New York Times* ("Bay Area climate change plans lack regional cooperation," February 17, 2012) local officials have been unwilling to approve the Joint Powers Authority designated by the State and BCDC to do regional climate change planning. <http://nyti.ms/yf0BQ8>

This state of affairs framed the context for a panel discussion on planning for sea level rise (SLR) held in San Jose on March 7. The following highlights from the panel emphasize the importance of the issue and the dire need for planning in the Bay Area region.

- Generally accepted values for SLR used by state agencies are 16 in. by 2050 and 55 in. by 2100. Therefore these are also the standard thresholds of significance used for CEQA analysis. A new study by the National Academy of Sciences may provide updated values later this year.
- Important infrastructure located near the Bay is vulnerable to flooding including airports, ports, other transportation infrastructure, wastewater treatment facilities, and power plants.
- SLR is the most well-understood climate change phenomenon and therefore planning for SLR is more advanced. (An exception is the Bay Delta Conservation Plan for conveyance facilities that will protect water supply from saltwater intrusion.)
- The East Bay subregion is in the second year of a two-year effort called Adapting to Rising Tides covering all bayside communities from Richmond to Hayward.
- Project-level planning for SLR is somewhat fruitless, but many projects such as the Treasure Island redevelopment plan, the South Bay wetlands restoration, and even the 49ers' new stadium are analyzing and "mitigating" for the predicted impacts.
- FEMA Flood Insurance elevations will continue to be updated to reflect SLR and will have a more dramatic impact on planning and building than CEQA requirements.
- The choice between *armoring* and *managed retreat* will be a difficult one with many considerations related to both the built and natural environment.

(continued on next page)

Quotations from Chairman Richard

Excerpts from comments by Dan Richard, Chairman, California High-Speed Rail Authority.

“I guess at this point, I have a one-line response: Change is coming to high-speed rail.”
<http://bit.ly/AEMYUS>

“For too long, high-speed rail has been viewed as a separate insular entity. It really should be viewed as an integral part of our total rail transportation system, tying in and working closely with BART, MUNI, Valley Transit, and other regional authorities.”
<http://bit.ly/wFQYko>

“The Valley is the right place to start. It’s the only place we can test the trains at their ultimate speeds. We can’t do that between San Francisco and San Jose. [Assuming] the shared use of tracks on the peninsula, we know the corridors and the rights of way. We don’t have any right of way in the Valley, a very fast-growing part of our state, and the longer we wait to acquire the land,” the more costly it will be. <http://bit.ly/wFQYko>

“There are important parallels between high-speed rail and BART. It came down to one vote of one Contra Costa County supervisor in the 60s; but for that, the Bay Area would look different than it does today. I was very involved in the construction of BART to SFO and getting the funds. We heard many of the same things: ‘Where are you going to get the money? Why don’t you do it this way or that way?’ It’s really important to have civic leaders come together and persevere to get things done.” <http://bit.ly/wFQYko> ■

Plan-it sustainably *(continued from previous page)*

I can safely say the state of regional planning for climate change is abysmal. It’s clear that other Bay Area sub-regions need planning efforts like Adapting to Rising Tides, and we need to start planning for impacts other than sea level rise.

From a *Plan-it Sustainably* standpoint, I hope we find the most sustainable ways to adapt — solutions that don’t extract material from the earth, increase toxins, degrade the environment, or create conditions that undermine people’s ability to meet their needs. ■

Contact Katja for copies of the March 7 panel presentations:
katja.irvin@sbcglobal.net.

The Sustainability Committee welcomes your feedback and participation. Please contact Katja Irvin or Scott Edmondson scott-e@sustainability2030.com.

Where in the world?



Photo by Juan Borrelli, AICP (Answer on page 16)



Photo by Linton Atlas (Answer on page 16)

Bay Area cities adjust to life after Redevelopment *(continued from page 1)*

or federal matching funds continue to move forward so that matching funding is not lost.

In late January, the city adopted a resolution that laid out the plan for meeting these priorities. The resolution took four steps:

- It identified the city as the “successor agency” to the San Francisco Redevelopment Agency, meaning that the city itself will control the former assets of the redevelopment agency.
- It transferred the redevelopment agency’s affordable housing funds to the Mayor’s Office of Housing and transferred all other assets to the City Administrator’s Office.
- It required payment and performance on “enforceable obligations,” or approved redevelopment projects that will be allowed to go forward. These include Mission Bay, Hunters Point Shipyard, portions of Bayview Hunters Point and Transbay.
- It created a new oversight board to oversee the management of these enforceable obligations.

In addition, the city rescinded the Treasure Island Development Authority as a redevelopment agency. The city has opted to convert the Treasure Island project into an Infrastructure Financing District (IFD) as opposed to a Redevelopment Area. The IFD will create a source of tax increment financing to support bonds necessary to pay for some of the infrastructure costs. By doing this, the city clarified that Treasure Island is not subject to any of the post-redevelopment constraints imposed by A.B. 26.



Treasure Island (proposed). Credit: SOM

The upshot for San Francisco is that some of its affordable housing funding and existing major redevelopment projects are well positioned to be protected. However, some of the other work of redevelopment not considered enforceable obligations

— such as economic development and project development in areas such as Visitation Valley — will require more creative approaches to move forward. Additionally, the future of the redevelopment agency’s roughly 100 employees remains unclear.

Oakland

In Oakland, the loss of redevelopment will be devastating to the capacity of the city to develop underutilized properties. Projects like the Broadway Auto Row project and the funds to build a new stadium for the A’s could be substantially reduced or eliminated. In addition, Oakland will not be able to rely on tax increment financing to fund affordable housing; roughly 25 percent of redevelopment funds in Oakland were used to fund affordable housing.

The loss of redevelopment has also taken its toll on other aspects of Oakland’s government: Redevelopment funds are deeply intertwined into more than 160 city positions in 11 departments. Rather than deliver pink slips to those employees whose jobs were funded by redevelopment, city leaders instead proposed overhauling all city operations to more efficiently provide services while retaining some redevelopment staff to help wind down current projects.

On January 31, the Oakland City Council approved an amended budget accounting for the \$28 million gap from the loss of redevelopment funding. The city will eliminate 105 positions, resulting in 80 layoffs. Consolidations include combining the Office of Parks and Recreation and the Department of Human Services.

Oakland also will move key administrative functions for several departments into a single Administrative Services Department, according to the city administrator. The Community and Economic Development Agency, which housed most of the city’s redevelopment activities, will be dissolved into four new offices: Planning and Neighborhood Preservation, Housing and Community Development, Economic and Workforce Development, and Neighborhood Investment. The City of Oakland has also identified itself as the successor agency and will prioritize projects like the Oakland Army Base that have enforceable obligations to move forward. The City administrator’s office will manage the remaining assets from the elimination of redevelopment.

San Jose

Established in 1956, the San Jose Redevelopment Agency (SJRA) invested billions of dollars in four program goals:

- Creating jobs and expanding business through investments in projects such as Cisco’s campus in North San Jose and Adobe’s headquarters in the downtown,

(continued on next page)

- Building public facilities such as the Repertory Theater and the 4th Street Parking Garage,
- Developing and preserving affordable and market rate housing, and
- Strengthening neighborhoods through the Strong Neighborhoods Initiative and Neighborhood Business Districts.

The agency used the tax increment from its roughly 19,000 acres of designated redevelopment areas to borrow against and reinvest in other areas. In doing so in an arguably overly robust way, they became the state's second largest redevelopment agency as measured by tax revenue, and the City of San Jose's "go to" for funding and approval of almost all major projects in the last several decades.

The SJRA began planning for its own shuttering a few years ago when the state began withdrawing funds from all redevelopment agencies. With the realization that it was overleveraged and would be unable to continue even if the option to "pay to play" was made available, the agency began reducing its workforce from 119 employees in 2009 to 10 employees today — just enough to manage its obligations on \$3.8 billion of remaining debt. The San Jose City Council took its final action to end the agency in late January by:

- Creating an official successor agency to manage the majority of the remaining debt,
- Naming the city manager as the executive officer of the successor agency, and
- Creating the Successor Agency Fund, which allows the city to take over the debts of the affordable housing assets and activities that had been funded by the SJRA.

Because of the SJRA's debt obligations, it will be decades before any tax increment is available to Santa Clara County or the state.

The end of redevelopment in San Jose will have far-reaching and likely yet unknown impacts, and there are many questions still to be answered. What happens to the Strong Neighborhood designations and areas of investment? How will the San Jose Department of Housing replace the 20 percent of its budget that came from SJRA affordable housing funds? How will the City of San Jose continue to provide the necessary infrastructure in downtown and offer incentives for future development?

Next steps

It remains unclear how cities in California will fare in the wake of redevelopment's disappearance. Some of the tools that might replace redevelopment, such as Infrastructure Financing Districts, are complicated to use and don't fund all of the things redevelopment used to do. SPUR is committed to figuring out what should be next now that redevelopment is gone. We are going to need new tools if our cities are to thrive. ■

Sarah Karlinsky is the deputy director of SPUR. She has authored essays on planning, including "What's next for Big Planning" and "The long road home: What has the Market and Octavia Plan taught us about community planning in San Francisco?" Tomiquia Moss, SPUR's community planning policy director, has been a social worker and community activist for more than a decade in communities around the country. She holds a masters degree in Public Administration from Golden Gate University. Leah Toeniskoetter is the director of SPUR San Jose. She has seven years of experience in real estate development in California, has traveled and studied extensively in cities worldwide, and graduated from the University of Notre Dame.



Karlinsky



Moss



Toeniskoetter

WHAT'S INSIDE

SECTION B

VOTE

Two Californian planners are running for national APA office. Can we get West Coast representation? Have your say! Exercise your **vote no later than Thursday, March 29**. [PAGE 16](#)

Who's where

New professor coming to San Jose State this fall. [PAGE 16](#)

SPUR comes to San Jose

by *Theresa Alster*

The San Francisco Urban Planning and Research association makes the Bay Area's largest city its second home. [PAGE 17](#)

FAICP inducts three from Northern California

Juan Borrelli, AICP, provides short bios of Linda Dalton, Ellen Greenberg, and Barry Miller. Photos. [PAGE 19](#)

2012 APA California Northern Section Awards dinner

May 11. Information and reservation instructions. [PAGE 20](#)

Planning Commissioner workshops

April 7 and May 5. Information and registration instructions. [PAGE 21](#)

Events calendar

Through May 2012. [PAGE 22](#)

Newsletter and Board information

[PAGE 25](#) ■

Answer to "Where in the world?" ([Page 13](#))

Top: Atlanta, Georgia. 2010 metro, 5,269,000.
Photo: Juan Borrelli, AICP

Bottom: Perth, Western Australia. 2010 metro, 1,696,000. Photo: Linton Atlas

Who's where



Dr. Ralph B. McLaughlin will join the San Jose State University planning faculty this Fall, teaching regional planning, private development, and urban planning, among other courses. Dr. McLaughlin is currently Assistant Professor, Urban and Regional Planning, University of South Australia. He holds a B.S. in geography and regional development (University of Arizona) and a Ph.D. in planning, policy, and design (UC Irvine). McLaughlin has worked on the effectiveness of land use regulations and growth management programs in both an intra and inter-regional scale. His primary research focuses on the impact of metropolitan and local land use policies on housing supply, affordability, and sustainable development patterns. A native of Mountain View and San José (and a graduate of Piedmont Hills High School), McLaughlin brings both deep local knowledge and also a fresh international perspective. He is the author, most recently, of "Land use regulation: Where have we been, where are we going?" in *Cities*, Volume 29, March 2012. ■



VOTE, VOTE, VOTE

If you haven't yet cast your APA votes, please do! Balloting for the National APA Board and AICP

Commission is open through Thursday, March 29, 2012, 9:01 PM PDT. Two APA California members, **Bill Anderson, FAICP**, and **Kurt Christiansen, AICP**, are running for the APA National Board and have been endorsed by the APA California Board. Having two California APA members on the National APA Board of Directors will ensure a strong voice for our chapter and the west coast.

Anderson (San Diego Section) is running for **APA President-Elect** against Terry Holzheimer, FAICP, Virginia Chapter.

Christiansen (Los Angeles Section) is running for **APA Director-At-Large** against three candidates.

If you are an APA member, you should have already received an email from APA Election Coordinator, noreply@directvote.net. All candidate statements can be found at <http://planning.org/elections/index.htm>. You must log in to view the statements. ■

SPUR San Jose launch party fuels synergetic possibilities

By Theresa Alster, associate editor

Nearly every political figure who has ever cast a shadow in San Jose added to the buzz of SPUR San Jose's launch party (except perhaps for State Senator Joe Simitian who reportedly had a cold). Seasoned, garden-fresh and aspiring planners of every ilk also populated the crowd on March 8 at San Pedro Square Market downtown. Palpable enthusiasm — absent from these circles since the city budget deficit became a conversational sinkhole — oozed.

SPUR was founded in San Francisco in 1910 as the San Francisco Housing Association. Since its inception, it has worked on regional issues. It campaigned for the State Tenement House Act in the aftermath of the 1906 earthquake. The organization collaborated with the planning of BART and was “involved with the major decisions faced by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) over the years.” Moving to San Jose is a natural progression for an expansion to establish a Northern California megaregion which will eventually include Oakland.¹

Early in the evening, SPUR San Jose's Director Leah Toeniskoetter (pronounced tennisketter) addressed the burgeoning crowd offering optimism for future urban planning possibilities in San Jose. San Jose Councilmember Sam Liccardo, Managing Director and CEO of 1stACT Silicon Valley and SPUR Advisory Board member Connie Martinez, and SPUR Executive Director Gabriel Metcalf also spoke briefly. San Jose Taiko drummers gave a boisterous performance.

Toeniskoetter thanked a handful of political notables for attending. After she mentioned Santa Clara County Assessor Larry Stone, an audible pack boomed. “The first time I heard that (booming), I thought that it was mean,” explained Toeniskoetter. To the contrary, she later discovered that Stone was not offended by this reaction. “It is common and it is considered a joke,” she

(continued on next page)



San Pedro Square, downtown San Jose, was a great blend of outdoor and indoor space for this event. Photo by Daniel Garcia



Mike Cooper of URS Corporation San Jose chatted with Mirabel Aguilar of the City of San Jose. Photo by Daniel Garcia



San Jose Councilmember Sam Liccardo spoke about San Jose history and future. Photo by Daniel Garcia

added. "It is a way to applaud for him." Stone and she are close friends; he was her sponsor for the Rotary Club.

"There is a new energy around San Jose," she said. "SPUR could not be more thrilled." SPUR is the first organization of its kind in the city. The organization is nongovernmental and can look at challenges faced by the city while focusing on top projects from a policy standpoint. "One potential is to get other revenue sources for city investment from the public realm," she said. "We can look at what the city is facing and start a civic education forum."

With regional decisions made at the local level, SPUR is approaching San Jose from a humble position, said Toeniskoetter. "We have a lot of expertise that we would like to share. We are focused on good planning and good government. We are an exciting, independent voice that can bring change. San Jose has the opportunity to change; it is a forward looking and agile community."

¹ See Gabriel Metcalf and Egon Terplan, "The Northern California Megaregion," SPUR Policy Paper, Nov./Dec. 2007.

<http://bit.ly/ADejtS> ■

"Nothing of this magnitude and importance gets built without overcoming some sharp criticism and tough obstacles."

—Gil Duran, spokesman for Gov. Brown, commenting on latest HSR draft plan.

<http://bit.ly/AEMYUS>



Mark Medeiros of Veggielution Community Farm in San Jose; Gloria C. Hoo, LWV San Jose/Santa Clara; and Eric Carruthers, former principal planner, Santa Clara County are spotted in the crowd. Photo by Daniel Garcia



More than 500 people attended the festive launch party. They were served wine and sushi hors d'oeuvres while crowd surfing. Photo by Daniel Garcia



The San Jose Taiko Drummers perform at the beginning of the party. Photo by Tong (John) Tu

Congratulations to Northern Section's 2012 FAICP Inductees!

By Juan Borrelli, AICP, Northern Section Historian

Fellows of AICP are honored in recognition of their achievements as planners and individuals. Fellowship is granted to planners who have been members of AICP for 15 years and have achieved excellence in professional practice, teaching and mentoring, research, public and community service, or leadership. Those chosen become members of the College of Fellows of AICP, one of the highest honors the American Institute of Certified Planners bestows upon a member.

Three APA members from Northern Section will be inducted into the AICP College of Fellows at the National Planning Conference, April 15.



Linda C. Dalton, PhD, coordinates university strategic planning as vice president for planning, enrollment management, and student affairs at California State University East Bay. Dalton is able to encourage collaboration and achieve consensus among group representatives from different backgrounds and competing interests. Those skills contributed to her effective leadership of the Seattle city planning commission, national Planning Accreditation Board, California Planning Foundation, and California Planning Roundtable. The Association of Collegiate Schools of Planning and the California chapter of the American Planning Association have honored Dalton for distinguished leadership. She has also received awards for teaching, publications, and campus planning.



Ellen Greenberg's work is focused at the complex intersection of land use, transportation, and urban design. Her 25-year San Francisco-based consulting career has been complemented by national work as Director of Research for the Congress for the New Urbanism. State- and regional-level work includes the California Department of Transportation's Smart Mobility Framework and the Santa Clara Valley Transportation Authority's first Transportation-Land Use Integration Program. In Contra Costa County, Greenberg created a workable implementation for a 1989 ballot-box growth management measure. In 2011, she led re-use planning for the decommissioned Concord Naval Weapons Station. Greenberg was recently the author, with Kimberly Siegel, of an article in *Northern News*, "Federal partnership for sustainable communities," May 2010.



Barry J. Miller is nationally known for his work on comprehensive plans and land use studies. His colleagues refer to him as "the planners' planner" for his emphasis on the basics of land use planning. Miller's career has focused on making planning more accessible and relevant to the layperson, and helping comprehensive plans evolve in response to changing times, issues, and technologies. Miller's portfolio includes plans for more than two dozen communities, including Washington, D.C. Most of his work has been in the San Francisco Area, where he has practiced for more than 25 years as a planning consultant. Miller was an early editor of *Northern News* (1990–93) and more recently has written several lead articles for the publication, including "Planning the inclusive city, the Washington, DC Comprehensive Plan," April 2007; "China's great leap forward," August 2007; and "The once and future General Plan," December 2011/January 2012. ■

2012 APA California Northern Section Awards Celebration



Sip...Eat...Cheer...Celebrate the winning projects, programs, and people at the 2012 Awards Dinner

When: Friday, May 11, 2012, 6:30 to 9:30 PM

Where: PARC 55 Wyndham Hotel, 55 Cyril Magnin Street, Market Street Room, San Francisco (one block from Fifth and Market)



Menu:

No-host bar — includes one **free** drink ticket per person

- Salad: *Sonoma Garden Greens with vinaigrette dressing*
- Entrées (choose one):
 - Citrus Rosemary Chicken**, *Au Jus mashed potatoes, and vegetables*
 - Horseradish Crusted Baked Salmon**, *Tarragon Buerre Blanc mashed potatoes, and vegetables*
 - Vegan Grilled Vegetable Tower** with *Polenta Cake*
- Dessert: *Strawberry Bagatelle (white cake, vanilla cream filling, strawberries)*

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Valet: \$10 for first hour; \$8 for each additional half hour. O'Farrell Street Garage nearby.

Reservation: **\$40 per person by 5 PM Wednesday, May 9:** Reserve online via PayPal (<http://bit.ly/AFrP91>), or by check **with the completed reservation form below.**

After 5 PM Wednesday, May 9: \$50 per person for late reservations or at the door; **and** your reservation request must be emailed to Eileen Whitty, ewhitty@ebmud.com. Your reservation is a contract to pay. Entrée selection may be limited by restaurant.

If you need financial assistance, please contact Eileen Whitty at (510) 287-1109.

Print form and mail



Mail-In Reservation Form (please print and send with your check):

Please reserve _____ places @ \$40 each for the APA California Northern Section Awards Celebration and Dinner. My check made payable to "**APA California Northern Section**" is enclosed. Mail to Eileen Whitty, EBMUD, 375 11th Street, MS902, Oakland, CA 94607.

Name(s) _____
Firm/Organization _____

Address _____

Phone: (_____) _____ Email: _____ @ _____

Number of Chicken entrées _____ for Name(s) _____

Number of Salmon entrées _____ for Name(s) _____

Number of Vegan entrées _____ for Name(s) _____

Total enclosed: \$ _____



American Planning Association
California Chapter
 Northern
Making Great Communities Happen

Basic Planning 101 Workshop Series

Free training for planning commissioners, elected officials and planning professionals

In the San Francisco Bay Area; Open to all interested parties

The American Planning Association, California Chapter-Northern is pleased to announce that we are offering a series of FREE Planning Commission training workshops. These trainings are geared to local government planning commissioners, elected officials, professional planners and/or interested parties in Northern California.

The Basic Planning 101 workshop series will be held in three different locations and dates throughout the San Francisco Bay Area. The sessions will be different each time, but you are free to attend any or all of them. Speakers are experienced planning professionals from the Northern California region; they will share basic planning concepts and go over practical situations commonly faced by planning commissioners and other elected officials. The schedule of workshops and descriptions are shown here, or visit the website at <http://www.norcalapa.org>.

WORKSHOP REGISTRATION

If you would like to attend, please register at <http://www.norcalapa.org> or contact Janet Palma, AICP, at janetpalma@comcast.net or (510) 390-3984 if you have further questions. Participants may also show up at the workshops unregistered, but seating will be limited to the capacity of the facility and priority will go to planning commissioners.

WORKSHOP SPONSORS



Association of Bay Area Governments

Bay Area Planning Directors Association

Basic Planning 101 Workshop

The Basic Planning 101 workshop reviews planning fundamentals in three interactivess sessions. A light breakfast will be provided.

Session #1

Topics: Role of officials and staff; Roberts Rules of Order; public hearing procedures; making an effective public record; basics of general plans and zoning.

Saturday, February 18

9:00 a.m. to 12:15 p.m.

San Leandro Main Library

300 Estudillo Ave | **San Leandro**

Session #2

Topics: Land use legal principles and key cases; Basic CEQA and environmental review; defensible findings and project conditions; development project case study.

Saturday, April 7

9:00 a.m. to 12:15 p.m.

Arlington Clubhouse

1120 Arlington Blvd | **El Cerrito**

Session #3

Topics: Housing laws, elements, RHNA process; economic development; land use planning fiscal issues; design guidelines and design review; sustainable planning.

Saturday, May 5

9:30 a.m. to 12:45 p.m.

Martin Luther King Jr. Library

150 E. San Fernando St | **San Jose**

NORTHERN SECTION CALENDAR

To list an event in the Northern Section calendars (*Northern News*, monthly; *eNews*, every two weeks), go to <http://bit.ly/ed1Ekc> to see the required template (at top of page), the current listings, and where to send your formatted item.

ONGOING

ONLINE VIDEO. Symposium, 1909–2109: Sustaining the Lasting Value of American Planning. This four-hour symposium on May 21, 2009, brought together federal officials, planners, academics, and grassroots advocates to focus on the achievements of America's first 100 years of planning. See a video of the symposium (**free**) and earn CM credits. Visit <http://www.planning.org/centennial/symposium/>
CM | 4.0 may be earned by viewing all four parts of the symposium video

MARCH

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

MARCH

- 3/22 Saving Transit in the Region.** 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **SAN FRANCISCO**. In the past decade, the cost of transit service in the Bay Area grew faster than inflation — often with a decline in quality of service. Changing this reality is key to the region's future sustainability. Come learn about proposals from the Metropolitan Transportation Commission (MTC), and how they will affect local transit operators. Free for APA and SPUR members, \$10 for non-members. For more information, contact Brian Soland at bsoland@gmail.com. **CM | pending**
- 3/24 AICP Exam Prep Workshop.** 10 AM–4 PM, **San José State University**, Pacheco Room, 2nd floor, Student Union Building. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915. Do not buy any other materials. Future meeting dates are April 21 and May 12.

(continued on next page)

APRIL						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

APRIL

- 4/7** **Planning Commissioner Workshop.** 9 AM–12:15 PM, Arlington Clubhouse, 1120 Arlington Boulevard, **EL CERRITO**. **Free.** A light breakfast will be provided. This is the second of three APA California–Northern planning commissioner workshops that will be offered from February to May 2012. This workshop covers land use legal principles and key cases; basic CEQA and environmental review; defensible findings and project conditions; and development project case study. For information see [page 21](#), or contact Janet Palma, AICP, janetpalma@comcast.net
- 4/12** **Sustainable Communities? L.A., Sacramento, and San Diego.** 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **SAN FRANCISCO**. In recent months, Sacramento, Los Angeles and San Diego all produced draft Sustainable Communities Strategies in response to SB 375, a 2008 bill that requires a coordinated land use and transportation plan to reduce per capita carbon dioxide emissions in California’s major regions. What can we learn from these other regions about the implementation of SB 375 and the prospects for better regional planning statewide? Hear from three of the state’s leading advocates for effective strategies. Free for APA and SPUR members, \$10 for nonmembers. For more information, contact Brian Soland, AICP, at bsoland@gmail.com
CM | pending
- 4/14–4/17** **The 2012 APA National Conference** will be held April 14–17 at the **Los Angeles** Convention Center, 1201 South Figueroa Street. Conference information is available at <http://bit.ly/oFYmzB>
- 4/21** **AICP Exam Prep Workshop.** 10 AM–4 PM, **San José State University**, Pacheco Room, 2nd floor, Student Union Building. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915. Do not buy any other materials. Next and final meeting before the Spring 2011 national APA exam is May 12.

(continued on next page)

“High speed rail remains a major priority for President Obama. His vision for an America built to last — the budget he proposed this year — would provide 2.5 billion in 2013 as part of a \$47 billion, six-year investment to continue construction of a 21st century high-speed passenger rail network.” —**Ray LaHood, Secretary of Transportation.**

“If the president thinks his proposal is going to (fly) for high-speed rail, he’s pipe-dreaming.” —**Rep. John Mica, R-Fla., Chairman, House Transportation and Infrastructure Committee.**

MAY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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20	21	22	23	24	25	26
27	28	29	30	31		

MAY

5/11

Bay Area Planning Directors Association, Spring Meeting. 8:30 AM–1:30 PM, Nile Hall, Preservation Park, 668 13th Street, **OAKLAND**. “Housing everyone in the 21st Century: Preserving what we have, getting what we need.” Baby boomers are retiring; the following generation is smaller; many are choosing urban living. What are the implications? How can we expand the housing supply and give people choices? Kate White (Initiative Officer, San Francisco Foundation–Great Communities Collaborative) will present ULI’s 2011 report, “The New California Dream – How demographic and economic trends may shape the housing market.” **Confirmed panelists:** Duane Bay, San Mateo County; Claudia Cappio, CalHFA; Hanson Hom, AICP, Sunnyvale; Michael Covarrubias, TMG Partners; Mary Murtagh, EAH Housing. **Register:** <http://www.abag.ca.gov/events/BAPDA/CM> | **pending**

5/11

2012 Planning Awards Celebration, APA California – Northern. 6:30 PM, PARC 55 Wyndham Hotel, 55 Cyril Magnin Street, Market Street Room, **San Francisco** (one block from Fifth and Market). For details and to reserve online or via mail, see [page 20](#). Or contact Awards Co-directors Eileen Whitty, AICP, ewhitty@ebmud.com or Andrea Ouse, AICP, Andrea.ouse@lsa-assoc.com

5/22

Implementing Bus Rapid Transit in the Region. 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **San Francisco**. Cities throughout the world are implementing Bus Rapid Transit (BRT) projects — a less costly form of transit service that mimics the speed and easy access of light rail. San Francisco has finished planning for the Van Ness BRT line and continues planning for the Geary BRT line, while Santa Clara County begins construction soon on Santa Clara–Alum Rock, El Camino, and Stevens Creek BRT lines. Join us for a review of these major transit investments and the challenges these projects face. **Free** for APA and SPUR members, \$10 for non-members. For more information, contact Brian Soland, AICP, at bsoland@gmail.com
CM | pending ■

The Transportation bill, “a centerpiece of the House Republicans’ jobs agenda, has unraveled like a cheap sweater, with conservatives and liberals pulling equally hard on its threads. From almost the minute the bill was introduced, it seemed less like the star of the legislative season than a celebrity caught in Starbucks wearing pajamas and no makeup.”

—**Jennifer Steinhauer**, <http://nyti.ms/xAWYZm>

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Hanson Hom, AICP	(408) 730-7450	hansonapa@gmail.com
Director Elect		
Jeff Baker	(925) 833-6610	Jeff.Baker@dublin.ca.gov
Immediate Past Director		
Darcy Kremin, AICP	(510) 874-3110	darcy.kremin@urs.com
Administrative Director		
Justin Meek, AICP	(831) 430-6796	justin.meek@gmail.com
Treasurer		
Laura Thompson	(510) 464-7935	laurat@abag.ca.gov
AICP Director		
Don Bradley, AICP	(650) 592-0915	dr.donbradley@comcast.net
Awards Program Directors		
Andrea Ouse, AICP	(650) 238-0015	andrea.ouse@lsa-assoc.com
Eileen Whitty, AICP	(510) 287-1109	ewhitty@ebmud.com
CPF Liaison		
Hing Wong, AICP	(510) 464-7966	hingw@abag.ca.gov
Ethics Review Director		
Colette Meunier, AICP	(707) 748-4453	Colette.Meunier@mindspring.com
International Director		
Rob Eastwood, AICP	(408) 299-5792	rob.eastwood@pln.co.santa-clara.ca.us
Legislative Director		
Alexandra M. Barnhill	(510) 273-8316	abarnhill@bwslaw.com
Membership Director		
Rodrigo Orduña, AICP	(510) 541-5324	rodrigo.orduna@gmail.com
Planning Commissioner		
Janet Palma, AICP	(510) 390-3984	janetpalma@comcast.net
Planning Diversity Director		
Miroo Desai, AICP	(510) 596-3785	mdesai@ci.emeryville.ca.us
Professional Development Director		
Tania Sheyner, AICP	(415) 896-5900	tsheyner@esassoc.com
Section Historian		
Juan Borrelli, AICP	(408) 793-4384	juan.borrelli@sanjoseca.gov
Student Representatives		
Ruth Miller	(770) 312-9295	ruthm@berkeley.edu
David Keyon, AICP	(650) 450-6163	david.keyon@gmail.com
University Liaison		
Emy Mendoza	(510) 326-1919	emymendoza@earthlink.net
Webmaster		
Ronny Kraft	(650) 508-6367	kraft.ronny@gmail.com
Young Planners Group Directors		
Avalon Schultz	(510) 504-9563	Avalon.schultz@gmail.com
Natalie De Leon	(408) 313-2662	natdeleon@sbcglobal.net

Regional Advisory Councils (RACs)

East Bay		
Joanna Jansen, AICP	(510) 848-3815	jjansen@planningcenter.com
Andy Waggoner	(510) 604-4089	awaggonera@gmail.com
Monterey Bay		
Elizabeth Caraker, AICP	(831) 372-1314	caraker@goldenstateplanning.com
North Bay		
Kristine Gaspar	(707) 523-1010	kristine.gaspar@GHD.com
Peninsula		
James Castañeda, AICP	(415) 601-9473	james.castaneda@me.com
Redwood Coast		
Stephen Avis, AICP	(707) 725-1407	savis@ci.fortuna.ca.us
San Francisco		
Brian Soland, AICP	(415) 495-6201	BSoland@WilburSmith.com
South Bay		
Katja Irvin, AICP	(408) 569-8214	katja.irvin@sbcglobal.net

NEWSLETTER INFORMATION

Editorial

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

Theresa M. Alster
Associate Editor
(408) 981-8346
theresamalster@gmail.com

Erik Balsley, AICP
Associate Editor
(415) 592-4769
balsley@alum.mit.edu

Advertising Director/Jobs

Scott Davidson, AICP
(510) 697-2280
scottdavidson2@comcast.net

Newsletter Designer

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

ADDRESS CHANGES

Membership Department
American Planning Association
205 North Michigan Ave, Suite 1200
Chicago, IL 60601
(312) 431-9100
www.planning.org

Our mailing lists come from APA National, updated every two months. To update your email address or other information, go to www.planning.org/myapa/contact_form.htm and login. There's a "submit" button at the bottom.

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* 10 times each year in PDF for the exchange of planning ideas and information. Current and back issues are available for download at <http://bit.ly/9YpPxS>. Entirely the effort of volunteers, the *News* is written and produced by and for urban planners in Northern California. Circulation (downloads per issue) 4,000.

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.

Deadlines for submitting materials for inclusion in *Northern News* range from the 12th to the 16th of the month prior to publication. The 2012 schedule can be viewed at <http://bit.ly/wSH355>.

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

WHAT'S INSIDE

SECTION B

VOTE

Two Californian planners are running for national APA office. Can we get West Coast representation? Have your say! Exercise your **vote no later than Thursday, March 29**. [PAGE 16](#)

Who's where

New professor coming to San Jose State this fall. [PAGE 16](#)

SPUR comes to San Jose

by *Theresa Alster*

The San Francisco Urban Planning and Research association makes the Bay Area's largest city its second home. [PAGE 17](#)

FAICP inducts three from Northern California

Juan Borrelli, AICP, provides short bios of Linda Dalton, Ellen Greenberg, and Barry Miller. Photos. [PAGE 19](#)

2012 APA California Northern Section Awards dinner

May 11. Information and reservation instructions. [PAGE 20](#)

Planning Commissioner workshops

April 7 and May 5. Information and registration instructions. [PAGE 21](#)

Events calendar

Through May 2012. [PAGE 22](#)

Newsletter and Board information

[PAGE 25](#) ■

Answer to "Where in the world?" ([Page 13](#))

Top: Atlanta, Georgia. 2010 metro, 5,269,000.
Photo: Juan Borrelli, AICP

Bottom: Perth, Western Australia. 2010 metro, 1,696,000. Photo: Linton Atlas

Who's where



Dr. Ralph B. McLaughlin will join the San Jose State University planning faculty this Fall, teaching regional planning, private development, and urban planning, among other courses. Dr. McLaughlin is currently Assistant Professor, Urban and Regional Planning, University of South Australia. He holds a B.S. in geography and regional development (University of Arizona) and a Ph.D. in planning, policy, and design (UC Irvine). McLaughlin has worked on the effectiveness of land use regulations and growth management programs in both an intra and inter-regional scale. His primary research focuses on the impact of metropolitan and local land use policies on housing supply, affordability, and sustainable development patterns. A native of Mountain View and San José (and a graduate of Piedmont Hills High School), McLaughlin brings both deep local knowledge and also a fresh international perspective. He is the author, most recently, of "Land use regulation: Where have we been, where are we going?" in *Cities*, Volume 29, March 2012. ■



VOTE, VOTE, VOTE

If you haven't yet cast your APA votes, please do! Balloting for the National APA Board and AICP

Commission is open through Thursday, March 29, 2012, 9:01 PM PDT. Two APA California members, **Bill Anderson, FAICP**, and **Kurt Christiansen, AICP**, are running for the APA National Board and have been endorsed by the APA California Board. Having two California APA members on the National APA Board of Directors will ensure a strong voice for our chapter and the west coast.

Anderson (San Diego Section) is running for **APA President-Elect** against Terry Holzheimer, FAICP, Virginia Chapter.

Christiansen (Los Angeles Section) is running for **APA Director-At-Large** against three candidates.

If you are an APA member, you should have already received an email from APA Election Coordinator, noreply@directvote.net. All candidate statements can be found at <http://planning.org/elections/index.htm>. You must log in to view the statements. ■

SPUR San Jose launch party fuels synergetic possibilities

By Theresa Alster, associate editor

Nearly every political figure who has ever cast a shadow in San Jose added to the buzz of SPUR San Jose's launch party (except perhaps for State Senator Joe Simitian who reportedly had a cold). Seasoned, garden-fresh and aspiring planners of every ilk also populated the crowd on March 8 at San Pedro Square Market downtown. Palpable enthusiasm — absent from these circles since the city budget deficit became a conversational sinkhole — oozed.

SPUR was founded in San Francisco in 1910 as the San Francisco Housing Association. Since its inception, it has worked on regional issues. It campaigned for the State Tenement House Act in the aftermath of the 1906 earthquake. The organization collaborated with the planning of BART and was “involved with the major decisions faced by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) over the years.” Moving to San Jose is a natural progression for an expansion to establish a Northern California megaregion which will eventually include Oakland.¹

Early in the evening, SPUR San Jose's Director Leah Toeniskoetter (pronounced tennisketter) addressed the burgeoning crowd offering optimism for future urban planning possibilities in San Jose. San Jose Councilmember Sam Liccardo, Managing Director and CEO of 1stACT Silicon Valley and SPUR Advisory Board member Connie Martinez, and SPUR Executive Director Gabriel Metcalf also spoke briefly. San Jose Taiko drummers gave a boisterous performance.

Toeniskoetter thanked a handful of political notables for attending. After she mentioned Santa Clara County Assessor Larry Stone, an audible pack boomed. “The first time I heard that (booming), I thought that it was mean,” explained Toeniskoetter. To the contrary, she later discovered that Stone was not offended by this reaction. “It is common and it is considered a joke,” she

(continued on next page)



San Pedro Square, downtown San Jose, was a great blend of outdoor and indoor space for this event. Photo by Daniel Garcia



Mike Cooper of URS Corporation San Jose chatted with Mirabel Aguilar of the City of San Jose. Photo by Daniel Garcia



San Jose Councilmember Sam Liccardo spoke about San Jose history and future. Photo by Daniel Garcia

added. "It is a way to applaud for him." Stone and she are close friends; he was her sponsor for the Rotary Club.

"There is a new energy around San Jose," she said. "SPUR could not be more thrilled." SPUR is the first organization of its kind in the city. The organization is nongovernmental and can look at challenges faced by the city while focusing on top projects from a policy standpoint. "One potential is to get other revenue sources for city investment from the public realm," she said. "We can look at what the city is facing and start a civic education forum."

With regional decisions made at the local level, SPUR is approaching San Jose from a humble position, said Toeniskoetter. "We have a lot of expertise that we would like to share. We are focused on good planning and good government. We are an exciting, independent voice that can bring change. San Jose has the opportunity to change; it is a forward looking and agile community."

¹ See Gabriel Metcalf and Egon Terplan, "The Northern California Megaregion," SPUR Policy Paper, Nov./Dec. 2007.

<http://bit.ly/ADejtS> ■

"Nothing of this magnitude and importance gets built without overcoming some sharp criticism and tough obstacles."

—Gil Duran, spokesman for Gov. Brown, commenting on latest HSR draft plan.

<http://bit.ly/AEMYUS>



Mark Medeiros of Veggielution Community Farm in San Jose; Gloria C. Hoo, LWV San Jose/Santa Clara; and Eric Carruthers, former principal planner, Santa Clara County are spotted in the crowd. Photo by Daniel Garcia



More than 500 people attended the festive launch party. They were served wine and sushi hors d'oeuvres while crowd surfing. Photo by Daniel Garcia



The San Jose Taiko Drummers perform at the beginning of the party. Photo by Tong (John) Tu

Congratulations to Northern Section's 2012 FAICP Inductees!

By Juan Borrelli, AICP, Northern Section Historian

Fellows of AICP are honored in recognition of their achievements as planners and individuals. Fellowship is granted to planners who have been members of AICP for 15 years and have achieved excellence in professional practice, teaching and mentoring, research, public and community service, or leadership. Those chosen become members of the College of Fellows of AICP, one of the highest honors the American Institute of Certified Planners bestows upon a member.

Three APA members from Northern Section will be inducted into the AICP College of Fellows at the National Planning Conference, April 15.



Linda C. Dalton, PhD, coordinates university strategic planning as vice president for planning, enrollment management, and student affairs at California State University East Bay. Dalton is able to encourage collaboration and achieve consensus among group representatives from different backgrounds and competing interests. Those skills contributed to her effective leadership of the Seattle city planning commission, national Planning Accreditation Board, California Planning Foundation, and California Planning Roundtable. The Association of Collegiate Schools of Planning and the California chapter of the American Planning Association have honored Dalton for distinguished leadership. She has also received awards for teaching, publications, and campus planning.



Ellen Greenberg's work is focused at the complex intersection of land use, transportation, and urban design. Her 25-year San Francisco-based consulting career has been complemented by national work as Director of Research for the Congress for the New Urbanism. State- and regional-level work includes the California Department of Transportation's Smart Mobility Framework and the Santa Clara Valley Transportation Authority's first Transportation-Land Use Integration Program. In Contra Costa County, Greenberg created a workable implementation for a 1989 ballot-box growth management measure. In 2011, she led re-use planning for the decommissioned Concord Naval Weapons Station. Greenberg was recently the author, with Kimberly Siegel, of an article in *Northern News*, "Federal partnership for sustainable communities," May 2010.



Barry J. Miller is nationally known for his work on comprehensive plans and land use studies. His colleagues refer to him as "the planners' planner" for his emphasis on the basics of land use planning. Miller's career has focused on making planning more accessible and relevant to the layperson, and helping comprehensive plans evolve in response to changing times, issues, and technologies. Miller's portfolio includes plans for more than two dozen communities, including Washington, D.C. Most of his work has been in the San Francisco Area, where he has practiced for more than 25 years as a planning consultant. Miller was an early editor of *Northern News* (1990–93) and more recently has written several lead articles for the publication, including "Planning the inclusive city, the Washington, DC Comprehensive Plan," April 2007; "China's great leap forward," August 2007; and "The once and future General Plan," December 2011/January 2012. ■

2012 APA California Northern Section Awards Celebration



Sip...Eat...Cheer...Celebrate the winning projects, programs, and people at the 2012 Awards Dinner



When: Friday, May 11, 2012, 6:30 to 9:30 PM

Where: PARC 55 Wyndham Hotel, 55 Cyril Magnin Street, Market Street Room, San Francisco (one block from Fifth and Market)

Menu:

No-host bar — includes one **free** drink ticket per person

- Salad: *Sonoma Garden Greens with vinaigrette dressing*
- Entrées (choose one):
 - Citrus Rosemary Chicken**, *Au Jus mashed potatoes, and vegetables*
 - Horseradish Crusted Baked Salmon**, *Tarragon Buerre Blanc mashed potatoes, and vegetables*
 - Vegan Grilled Vegetable Tower** with *Polenta Cake*
- Dessert: *Strawberry Bagatelle (white cake, vanilla cream filling, strawberries)*

BART:

BART to Powell Street Station, proceed to Cyril Magnin Street 1 block up from Market. PARC 55 is on the left corner.

Parking:

Valet: \$10 for first hour; \$8 for each additional half hour. O'Farrell Street Garage nearby.

Reservation: **\$40 per person by 5 PM Wednesday, May 9:** Reserve online via PayPal (<http://bit.ly/AFrP91>), or by check **with the completed reservation form below.**

After 5 PM Wednesday, May 9: \$50 per person for late reservations or at the door; **and** your reservation request must be emailed to Eileen Whitty, ewhitty@ebmud.com. Your reservation is a contract to pay. Entrée selection may be limited by restaurant.

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Print form and mail



Mail-In Reservation Form (please print and send with your check):

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Name(s) _____

Firm/Organization _____

Address _____

Phone: (_____) _____ Email: _____ @ _____

Number of Chicken entrées _____ for Name(s) _____

Number of Salmon entrées _____ for Name(s) _____

Number of Vegan entrées _____ for Name(s) _____

Total enclosed: \$ _____



American Planning Association
California Chapter
 Northern
Making Great Communities Happen

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Free training for planning commissioners, elected officials and planning professionals

In the San Francisco Bay Area; Open to all interested parties

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Basic Planning 101 Workshop

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Topics: Role of officials and staff; Roberts Rules of Order; public hearing procedures; making an effective public record; basics of general plans and zoning.

Saturday, February 18

9:00 a.m. to 12:15 p.m.

San Leandro Main Library

300 Estudillo Ave | **San Leandro**

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Topics: Land use legal principles and key cases; Basic CEQA and environmental review; defensible findings and project conditions; development project case study.

Saturday, April 7

9:00 a.m. to 12:15 p.m.

Arlington Clubhouse

1120 Arlington Blvd | **El Cerrito**

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Saturday, May 5

9:30 a.m. to 12:45 p.m.

Martin Luther King Jr. Library

150 E. San Fernando St | **San Jose**

NORTHERN SECTION CALENDAR

To list an event in the Northern Section calendars (*Northern News*, monthly; *eNews*, every two weeks), go to <http://bit.ly/ed1Ekc> to see the required template (at top of page), the current listings, and where to send your formatted item.

ONGOING

ONLINE VIDEO. Symposium, 1909–2109: Sustaining the Lasting Value of American Planning. This four-hour symposium on May 21, 2009, brought together federal officials, planners, academics, and grassroots advocates to focus on the achievements of America's first 100 years of planning. See a video of the symposium (**free**) and earn CM credits. Visit <http://www.planning.org/centennial/symposium/>
CM | 4.0 may be earned by viewing all four parts of the symposium video

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

- 3/22 Saving Transit in the Region.** 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **SAN FRANCISCO**. In the past decade, the cost of transit service in the Bay Area grew faster than inflation — often with a decline in quality of service. Changing this reality is key to the region's future sustainability. Come learn about proposals from the Metropolitan Transportation Commission (MTC), and how they will affect local transit operators. Free for APA and SPUR members, \$10 for non-members. For more information, contact Brian Soland at bsoland@gmail.com. **CM | pending**
- 3/24 AICP Exam Prep Workshop.** 10 AM–4 PM, **San José State University**, Pacheco Room, 2nd floor, Student Union Building. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915. Do not buy any other materials. Future meeting dates are April 21 and May 12.

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APRIL						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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APRIL

- 4/7** **Planning Commissioner Workshop.** 9 AM–12:15 PM, Arlington Clubhouse, 1120 Arlington Boulevard, **EL CERRITO**. **Free.** A light breakfast will be provided. This is the second of three APA California–Northern planning commissioner workshops that will be offered from February to May 2012. This workshop covers land use legal principles and key cases; basic CEQA and environmental review; defensible findings and project conditions; and development project case study. For information see [page 21](#), or contact Janet Palma, AICP, janetpalma@comcast.net
- 4/12** **Sustainable Communities? L.A., Sacramento, and San Diego.** 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **SAN FRANCISCO**. In recent months, Sacramento, Los Angeles and San Diego all produced draft Sustainable Communities Strategies in response to SB 375, a 2008 bill that requires a coordinated land use and transportation plan to reduce per capita carbon dioxide emissions in California’s major regions. What can we learn from these other regions about the implementation of SB 375 and the prospects for better regional planning statewide? Hear from three of the state’s leading advocates for effective strategies. Free for APA and SPUR members, \$10 for nonmembers. For more information, contact Brian Soland, AICP, at bsoland@gmail.com
CM | pending
- 4/14–4/17** **The 2012 APA National Conference** will be held April 14–17 at the **Los Angeles** Convention Center, 1201 South Figueroa Street. Conference information is available at <http://bit.ly/oFYmzB>
- 4/21** **AICP Exam Prep Workshop.** 10 AM–4 PM, **San José State University**, Pacheco Room, 2nd floor, Student Union Building. To register, contact Don Bradley, dr.donbradley@comcast.net or (650) 592-0915. Do not buy any other materials. Next and final meeting before the Spring 2011 national APA exam is May 12.

(continued on next page)

“High speed rail remains a major priority for President Obama. His vision for an America built to last — the budget he proposed this year — would provide 2.5 billion in 2013 as part of a \$47 billion, six-year investment to continue construction of a 21st century high-speed passenger rail network.” —**Ray LaHood, Secretary of Transportation.**

“If the president thinks his proposal is going to (fly) for high-speed rail, he’s pipe-dreaming.” —**Rep. John Mica, R-Fla., Chairman, House Transportation and Infrastructure Committee.**

MAY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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MAY

5/11

Bay Area Planning Directors Association, Spring Meeting. 8:30 AM–1:30 PM, Nile Hall, Preservation Park, 668 13th Street, **OAKLAND**. “Housing everyone in the 21st Century: Preserving what we have, getting what we need.” Baby boomers are retiring; the following generation is smaller; many are choosing urban living. What are the implications? How can we expand the housing supply and give people choices? Kate White (Initiative Officer, San Francisco Foundation–Great Communities Collaborative) will present ULI’s 2011 report, “The New California Dream – How demographic and economic trends may shape the housing market.” **Confirmed panelists:** Duane Bay, San Mateo County; Claudia Cappio, CalHFA; Hanson Hom, AICP, Sunnyvale; Michael Covarrubias, TMG Partners; Mary Murtagh, EAH Housing. **Register:** <http://www.abag.ca.gov/events/BAPDA/CM> | **pending**

5/11

2012 Planning Awards Celebration, APA California – Northern. 6:30 PM, PARC 55 Wyndham Hotel, 55 Cyril Magnin Street, Market Street Room, **San Francisco** (one block from Fifth and Market). For details and to reserve online or via mail, see [page 20](#). Or contact Awards Co-directors Eileen Whitty, AICP, ewhitty@ebmud.com or Andrea Ouse, AICP, Andrea.ouse@lsa-assoc.com

5/22

Implementing Bus Rapid Transit in the Region. 12:30 PM–1:30 PM, SPUR, 654 Mission Street, **San Francisco**. Cities throughout the world are implementing Bus Rapid Transit (BRT) projects — a less costly form of transit service that mimics the speed and easy access of light rail. San Francisco has finished planning for the Van Ness BRT line and continues planning for the Geary BRT line, while Santa Clara County begins construction soon on Santa Clara–Alum Rock, El Camino, and Stevens Creek BRT lines. Join us for a review of these major transit investments and the challenges these projects face. **Free** for APA and SPUR members, \$10 for non-members. For more information, contact Brian Soland, AICP, at bsoland@gmail.com **CM | pending** ■

The Transportation bill, “a centerpiece of the House Republicans’ jobs agenda, has unraveled like a cheap sweater, with conservatives and liberals pulling equally hard on its threads. From almost the minute the bill was introduced, it seemed less like the star of the legislative season than a celebrity caught in Starbucks wearing pajamas and no makeup.”

—*Jennifer Steinhauer*, <http://nyti.ms/xAWYZm>

BOARD MEMBER DIRECTORY

Director		
Hanson Hom, AICP	(408) 730-7450	hansonapa@gmail.com
Director Elect		
Jeff Baker	(925) 833-6610	Jeff.Baker@dublin.ca.gov
Immediate Past Director		
Darcy Kremin, AICP	(510) 874-3110	darcy.kremin@urs.com
Administrative Director		
Justin Meek, AICP	(831) 430-6796	justin.meek@gmail.com
Treasurer		
Laura Thompson	(510) 464-7935	laurat@abag.ca.gov
AICP Director		
Don Bradley, AICP	(650) 592-0915	dr.donbradley@comcast.net
Awards Program Directors		
Andrea Ouse, AICP	(650) 238-0015	andrea.ouse@lsa-assoc.com
Eileen Whitty, AICP	(510) 287-1109	ewhitty@ebmud.com
CPF Liaison		
Hing Wong, AICP	(510) 464-7966	hingw@abag.ca.gov
Ethics Review Director		
Colette Meunier, AICP	(707) 748-4453	Colette.Meunier@mindspring.com
International Director		
Rob Eastwood, AICP	(408) 299-5792	rob.eastwood@pln.co.santa-clara.ca.us
Legislative Director		
Alexandra M. Barnhill	(510) 273-8316	abarnhill@bwslaw.com
Membership Director		
Rodrigo Orduña, AICP	(510) 541-5324	rodrigo.orduna@gmail.com
Planning Commissioner		
Janet Palma, AICP	(510) 390-3984	janetpalma@comcast.net
Planning Diversity Director		
Miroo Desai, AICP	(510) 596-3785	mdesai@ci.emeryville.ca.us
Professional Development Director		
Tania Sheyner, AICP	(415) 896-5900	tsheyner@esassoc.com
Section Historian		
Juan Borrelli, AICP	(408) 793-4384	juan.borrelli@sanjoseca.gov
Student Representatives		
Ruth Miller	(770) 312-9295	ruthm@berkeley.edu
David Keyon, AICP	(650) 450-6163	david.keyon@gmail.com
University Liaison		
Emy Mendoza	(510) 326-1919	emymendoza@earthlink.net
Webmaster		
Ronny Kraft	(650) 508-6367	kraft.ronny@gmail.com
Young Planners Group Directors		
Avalon Schultz	(510) 504-9563	Avalon.schultz@gmail.com
Natalie De Leon	(408) 313-2662	natdeleon@sbcglobal.net

Regional Advisory Councils (RACs)

East Bay		
Joanna Jansen, AICP	(510) 848-3815	jjansen@planningcenter.com
Andy Waggoner	(510) 604-4089	awaggonera@gmail.com
Monterey Bay		
Elizabeth Caraker, AICP	(831) 372-1314	caraker@goldenstateplanning.com
North Bay		
Kristine Gaspar	(707) 523-1010	kristine.gaspar@GHD.com
Peninsula		
James Castañeda, AICP	(415) 601-9473	james.castaneda@me.com
Redwood Coast		
Stephen Avis, AICP	(707) 725-1407	savis@ci.fortuna.ca.us
San Francisco		
Brian Soland, AICP	(415) 495-6201	BSoland@WilburSmith.com
South Bay		
Katja Irvin, AICP	(408) 569-8214	katja.irvin@sbcglobal.net

NEWSLETTER INFORMATION

Editorial

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

Theresa M. Alster
Associate Editor
(408) 981-8346
theresamalster@gmail.com

Erik Balsley, AICP
Associate Editor
(415) 592-4769
balsley@alum.mit.edu

Advertising Director/Jobs

Scott Davidson, AICP
(510) 697-2280
scottdavidson2@comcast.net

Newsletter Designer

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

ADDRESS CHANGES

Membership Department
American Planning Association
205 North Michigan Ave, Suite 1200
Chicago, IL 60601
(312) 431-9100
www.planning.org

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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* 10 times each year in PDF for the exchange of planning ideas and information. Current and back issues are available for download at <http://bit.ly/9YpPxS>. Entirely the effort of volunteers, the *News* is written and produced by and for urban planners in Northern California. Circulation (downloads per issue) 4,000.

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.

Deadlines for submitting materials for inclusion in *Northern News* range from the 12th to the 16th of the month prior to publication. The 2012 schedule can be viewed at <http://bit.ly/wSH355>.

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