

NORTHERN NEWS



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Northern

Making Great Communities Happen

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OCTOBER 2012



Beyond Boom-Bust-Boom

By Michael Bills, Senior Planner, City of San José

In summer 2007, I penned a newsletter article for San José's construction community that fondly recounted my experiences living in a transit-oriented development in North San José. In particular, I was optimistic about the future potential of the area, as the city had recently completed a major policy update — Vision North San José — to intensify land uses within the “Golden Triangle” and allow up to 27 million square feet of additional R&D/corporate office space and 32,000 housing units.

Within months of the article's release, the subprime mortgage lending issue came into better view, and one year later, we were engulfed by the global financial crisis and the worst recession since World War II. Not surprisingly, construction activity came to a screeching halt.

In my 23-year career, I have witnessed several business cycle swings. But nothing has quite compared with the Great Recession. Whereas San José issued building permits for an average of nearly 2,500 multifamily housing units per year from 2003–2006, that collapsed to barely 1,000 units per year from 2007–2010. Then almost overnight, bust turned to boom, and right now San José is poised to set new permit activity records in calendar year 2012. (See Fig. 1)

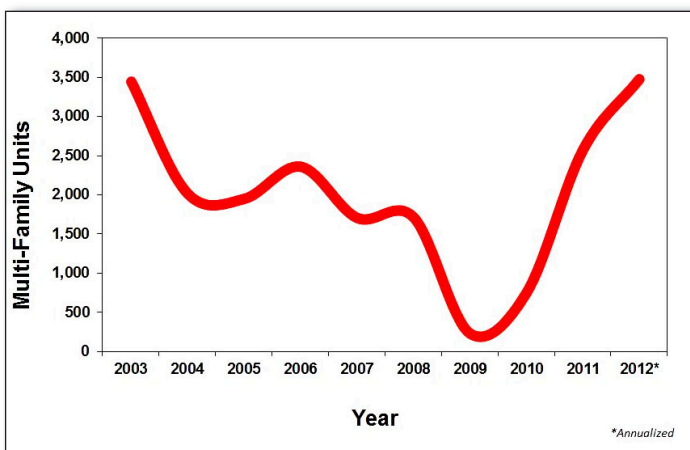


Fig. 1. “Boom-Bust-Boom” Decade, 2003–2012

TAKING THE LONG VIEW

Looking back and assessing the situation, I conclude that students and planners should be able to recognize, understand, and see beyond the inevitable boom-bust periods. At minimum, we need a basic education in economics and demographics to help keep us focused on the longer-term time horizons involved in our work.

So, what can economics and demographics teach us about the wild “boom-bust-boom” rollercoaster ride we seem to encounter too often? For the sake of brevity and reader interest, I will focus exclusively on demographics, using a sampling of key research findings in recent analyses of Census 2010 and American Community Survey (ACS) data for the city of San José.

Population growth. The rate of population growth in San José has slowed in recent decades, from 37 percent in the 1970s to just 6 percent in the 2000s. Nonetheless, growth will inevitably continue for the foreseeable future. In fact, the very brief decline in population experienced in the aftermath of the Dot Com bust was, to the best of my knowledge, a first in the city's history. More recently, in spite of the severity of the Great Recession, San José continued to grow at a healthy pace throughout that time. (See Fig. 2)

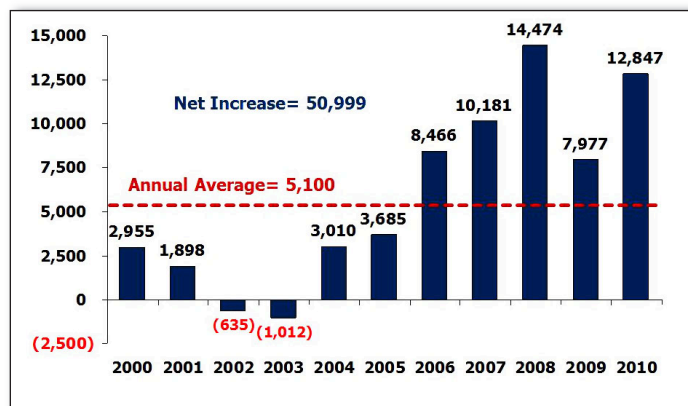


Fig. 2. Population Growth, 2000–2010

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JOBS; EVENTS CALENDAR

The calendar has moved to the Northern Section website. For a complete list of upcoming events, go to <http://bit.ly/LtpX2X>. ■

"One can make fun of the ubiquitous presence and the uniformity of Starbucks, but the fact remains that just twenty years ago, the idea of coffeehouses in urban centers seemed a quaint vision of the vanished past."
—Alan Ehrenhalt, author of *The Great Inversion: And The Future of the American City* (Knopf 2012) as quoted by Ben Adler in "Suburb slickers," *Democracy*, Fall 2012, <http://bit.ly/P8zuhl>

Director's note

By Hanson Hom, AICP



APA Northern Workshop

Smart Parking for Smart Growth: Reforming Parking Policies for TOD

Friday, Nov. 9, 2:00–4:30 pm, MetroCenter, Oakland

APA California–Northern Section is pleased to offer an informative and interactive workshop to facilitate a reform of parking policies and standards for transit-oriented development, co-sponsored by the Metropolitan Transportation Commission.

Objective. The workshop will explore the competing legislative concepts and planning principles pertaining to state laws and municipal land use regulations governing parking standards for transit-oriented development (TOD). A forum will be provided for reaching common ground on local policies and state legislation that can promote “smart” parking practices at transit rich areas. Workshop participants will also engage in a dialogue to recommend revisions to Assembly Bill 904 (Skinner). This bill was introduced in the 2011–12 California legislative session to establish a statewide cap on minimum parking standards for developments at transit rich areas. The proposed legislation generated heated debate among California planners and state and local officials. The bill was eventually tabled, but we expect a revised bill to be introduced in the next legislative session.

Attend the workshop to contribute your ideas! Workshop comments and recommendations will be forwarded to state legislators and the APA California Chapter Policy and Legislation Committee.

Format. The workshop will consist of informative panel presentations on TOD parking, a moderated panel discussion, an interactive breakout group exercise, and a wrap-up of session outcomes. Workshop panelists will represent a broad spectrum of stakeholders who have been involved in professional research and dialogue on the parking issue as well as those with direct experience in approving and building TOD.

Workshop topic. The California state legislature is seeking to enact appropriate legislation to promote sustainable

TOD that could reduce urban sprawl and greenhouse gas emissions. The feasibility of TOD is hampered by the high parking requirements imposed by many municipalities and which tend to deter such developments.

Smart growth advocates, regional agencies, and developers are becoming increasingly impatient with the difficulties that many cities face in enacting “smart growth” parking standards at transit locations. They believe that various factors feed the inertia of local agencies. Driving factors include overestimating TOD parking needs and political resistance fueled by community concerns about parking spillover into neighborhoods.

Cities counter with concerns over the intrusion of state legislators and lobbyists who promote statewide planning laws that could restrict the ability of a municipality to exercise its police powers. Cities fear that these legislative proposals are a “one size fits all” approach that threatens the autonomy of a city to define its individual community character and development prerequisites.

The workshop will bring together panelists to discuss the above positions. Divergent views on this land use/parking issue recently surfaced with AB904. However, well-crafted legislation can effectively promote smart growth and TOD toward increasing transit use and reducing auto dependence. In anticipation of the bill being reintroduced in the next legislative session, APA California–Northern is sponsoring this timely workshop to provide a platform for an informed and balanced conversation on this important planning topic. For registration information, see [page 7](#) or go to www.norcalapa.org.

Annual APA Northern Holiday Party coming up!ä

Mark your calendar for our festive end-of-the-year Holiday Party on Friday, Nov. 30, 7:00 pm, at Mua Oakland Bar and Restaurant, 2442a Webster St. in uptown Oakland. See [page 16](#) for details. ■

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

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Beyond Boom-Bust-Boom *(continued from page 1)*

Age. We are getting older — as individuals and as communities. The median age of San José residents has steadily increased, from 24.4 years in 1970 to 35.2 years in 2010 (over a decade older!). At the same time, we are still relatively young compared to the Bay Area as a whole (37.7 years). More importantly, Baby Boomers are reaching senior status, creating an increasingly lopsided picture of growth by age group. (See Fig. 3)

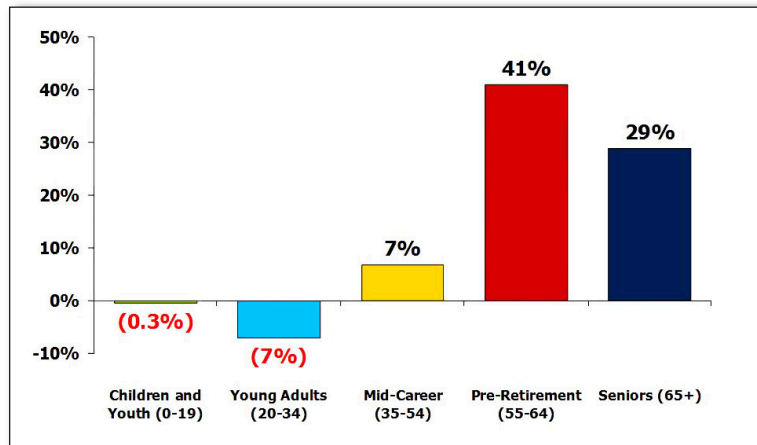


Fig. 3. Growth by Age Group, 2000-2010

Race/Ethnicity. A diversity concept I've shared for some time is that San José is a "city of thirds" — roughly one-third Hispanic, one-third Asian, one-third White. In reality, however, an equal count of these groups last occurred in the mid-2000s. Today, Hispanics and Asians greatly outnumber a declining percentage of Whites.

A remarkable 39 percent of city residents were born in another country, virtually all of them from Latin America or Asia, and most from a handful of places in those regions (Mexico, Vietnam, China, etc.). But the real growth story is Asian Indians, who increased a whopping 65 percent in just the past decade! (See Fig. 4)

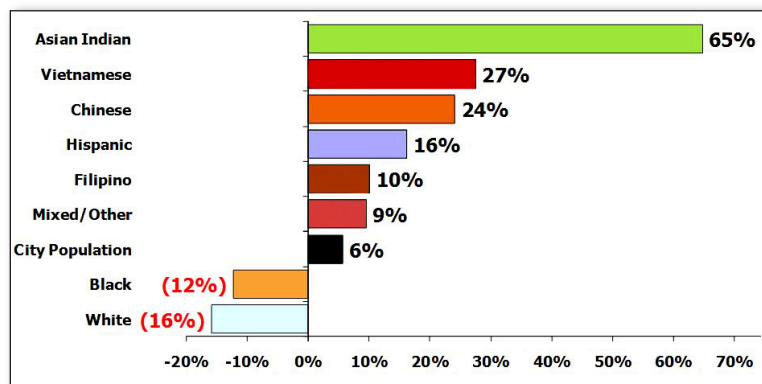


Fig. 4. Growth by Race/Ethnic Group, 2000-2010



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Beyond Boom-Bust-Boom *(continued from previous page)*

Language. A parallel observation to race/ethnicity data is with respect to language: more than half of San José residents speak a non-English language at home. Close review also indicates which specific population groups have limited English ability (i.e., speak English less than “very well”). Overall, limited English is roughly the same for the city’s Hispanic and Asian groups (about 50 percent); however, limited English by select Asian languages shows stark differences. (See Fig. 5)

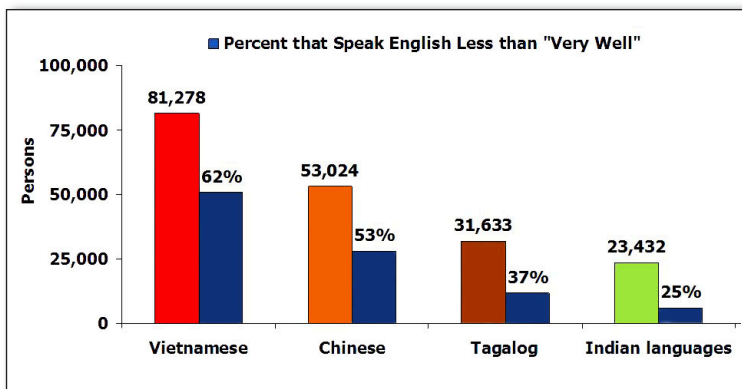


Fig. 5. Limited English by Select Asian Languages, 2010

Household size. San José’s average household size has been relatively steady since 1980 — about 3.0 to 3.2 persons per household. However, a cross-tabulation of household size with other census variables reveals significant differences within the overall population. For example, in 2010, White households had an average household size of 2.4 persons, whereas Hispanics registered 4.1. Further, one fifth of all households are now singles.

Similarly, among family households, 81 percent of the growth from 2000–2010 was in households without children — a household type that now outnumbers households with children. Finally, 8 percent of the city’s households are “multi-generational” (i.e., three or more generations), significantly higher than the 5 percent in the Bay Area region. (See Fig. 6)

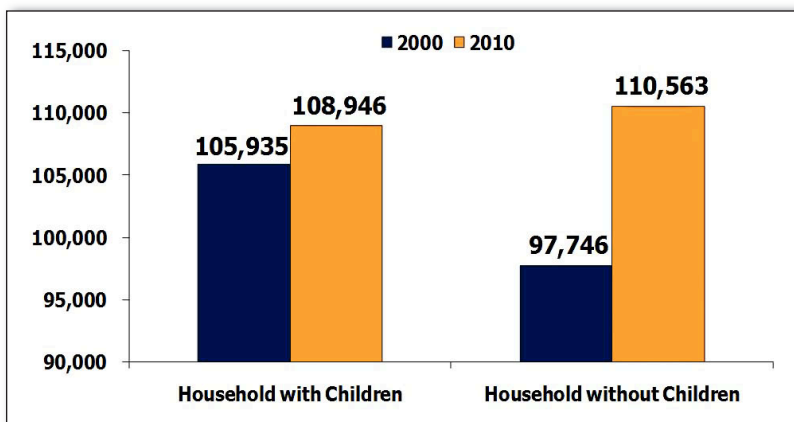


Fig. 6. Family Households by Presence of Children, 2000–2010

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Beyond Boom-Bust-Boom *(continued from previous page)*

THE TAKE-AWAY

So why do economics and demographics matter? Well, right now, San José is at the epicenter of the national economic recovery. Job creation is clearly rebounding. Population growth is seemingly relentless, unfazed by the recent economic weakness. The community is older, more diverse, and fluent in languages that facilitate the conduct of business and trade on an international scale.

Could there be a correlation between San José's economic resiliency and its unique demographic makeup? (Hint: "yes.")

In summary, we should step back from reacting to short-term swings in the economy and instead assess the bigger picture. Is Armageddon or another "cliff" right around the corner? Possibly, but not likely. The questions we should ask are:

- Who are we right now?
- What do current and historical trends suggest we're likely to become?

CONCLUSION

Let's face it, we live and work in the closest thing to paradise — one of the most economically viable and enviable places on Earth. As evidenced by the recent census, the world continues to seek out our local treasures. As they do, more jobs and people will come. Our responsibility as planners is to find ways to accommodate future growth in the best way possible, while at the same time preserving the unique qualities that make San José and the Bay Area such desirable places.



Michael Bills has been in the planning field since 1989, serving the communities of San José and Palo Alto. He obtained a bachelor's degree in Economics and Finance from the University of Texas at Dallas, and did graduate planning studies at San José State University. He is a Silicon Valley native, and currently resides in the Berryessa neighborhood of San José. Michael and his wife

Lina enjoy cooking, table tennis, and international travel. He can be reached at Michael.Bills@sanjoseca.gov ■

"Office space for tech companies runs \$3.55 per square foot per month in San Francisco compared with \$5.78 in downtown Palo Alto, \$4.81 in the Palo Alto-Stanford Park area, and \$5.21 in Menlo Park [as] reported in June. This is partly due to its supply of older industrial and commercial buildings that can be redeveloped into high-tech offices."

—Richard Florida, <http://bit.ly/P5OeOU>

WORKSHOP: *Smart Parking for Smart Growth: Reforming parking policies for TOD*

The California state legislature recently proposed “smart” parking policies for transit-rich areas (AB904, Skinner). Join this workshop and discussion with local planners and policy makers to share your views. Workshop comments and recommendations will be forwarded to state legislators and to APA California’s policy and legislation committee.

When: Friday, Nov. 9, 2012, 2–4:30 pm

Where: MetroCenter Auditorium,
101 Eighth Street, Oakland

Directions:

www.mtc.ca.gov/about_mtc/directions.htm

Cost:

\$5 APA members, \$10 Non-APA,

Free for planning students

Light refreshments, space limited

CM / 2.0 pending

Register and pay:

<http://www.eventbrite.com/event/4280810018>

PANELISTS:

David Snow, AICP, APA California
vice-president of policy & legislation

Eric Figueroa, League of California Cities,
public affairs manager

Justin Meek, AICP, adjunct faculty, San José
State University, Urban and Regional Planning

Mott Smith, Civic Enterprises Associates, principal

Tom Pace, City of Sacramento, principal planner

Valerie Knepper, MTC, transportation planner

MODERATOR:

Prof. Elizabeth Deakin, DCRP, UC Berkeley

Questions? Contact Hanson Hom at (408) 730-7450
or hansonapa@gmail.com, or Emy Mendoza at
(510) 326-1919 or mendoza.emy@gmail.com ■

Adding value to public private partnerships

By Jason Su and Tong (John) Tu

“Add value” has been used in planning to describe many things — assisting the political process, enhancing quality of life, promoting sound sustainable policies. The planning profession as a whole is redefining “add value” to address the most pressing needs of our communities, especially since the dissolution of the state’s redevelopment agencies and the concomitant reductions in local government budgets.

Local governments are scrambling for new solutions to meet the needs of their citizens while attempting to continue economic growth through urban development. At the same time, innovative discussions about redefining public private partnerships are beginning — surprisingly, with local advocacy and community groups. To help new planning students think collaboratively about ways to promote economic development and community welfare, San Jose State University’s student group, the Urban Planning Coalition, will be introducing this topic in an upcoming symposium, “Planning in a New Era: Defining Public Private Relationships,” on September 29 in the Martin Luther King Jr. Library.

The nearly five-hour symposium — cosponsored by APA California Northern — will feature a discussion among the public sector, private sector, and local communities on collaboration building for urban development. The symbiotic relationship of these groups will be increasingly important as cities navigate a new landscape of severe fiscal constraints and fundamental demographic shifts.

Redefining the partnership between the public and private sectors is one way planners can promote urban growth and economic and community development. To do so, planners need to begin a dialogue and look at ways planning can add value to the development process while ensuring that new initiatives are sustainable and equitable.

Compounding matters, the traditional relationship between planning and development no longer exists. As funding for development and redevelopment increasingly comes from the private sector, a new form of public and private relationships is necessary.

In order to facilitate a healthy conversation, the symposium will feature elected officials and prominent figures from both the private and public/nonprofit sectors. A keynote speech, a plenary panelist, and focused panel discussions will debate the new definition of partnership and its application to the field of planning.

Lunch is provided and included with admission. **CM credits: 3 pending.** For more information and to secure tickets for the symposium, visit <http://theupc.bpt.me/> ■

Intelligent gigabyte cities — the wave of the future

By Michele Rodriguez, AICP, LEED AP

Nationwide, growth in peak demand for electricity — driven by population growth, bigger houses, bigger televisions, and more air conditioners and computers — has exceeded power transmission growth by almost 25 percent per year since 1982.

This summer, as demand exceeded supply, several statewide “flex alerts” were called for all users to voluntarily turn off unnecessary lights, postpone the use of appliances to non-peak periods, and adjust air conditioners to higher than 78 degrees. Yet, without a smarter grid and new technology, utility companies are — and will remain — unable to predict demand accurately, or to integrate wind turbines, solar arrays, or electric vehicles.

Though demand for energy has increased, chronic underinvestment in transmission and distribution has limited grid efficiency and reliability. As system constraints are reached, power outages increase and power quality deteriorates, impacting our global competitiveness.

On July 30, 600 million people in India went without power because of three power grid failures. In the eastern US, more than two million people went without power for several days during a period of record-breaking heat. According to the Department of Energy, a rolling blackout across Silicon Valley in 2000 resulted in \$75 million in losses, and a one-hour outage at the Chicago Board of Trade delayed \$20 trillion in trades. Sun Microsystems (acquired by Oracle in January 2010) had pegged its blackout costs at \$1 million per minute. A smart grid with real-time monitoring and control could have prevented these failures.

TRANSITIONING TO A SMART GRID

The existing energy system and grid are limited by one-way communication, limited computing capability, and outdated infrastructure. A smart grid offers increased capacity and computing capability and comprehensive two-way communication, using new energy infra-

structure components such as sensors and smart switching devices.

Utility companies are transitioning to smart grid to

- ensure energy reliability,
- increase system efficiency, and
- improve integration of renewable resources with new consumer technology such as electric vehicles, expanded mobile services, and smart building technology.

In Northern California, PG&E’s Smart Grid Vision integrates energy infrastructure with communications and computing technologies.

The transition from today’s energy grid to a smarter grid requires significant investment and new technology and therefore must be gradual. Smart Grid Cities are emerging in Europe, Brazil, China, and Singapore, sharing information on pilot programs, technology, and best practices. In the US, gigabyte cities (high-speed internet, one gig up and down) are coming to fruition in Kansas City, Kansas, and Chattanooga, Tennessee. The demand for gigabyte speed is being driven by consumers and product designers who are providing more accessibility to information and data at faster and faster speeds. Local governments can benefit from one gigabyte internet speed, smart grid, and new technology to compete globally, stimulate the economy, create jobs, and reduce energy use and greenhouse gas emissions.

Local governments can insert themselves into the gigabyte and smart grid discussion by creating their own smart grid implementation plan to set a vision and determine needs so the local utility better understands the energy demand. A stakeholder process can bring together local education, healthcare, media and entertainment, tourism/hospitality, manufacturing, government, and other local industries to ask:

- How will gigabyte internet speed change your business model?
- What concerns do you have about cyber-security?

(continued on next page)

Pilots

These recommendations borrow from the Kansas City Google Fiber Playbook <http://bit.ly/PMvnYX> and Deployment Plan for Smart Grid in Colorado, <http://1.usa.gov/OV9ANN>

EDUCATION

Pre-K teacher coaching. Use high-speed fiber to support real-time teacher coaching, build virtual learning communities, and improve educational outcomes for young children.

K-12 classroom demonstrations. Develop pilot projects that focus on classroom demonstrations providing advanced technology, while developing new instructional techniques and learning methods to help teachers and students take full advantage of the gigabit infrastructure.

Libraries. Encourage collaboration among libraries to enhance and extend distance-learning opportunities and sharing of resources. Enable local public, school, and academic libraries to collaborate using high-speed fiber to enhance and extend distance-learning opportunities and share resources.

ARTS AND CULTURE

Digital arts. Undertake arts innovations that take advantage of high-speed broadband access. Showcase local art, writing, and music.

Tourism. Ask for tourism related pilots to identify innovative ways to advertise tourism and market regional visitor services.

HEALTH

Telehealth. Demonstrate the advantages of using high-speed broadband to provide diagnostic and other services to patients in appropriate settings, including primary care services, safety net facilities, schools, at home and at work.

Medical insurance reimbursement. Initiate a pilot medical insurance reimbursement model that allows health care providers to implement new telemedicine solutions for improved health outcomes. Determine if health care providers can lower costs if they take full advantage of technology.

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Intelligent gigabyte cities — the wave of the future *(continued from previous page)*

- What job classifications do you need for the new business model?
- What kind of support do you need to achieve these goals?
- What type of industry demonstration programs are you willing to test?
- How do power failures or limitations impact your business?

Local governments also can begin integrating energy reduction, the application of gigabyte internet speed, and smart grid into their general plan, zoning ordinances, and capital improvement plans. Imagine what gigabyte speed can do for education, entertainment, communication, healthcare, tourism, and local government competitiveness! Learners can choose programs anytime and anyplace. Downloading and sharing bandwidth-intensive videos, digital media, entertainment — and richer communication with others we work with — will be possible. Seamless and secure information exchange among hospitals, clinics, and patients at home can improve and personalize healthcare delivery.

Energy, water, waste, transportation, emergency management, intelligent lighting, buildings, and communications will be transformed. Government services also will be transformed with the availability of sensors and data that allow more information to be more readily available regarding natural systems, the built environment, and social equity. Rapid access to comprehensive data will make it easier to develop fact-based predictions, identify weaknesses or failures in systems, and more accurately budget for capital improvements. Online versus in-person services will be available for drivers' licenses, automobile registration, voting, court date scheduling, and fee payments.

Transition to gigabyte speed and smart grid requires significant investment and new technology and therefore will be gradual. There are a number of pilot programs that could be conducted to test incremental change, identify best management practices, and create templates for replication that could create regional consistency and long-term sustainability (**see sidebar**).

SANTA CLARA UNIVERSITY'S EXPERIENCE

Santa Clara University (SCU) is currently conducting a micro-grid pilot to ensure energy reliability, reduce the cost of energy, transition to green energy, and develop the capability to operate with the grid down for extended periods. The impetus for the

(continued on next page)

LOCAL GOVERNMENT

Innovation in government. Devise ways that local governments can improve services, enhance collaboration and engage citizens, and become more responsive, resilient, and efficient.

Districts. Test the use of technology districts and innovation hubs in specified geographic districts that provide a focal point for collaborative workspaces, innovation incentives, and gigabit infrastructure — and support entrepreneurs, small businesses, and startups.

Stakeholder inclusion. Identify pilot projects through the Local Initiatives Support Corporation (LISC), area homebuilders, real-estate agents, and building managers. Work with professional associations such as the AIA and USGBC to raise awareness about incorporating new technologies into building design.

Municipality-to-municipality innovation.

Network to improve local government services by developing open data applications, eliminating duplication of effort, enhancing collaboration and cohesion, and sharing resources. Examples include Internet applications to streamline permitting processes, to allow citizens to report maintenance needs, and to optimize parking in congested areas.

ECONOMIC OPPORTUNITIES

University research capacity. Accelerate local economic development and innovation processes by developing significant relationships, supported by ultra-high-speed fiber technology, among leading research and educational institutions.

Conventions and trade shows. Connect convention centers, hotels, and meeting spaces to the new ultra-high-speed fiber network to maintain or gain advantage in attracting conventions and trade shows.

Laboratories. Develop rapid prototype demonstration and manufacturing facilities that allow vendors and entrepreneurs to test new designs and concepts without major capital expenditures.

Data. Network to improve local government services by developing open data applications, eliminating duplication of effort, enhancing collaboration and

(continued on next page)

project occurred when their sister campus experienced a utility failure resulting in the campus going dark for an extended period which resulted in instruction and research class delays.

According to Joe Sugg, Assistant Vice President, University Operations, in 2006 SCU conducted an energy strategy study as part of the university's business continuity plan, with the aim of becoming carbon-neutral by 2016. A smart microgrid became the necessary infrastructure to make it possible. According to Mr. Sugg, a smart box will instantaneously sense any drop in supply, such as when cloud cover affects solar generation, and react accordingly by reducing demand to match available generation. SCU installed sub-meters in 14 buildings and integrated the smart microgrid's onsite alternative energy sources, including solar. The goal is to connect the entire campus to the microgrid.

These buildings use an average load campus-wide of 4 Megawatt (MW). They currently produce 1 MW from solar and 2 MW from diesel as standby energy, and generate biogas using garden waste. SCU also is testing a new wind generator and is in a product queue for a Bloom fuel cell that will generate an additional 1 MW. The University is in final negotiations for a small co-generation plant which will supplement the other alternative energy sources to meet their maximum energy demand of 5 MW.

These alternative forms of energy will allow SCU to operate independently from the utility, and continue classroom instruction and ongoing research without disruption. A computer process server automatically monitors the microgrid and adjusts the alternative energy input to meet demand.

The local utility will lose energy sales and the fees they might otherwise have collected from energy demand charges, but they will save on the cost of energy infrastructure and transmission. Microgrids are extremely important for energy independence since the cost for long haul transmission of power from large solar projects in the desert will be prohibitive.

The university is saving on energy fees to the utility, and — as they have a 20-year power purchase agreement with a company to purchase, install, and maintain solar panels — they have no capital investment. Mr. Sugg estimates SCU will save \$500,000 per year in energy costs, with an estimated payback of 3–4 years.

(continued on next page)

Pilots *(continued from previous page)*

cohesion, and sharing resources. Examples include internet applications to streamline permitting processes, to allow citizens to report maintenance needs, and to optimize parking in congested areas.

Intellectual property. Connect researchers at area universities, health care institutions, and large companies that develop intellectual property with individuals and companies capable of bringing these ideas to the commercial marketplace.

Manufacturing. Ask for a manufacturing pilot to test high speed internet and manufacturing.

Financing. Seek a financing pilot to test different methods of financing installation of smart grid and other technology.

Marketing and outreach. Test different market research methods to determine how best to drive up the use or application of smart grid and technology.

Workforce gaps analysis. Consider the job classifications necessary to meet workforce demand.

RESIDENTIAL

Install state-of-the-art hardware (e.g., utility, appliances, alarm systems, telecommuting, telemedicine, education) in a model home as a testing ground for entrepreneurs and a demonstration of practical applications for gigabit speeds. ■

Intelligent gigabyte cities — the wave of the future *(continued from previous page)*

NOW IS THE TIME TO PLAN

The smart grid is becoming more important as the demand for energy increases and the existing energy grid becomes increasingly unstable. The California Public Utility Commission has made smart grid and energy stability a high priority for California and has allocated a significant amount of money for this purpose. This is a perfect time for municipalities to complete a gigabyte internet speed and smart grid master plan to meet local needs, and to involve their local utilities in the process.



Michele Rodriguez, AICP, LEED AP, recently completed a \$10.8 million market transformation program to develop and launch Energy Upgrade California <https://energyupgradeca.org/overview>, an energy efficiency whole-building retrofit program on behalf of ABAG and eight Bay Area counties. From 2000–2006, she was program manager for the Marin Countywide Plan, one of the first general plans in the nation with the overarching theme of sustainability. Rodriguez has held several APA positions including member of national APA's Diversity Committee, and Membership Inclusion Director for Northern Section and for APA California. ■

Where in the world?

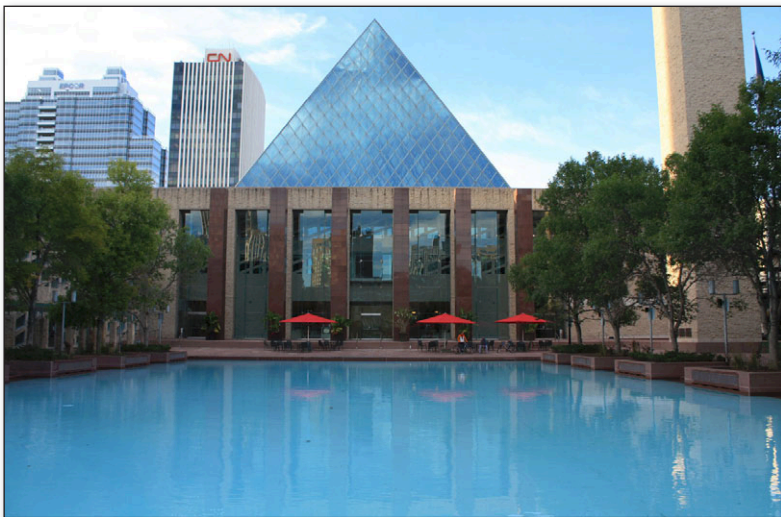


Photo by Barry Miller, FAICP (Answer on [page 18](#))



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What your skyline says about your city.
Ten distinct *Skyline Types* that characterize
a great number of the world's great
(and not-so-great) cities —Thomas J. Sigler,
The Atlantic Cities, <http://bit.ly/OZdCmv>

Norcal roundup

Assembled by Erik balsley, AICP, associate editor

City of Sonoma rejects Peet's

<http://bit.ly/OBoInO>

"In a first test of Sonoma's new rules governing so-called formula stores, the city planning commission has narrowly rejected a use permit for Berkeley-based Peet's Coffee and Tea to open an outlet near the historic city plaza. The city in June became one of the few in the nation to enact regulations on chain establishments, including a ban on large-scale restaurant chains with more than 250 outlets from opening on the plaza. David Goodison, the city planning director, said a majority of commissioners said that Peet's could not meet one particular test of the city's new formula store ordinance, which is that the establishment promote diversity and variety and cater to both residents and visitors. Under the ordinance, all formula businesses seeking to open at the plaza or in the city's historical district must get use permits. A formula business is defined as one with 10 or more outlets, excluding hotels, offices, financial institutions, and other service businesses."

—Derek Moore, "Peet's Coffee runs afoul of Sonoma chain store rules," *The Sonoma County Press Democrat*, Sept. 14, 2012.

BART celebrates 40 years

<http://bit.ly/UMjch3>

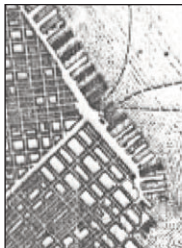
"The sleek, space-age transit system that took to the tracks in 1972 as the first in a new generation of American rail systems is officially middle-aged. Now entering its fifth decade, the transit agency, despite having made a huge impact on the Bay Area, is struggling to deal with the challenges that come with age: growing pains, staying in good physical health, and keeping up with the times. After voters in Alameda, Contra Costa, and San Francisco counties approved a \$792 million bond to build the 72-mile system (plus 3.5-mile Muni Metro subway), construction started in 1964. In the four decades since it opened, BART has expanded to Pittsburg/Bay Point, Dublin/Pleasanton, and Millbrae and San Francisco International Airport. Extensions to Warm Springs in Fremont and east San Jose are under construction, and a Livermore extension is being discussed. BART's ridership has also boomed, from about 15,000 trips per weekday in its first year of service to 384,000 trips per weekday last month, the busiest in BART's history." —Michael Cabanatuan, "BART, at 40, looks to build on triumphs," *The San Francisco Chronicle*, Sept. 10, 2012.

(continued on next page)

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Norcal roundup *(continued from previous page)*

Protected open space expands in Solano

<http://bit.ly/UhGiwG>

"Solano Land Trust has raised \$13.5 million in time to complete the purchase of the 1,500-acre Rockville Trails open space area, Nicole Byrd, the trust's executive director, has announced. Solano Land Trust initially bought 330 acres of the site for \$3 million in spring 2011, Byrd said, and the nonprofit needed to raise the balance of the money by Aug. 31 to close escrow. SLT raised the money to buy the remaining 1,170 acres through private donations, public and private grants, and a one-year \$250,000 loan from the Norcross Wildlife Foundation. The California Coastal Conservancy showed early support for the Rockville Trails purchase when it pledged \$3 million, Byrd said. It then increased its pledge by another \$450,000 in July 2012. In addition, the Land Trust will be developing a management plan for the acreage, she said. That work that will be underwritten by funds approved by the California Coastal Conservancy." —Donna Beth Weilenman, "Nonprofit completes major land purchase, buys Rockville Trails," *The Benicia Herald*, Sept. 5, 2012.

CEQA faces challenges

<http://nyti.ms/NPMUwF>

"With California still mired in what many consider its worst economic crisis since the Great Depression, the California Environmental Quality Act, once a source of pride to many Californians and environmentalists across the country, has turned into an agonizing test in the struggle to balance environmental concerns against the need for jobs and economic growth. But in the 42 years since Gov. Ronald Reagan signed the Environmental Quality Act into law, attacks against the measure have largely failed, a testament to the power of the environmental lobby and to the importance of environmental issues to voters here. Still, with unemployment in the state still above 10 percent, sentiment may be turning against the law, with Democrats increasingly joining Republicans in trying to change it. Gov. Jerry Brown declared that overhauling the law was 'the Lord's work,' and in just the last several weeks, some of the state's highest-ranking Democrats have lined up in support of fundamental changes to the act, including the leaders of both houses of the State Legislature. This shift in attitude is pitting California Democrats, who have often been at the forefront of environmental policy, against the environmental lobby, one of their usual allies." —Ian Lovett, "Critics say California law hurts effort to add jobs," *The New York Times*, Sept. 4, 2012.

(continued on next page)

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Vallejo and the San Francisco and San Jose metropolitan areas are among the top 10 most diverse places in the U.S. See *The US2010 Project*, Sept. 2012, page 13, <http://bit.ly/UuK30V>

Norcal roundup (continued from previous page)

Multinationals move to Silicon Valley

<http://nyti.ms/NIJhOU>

"From downtown San Francisco to Palo Alto, companies like American Express and Ford are opening offices and investing millions of dollars in local start-ups. This year, American Express opened a venture capital office in Facebook's old headquarters in downtown Palo Alto. Less than three miles away, General Motors' research lab houses full-time investment professionals, recent transplants from Detroit. The companies are raising their profiles in Silicon Valley at a shaky time for the broader venture capital industry. But unlike traditional venture capitalists, multinationals are less interested in profits. They are here to buy innovation — or at least get a peek at the next wave of emerging technologies." —Evelyn M. Rusli, "Multinationals stake a claim in Venture Capital," *The New York Times*, Sept. 3, 2012.

Environmental impacts of marijuana documented

<http://bit.ly/TMGBNb>

"The only peer reviewed scientific study that begins to quantify the impacts of large-scale, illicit pot grows was released earlier this summer by UC Davis researchers. Lauding the study as a 'game changer,' many officials said it underscores the need to make sure illegal grow sites are properly cleaned up and to find funding for studies on other potential impacts associated with large-scale marijuana cultivation. When police raid a grow site, it's often the marijuana plants that garner the attention. But, it's the other items found at the grow sites that may actually pose a larger danger to the public. Humboldt County Sheriff's Sgt. Wayne Hanson said it's not uncommon for investigators to find complex mazes of plastic irrigation lines and large containers of high-powered pesticides, fertilizers, and rodenticides. Then, he said, there's the trash — often mounds of soda cans and other debris — and literally piles of human feces in holes dug into the ground and used as makeshift outhouses. But there is new push to make sure some of these sites are cleaned up, according to Tommy Lanier, head of the White House-funded National Marijuana Initiative." —Thadeus Greenon, "'A huge, huge mess'; officials talk environmental impacts of marijuana, and the need for more study, clean up," *The Eureka Times-Standard*, Sept. 2, 2012.

New Tomales Bay boating rules proposed

<http://bit.ly/N9Hi4P>

"A new plan attempts to address some of the concerns that prompted the state Water Resources Control Board to list Tomales Bay as an 'impaired water body.' One of the focuses of the Tomales Bay Draft Vessel Management

(continued on next page)



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"It's great to be an editor. When you are an editor ... You know the rules, and you know when it is right to flout them. You can often figure out what the writer is trying to say better than he can. You do not have to smile at people. You can swear. And you will."

—John E. McIntyre, *The Baltimore Sun*,

<http://bsun.md/SikOez>

Norcal roundup *(continued from previous page)*

Plan is boat moorings, most of which do not have required permits. The plan, drafted by the Gulf of the Farallones National Marine Sanctuary and the California State Lands Commission, caps the number of allowed moorings at 165 and would limit where they can go. The plan would establish at least three portable toilet dump stations adjacent to the bay for boaters, and calls for a pump-out station adjacent to the bay for larger boats. The focus is to protect water quality for shellfish operations and to provide clean habitat for species such as coho salmon, steelhead trout and freshwater shrimp, harbor seals, brown pelicans, red-legged frogs, and snowy plovers that live in and along the bay." —Mark Prado, "New plan looks to improve Tomales Bay water quality by permitting moorings and addressing waste," *The Marin Independent Journal*, Sept. 1, 2012.

City continues to improve intersections

<http://bit.ly/OGpBJP>

"In 2011, a combined 10 pedestrians and bicyclists were hit by cars at the intersection of Market Street and Octavia Boulevard, making it the least safe crossing in The City, according to a report by the San Francisco Bicycle Coalition, which compiled data from the Police Department. Leah Shahum, executive director of the bike coalition, questioned why the San Francisco Municipal Transportation Agency and the Police Department have not focused more resources on known danger zones. Shahum said the intersections could improve from engineering changes, increased enforcement, and technology upgrades, such as the right-turn traffic camera that Assemblyman Tom Ammiano has proposed for the intersection of Market and Octavia. Paul Rose, a spokesman for the SFMTA, said the agency has recently undergone signal-timing and engineering changes to ensure compliance with the right-turn ban at Octavia and Market. Across The City, the SFMTA has added more pedestrian countdown signals, improved crosswalk markings, installed more stop signs, and added sidewalk extensions to improve conditions, Rose said."

—Will Reisman, "Dangerous intersections continue to plague San Francisco," *The San Francisco Examiner*, Aug. 31, 2012.

Healdsburg debates growth plan

<http://bit.ly/QpVqbu>

"Growth in Healdsburg has sputtered to the point where only a handful of residential building permits have been issued in the past few years. City planners said higher-density housing envisioned for the central downtown would be difficult to achieve without allowing more units, since only a limited number of building permits could be allocated in one time period. Jim Winston, author of Measure M, the growth ordinance approved by voters a dozen years

(continued on next page)

Enjoy a great night on the uptown

What:

APA California–Northern's
2012 Holiday Party

When:

Friday, November 30, starting at 7 PM

Where:

MUA OAKLAND Bar & Restaurant
2442a Webster Street, in uptown Oakland

Getting there:

Free on-street parking.
Seven blocks from 19th Street BART

Cost:

\$30 for APA members,
\$35 for nonmembers,
\$15 for students and unemployed planners
\$5 extra at the door.

Prizes:

As always, we will have a drawing for the California Planning Foundation to benefit students pursuing planning degrees.

Contribute:

Contact Darcy Kremin, AICP,
at (510) 874-3110 or darcy.kremin@urs.com
to donate an item or to contribute to CPF
for the Holiday Party.
No donation is too big or too small.

Reservations:

Online by Monday, Nov.26,
at www.norcalapa.org

More info about the event:

Contact Florentina Craciun at (510) 874-3127
or florentina.craciun@urs.com

More info about CPF:

Contact CPF Liaison Hing Wong, AICP,
at (510) 464-7966 or hingw@abag.ca.gov

See you there!

Norcal roundup *(continued from previous page)*

ago, worries that relaxing it too much will usher in 'an explosion of growth' that will alter Healdsburg's small-town character. City Councilman Tom Chambers is the chairman of an eight-member committee that has been studying possible revisions to Measure M and is charged with making a recommendation to the city council. The expectation is that the committee will recommend a revised growth measure. But it is still uncertain whether it would go on the 2014 ballot, or be the subject of a special election next year." —Clark Mason, "Healdsburg studying changes to growth plan," *The Sonoma County Press Democrat*, Aug. 26, 2012.

It's not an aquarium

<http://bit.ly/O9RN3T>

"Located just steps from the wharf, where the skate park used to be, the new [Monterey Bay National Marine Sanctuary] Exploration Center is a two-story, 12,387 square foot LEED certified building. [Some] visitors were disappointed that the Exploration Center wasn't a miniature version of the Monterey Bay Aquarium. The facility cost \$14.8 million to design and furnish — \$11.44 million of that came from NOAA, while the city of Santa Cruz and its Economic Development and Redevelopment Agency contributed the land, staff time, and city art. 'That would be very expensive and very high maintenance and for a place that's free admission it would have been tough,' said Lisa Uttal, the Center's Director of NOAA." —Maria Grusauskas, *Santa Cruz Patch*, July 24, 2012. ■

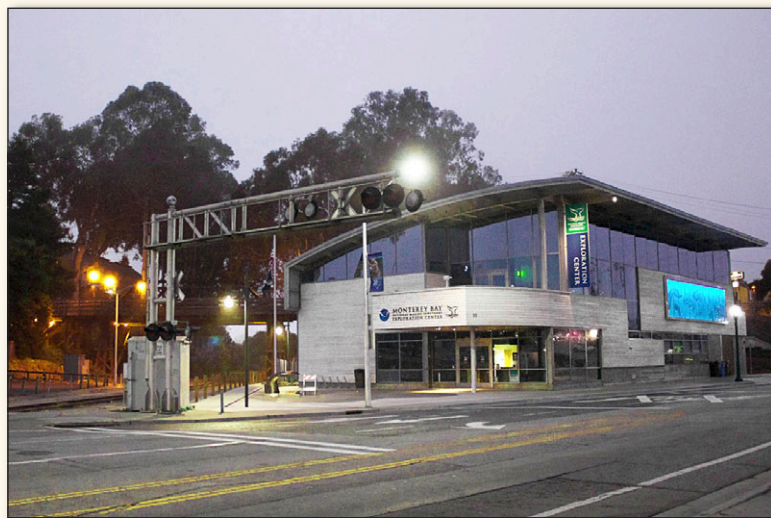


Photo: Justin Meek, AICP

Creating Safe Places

By Mike Wells

Why do some places have more crime and disorder than others? What causes crime to keep occurring in the same locations? How can planners impact crime and disorder? While crime is certainly a complex issue, enough studies have been done to support the belief that when “capable guardians” are present at a location, the chances of crime and disorder decrease.

The “crime triangle” (above, right) provides a way of thinking about recurring problems of crime and disorder. It assumes that crime or disorder results when (1) likely offenders and (2) suitable targets come together in (3) time and space, in the absence of capable guardians for that target.

Understanding how crime and disorder works can help us create safer places. One prevention strategy used to help create safer places is “Crime Prevention Through Environmental Design” (CPTED). As defined by the National Crime Prevention Institute, CPTED is based on the theory that the proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime, as well as an improvement in the quality of life. CPTED has a direct relationship to the “place” side of the crime triangle.

CPTED is effective because of the concept called defensible space. This concept suggests all space in the human environment is defensible. Someone (a guardian) takes responsibility for the space and takes action to defend it from illegitimate, criminal, or unintended use.

Alternatively, space can be left undefended. When there is no person identified as responsible for the space, it is left exposed to criminal use. Crime is more likely to happen at an undefended location, and crime is less likely to occur in a defended area. The person defending an area may be the owner of the property, a tenant, a property manager, an employee, or even a passerby. When legitimate users of a property take ownership of the property and become its guardians, crime opportunities usually decline.



In order to defend a location, three basic CPTED strategies must be employed:

1. **Territorial Reinforcement.** This strategy deals with how space is defined and identified. The underlying principle is that the transition between public, semi-public, and private is clearly identifiable for both the user and others in the area. This assists legitimate users to notice unauthorized entry into a location.
2. **Natural Surveillance.** The goal of this strategy is to design an area that places physical features, activities, and people in ways and locations that allow the greatest visibility into or over the spaces.
3. **Access Control.** This strategy deals with the physical guidance of movement to and from a space by people and vehicles. When implemented correctly, the strategy allows improper access to be noticed more readily.

By using CPTED as a tool to improve planning decisions in our communities, we not only reduce crime and the fear of crime, we also reduce the overall costs of preventing crime. Retrofitting an existing environment to implement CPTED strategies can be costly compared to incorporating those design features during the original planning stages. CPTED is a process and a way of thinking about crime, disorder, and the built environment.



Mike Wells is a retired police officer and CPTED consultant and trainer. He can be reached at (925) 672-5179 or mwells5150@comcast.net ■

Call for nominations for Section Board

The APA California Northern Section Board is soliciting nominations for the elected positions of **Director Elect** and **Administrative Director**. Interested Northern Section members in good standing (including incumbent Board Members) must submit by September 30, 2012, a complete nomination petition that includes name, address of membership, email, work or daytime phone number, signatures of support from at least five current Northern Section members, and a brief statement of candidacy (not to exceed 500 words) to the APA California Northern Nomination Committee.

Elections will be held in November. The Nomination Committee will publish qualifying candidate statements in the *Northern News* and will include on the election ballot all candidates who meet the minimum qualifications as described in the APA California Northern Bylaws (Section 4.2.2). The duties of these positions are also described in the Bylaws (Section 4.6.2 for Director Elect, and Section 4.6.4 for Administrative Director.) The Bylaws are online for your review, <http://bit.ly/OOdLMo>. Please submit complete nomination petitions to the Nomination Committee Chair, Director Elect Jeff Baker, jeff.baker@dublin.ca.gov ■

Answer to "Where in the world?" (Page 11)

City hall, Edmonton, Alberta, Canada.
Photo by Barry J. Miller, FAICP

Who's where

Aaron Akin is now Assistant Director of Planning and Community Environment, city of Palo Alto. He most recently was community development director in San Bruno, where he worked in the planning department for 10 years. Akin holds a Master's in Public Policy from California State University – Northridge and a BA in Urban Studies and Land Use Planning from San Francisco State University.



Brian Issa recently joined Streamline Planning Consultants (Arcata) as Senior Planner. He previously was with the City of Veneta, OR, for eight years, including five years as Community Services Director. He holds a Master's in Community and Regional Planning from the University of Oregon and bachelors' degrees in biology and environmental soil water science from Utah State University.

David Keyon, AICP, is now a Planner II with the City of San José. Keyon served for one year on the Northern Section Board as San José State University student representative. He has seven year's development review experience and holds a BS in City and Regional Planning from Cal Poly–San Luis Obispo. Keyon expects to receive his Master's in Urban and Regional Planning with a concentration in transportation from San José State in December.



Connie Galambos Malloy is now Senior Program Officer – California Democracy, at The James Irvine Foundation, where she expects to be funding innovative civic engagement and governance reform efforts. Connie previously was Senior Director of Programs at Urban Habitat, Oakland. She serves on the 14-member California Redistricting Commission that successfully completed drawing the boundaries for 177 districts last year. Connie is on the board of

APA California as the Membership Inclusion Director for Northern California. She was on the Northern Section board from 2005 to 2010, first as University Liaison and later as the Section's Planning Diversity Director. Galambos Malloy holds a Master's in City and Regional Planning from UC Berkeley. The goal of the Irvine Foundation's California Democracy program is to advance effective public policy decision-making that is reflective of and responsive to all Californians. Toward that end, the foundation invests in nonpartisan governance reform and civic engagement efforts.

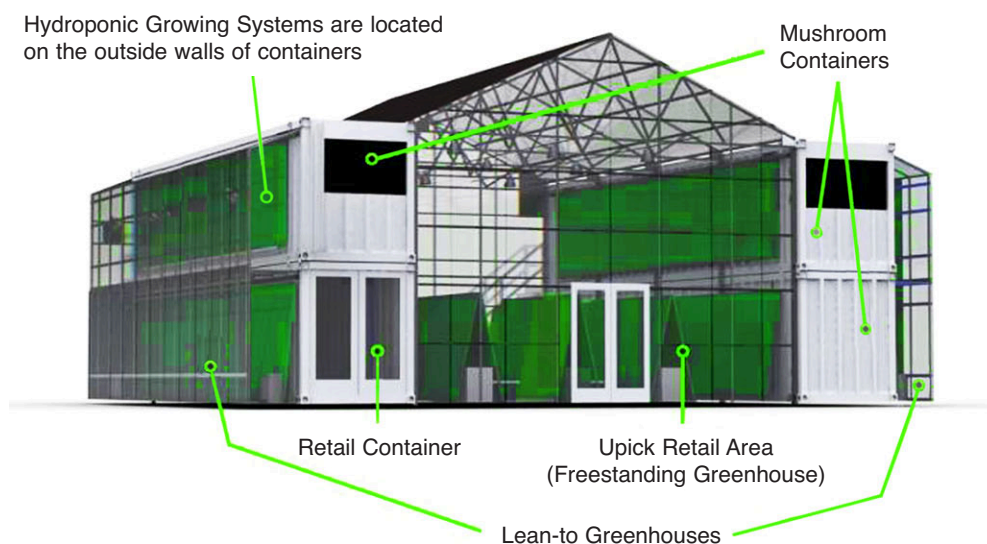
Avalon Schultz, AICP, is now Senior Planner, Town of Moraga. She previously was associate planner, Union City. Schultz is YPG Co-Chair for Northern Section. She has a Master's in Urban Planning (San José State University) and a Bachelor's in Comparative Urban Development with a minor in city and regional planning (UC Berkeley). In 2010, Schultz was named Union City Employee of the Year – General Government. ■



Conquering the urban food desert

"The Farmery" will grow and sell food in the same place

The urban agriculture movement which started as a hobby but is now evolving into gainful employment for some, operates under the premise that vacant land is wasted land, and rather than ship food from thousands of miles away, urban-dwellers can enjoy their own bounty. Several major California cities have adopted policies and zoning ordinances that could, with apologies to New Jersey, make the Golden State into the Garden State. See "Cities cultivate a new approach to agriculture," CP&DR, Aug. 17, 2012. <http://bit.ly/NhJDvN>



Many cities are working toward modifying land use and zoning restrictions and smoothing the approval process for locally grown food. (See "A new season for San Francisco's support of urban agriculture," *SPUR*, Aug. 2, 2012. <http://bit.ly/OP1R6W>) Others note "there is not enough locally grown organic food to meet the demand. It is very difficult for grocery stores to manage the inconsistent supply of locally-grown food, and it is difficult for new growers to find the stepping stones to financial success." Now a startup called *The Farmery* offers "an integrated retailing and growing system for locally grown food that would raise the value of the produce through a stimulating retail experience and reduce costs by consolidating the entire food distribution system."

Benjamin Greene, holder of a Master of Industrial Design from North Carolina State University, founded the Farmery in May 2009. Greene says he got his idea for The Farmery from reading shipping container architecture books and reading about vertical farming. He pursued the idea as part of his thesis at North Carolina State.

Greene felt that growing and delivering local food to customers needed a new business model that recognizes the strengths of locally grown food and makes accommodations for its marketing weaknesses. He believes The Farmery will solve supply, inventory, and delivery problems by growing its own food and selling its

produce at the same site, eliminating or reducing the costs of transportation, middlemen, and packaging. In addition to its own crops, The Farmery can accommodate growers of all sizes who may have very small quantities, but very specialized crops. Thus, Greene expects the Farmery will always have a stable supply of produce for customers. A prototype, which is located in Raleigh, NC, occupies a total space of 55 feet by 55 feet, making it ideal for urban neighborhoods.

Here's how it works.

The innovative urban farm and market is constructed from shipping containers arranged on either side of a freestanding greenhouse. (See figure.) The structure puts the growing process on display, surrounding customers with the sights, smells, and sounds of their food growing as they make their purchase decisions.

"Foodies" are the initial target market. "Because the majority of foodies live in metropolitan areas, each Farmery location will need only a small percentage of the local foodie population to thrive."

Read more about *The Farmery* at <http://bit.ly/Qqaiqm>

Watch a five-minute video at <http://youtu.be/EktAI72sIQ8>

Visit *The Farmery* on Facebook,

<http://www.facebook.com/thefarmery>

Contact Benjamin Greene, ben@thefarmery.com ■

From APA California Northern's Brazil Blog, 2012

Rochina favela

Alice Daly, AICP

Forty percent of Cariocas (residents of Rio) live in unpermitted, unplanned areas known as favelas. These are improvised communities, but to think of them as shabby crime-ridden slums is not quite accurate. These are the working poor: 90 percent of favela residents migrate in from northeastern Brazil for urban jobs and opportunities.

On August 28, our Northern Section group toured Rochina favela, which is very strategically placed for jobs between downtown and the so-called expansion area, and well served by bus lines.

Rochina has a population somewhere between 70,000–90,000, and its relationship with the Rio city government is still very new. Drug lords, who look after everyday concerns, essentially run many favelas; and when the City arrests the kingpins and takes control, as happened in Rochina less than two years ago, there is ambivalence as to who might be the better caretaker of neighborhood interests. Property rights can be established in many instances after five years of squatting, but then taxes must be reckoned with as well.

Rochina now has a hospital, schools, and a cultural center. There is new public housing through the federal Mi Casa Mi Vida program. A new sewer system is 80 percent completed. One big challenge is that 93 percent of the housing is accessible only by narrow footpaths.

Our tour guide explained that many residents are employed in the construction

trades, so that — while housing materials may be cheap by necessity — construction methods are often sound and solid.

On our tour, we found lively businesses and kids being kids. A DJ and a political stumper were keeping it real on the street. There are mosaic wall murals and garden areas created by residents, and a pedestrian overpass designed by 104-year-old Brazilian uber-architect Oscar Niemeyer links one end of Rochina with other areas. There is even a store of arts and crafts of recycled materials done by residents, confirming the creative life force in this improvised community.

Alice Daly, AICP, was one of 22 planners from the greater Bay Area and Seattle who traveled to Brazil for three weeks in August in a group sponsored by Northern Section's International Planning program. She is a redevelopment project manager/planner for Santa Cruz County. You can reach her at urumbaba@gmail.com ■



Photo by Alice Daly, AICP

What others are saying

Climate-change naysayers denied

<http://bit.ly/QLOYtM>

Agreeing that Broward County is at risk of flooding, sewer failure, and contamination of drinking water because of climate change and an accompanying rise in sea level, commissioners moved in a new direction for this coastal county — with climate change planning. Sea level here has risen 8 to 10 inches in the past 100 years, but it's expected to rise 9 to 24 inches in the next 50 years. That puts some neighborhoods at risk if waters keep rising. The idea behind the planning is that the rise in sea level should impact decisions about what's built and how, from sewers to sidewalks to seawalls. It also lays out ways to stave off climate change. The controversy surrounding climate change was readily apparent, as some residents cried out that the county was being lured into a United Nations scheme for world domination. The lone Republican on the dais voted against moving the new plan forward, siding with the construction industry for more study of its impact on county budgets and construction costs. The vote sent the county's Climate Change Element to state review agencies. It will return for final adoption, to be added to the Broward County Comprehensive Plan. 'This is preparing us,' said one resident. 'This is not going backwards.'" —Brittany Wallman, "County plans for rising seas — and the flooding that will follow," *Sun Sentinel*, Sept. 13, 2012.

Same day delivery

<http://nyti.ms/Oerc5y>

"A million-square-foot [Amazon] warehouse will soon rise [in Patterson, CA] less than a mile from the highway that will deliver just about every other product imaginable to customers 85 miles away in San Francisco. It is hundreds of miles closer to those consumers than Amazon's existing centers in Nevada and Arizona. After negotiations with lawmakers, the company is beginning to collect taxes in California, Texas, Pennsylvania, and other states. But Amazon hopes that the warehouses will allow it to provide better service. Amazon will soon be able to cut as much as a day off its two-day shipping times. Gov. Jerry Brown signed a measure [June 30] that widened the definition of physical

operations [required to pay sales tax] to include marketing affiliates. [Amazon] initially tried to put the law on the ballot but ended up striking a deal to put two warehouses in California, including the one [in Patterson], in exchange for a year's exemption from tax collection. The Patterson warehouse, which might employ as many as a thousand people, is supposed to open by mid-2013."

—David Streitfeld, "Amazon, forced to collect a tax, is adding roots," *The New York Times*, Sept. 12, 2012.

To where do urban Latinos migrate?

<http://bit.ly/QZpiqt>

"We are seeing that some middle-class professional Latinos choose to remain and remake some of the lower-income urban areas where they grew up. There's also a trend toward what we call Latino 'urban sprawl' where upwardly mobile Latinos are moving away from the cities and into the suburbs to find affordable housing. This is something policy makers and urban planners need to understand because there tends to be a certain homogenization of Latino preferences and settlement patterns." —Dr. Jody A. Vallejo, Professor of Sociology, USC, as reported by Pablo Manriquez in "How Latinos are shaping the future of American cities," *Hispanic Trending*, Sept. 12, 2012.

Contingency workers will make up 25 percent of global work force

<http://bit.ly/NZPBBO>

"More and more people are choosing a contingent work style — temporary work that may be project-based or time-based — over full-time or part-time work" at "three to four times the growth rate among traditional workforces." True, "not everyone can find full-time employment. But ... some are seeking better work/life balance; others want to design their own careers by choosing the kind of work or projects that create a unique set of skills. New technologies and services for contingent workers make it easier and less painful to go independent. The lack of benefits such as health and life insurance has been an ongoing major deterrent to contingent work, but benefits can be obtained from organizations such as the National Association for the Self-Employed at highly competitive rates. Employers should

(continued on next page)

incorporate contingent workers into their talent strategies. Employers will need to change the common perception of contingent workers as somehow less important, less skilled, or less committed than ‘permanent’ employees. Contingent workers bring unique experiences, fresh thinking, and new approaches to problem-solving.” —Tammy Erickson, “The rise of the new contract worker,” *Harvard Business Review*, Sept. 7, 2012.

Do you know the way to San Jose?

<http://bit.ly/Qk7DPs>

“United Van Lines, the largest mover in the country, [has] announced the findings of its 2012 Post-Peak Season Moving Trends Summary. United analyzed domestic moves during the peak moving season — between May 1 and August 31 — when more than 30 percent of all domestic household goods moves take place. The cities experiencing growth — more people moving into the metropolitan region than out — were San Jose, Charlotte, Houston, Seattle, Dallas, and Phoenix. The cities experiencing the biggest moving deficit (more people moving out than in) were St. Louis, Chicago, New York, and Boston.” —“D.C. named most popular moving destination of the summer,” *Business Wire*, Sept. 6, 2012.

Hot enough for ya?

<http://bit.ly/R8cLpC>

“Between 1961 and 1990, California cities averaged four extreme heat days a year. Last week, the state’s Climate Action Team projected how that figure would change by 2050 and 2099 for several large cities. In San Jose, where extreme heat means a day of 90 degrees or more, almost four months of the year will see those temperatures.” You can download the report, *State of California extreme heat adaptation interim guidance document*, Aug. 31, 2012, at <http://1.usa.gov/TV170O>. You can see “local climate snapshots” (projected changes in annual average temperatures for the low emissions scenario) at *Cal-adapt*, <http://bit.ly/kIwNFA>. I entered my street address and found that the historical average temperature of 57.9 degrees in my neighborhood will be exceeded by 3.2 to 5.5 degrees Fahrenheit by 2100. —Philip Bump, “Projecting the very hot future of California’s cities,” *grist*, Sept. 5, 2012.

Europe joins in US concern over Chinese solar panels

<http://nyti.ms/REL9HR>

“The European Union [has begun] a broad investigation into whether Chinese companies have been exporting solar panels for less than it costs to make them. The anti-dumping case, which follows a series of bankruptcies and factory closings by European and U.S. solar panel manufacturers, would broaden what has already become one of the biggest sticking points in trade relations between China and the United States. The U.S. Commerce Department imposed preliminary anti-dumping tariffs in May of at least 31 percent on Chinese solar panels, in addition to preliminary anti-subsidy tariffs of 2.9 percent to 4.73 percent that were imposed in March. Chinese companies played a tiny role in the global solar power industry until five years ago, when they began a surge that has now brought them two-thirds of the global market.” —Keith Bradsher, “Europe to investigate Chinese exports of solar panels,” *The New York Times*, Sept. 5, 2012. Also see “Could this be why Solyndra failed?” in *Northern News*, July/August 2012, page 14. <http://bit.ly/P9VTgt>

Never give up — Whanganui is a person

<http://bit.ly/PxWlkK>

New Zealand’s “Whanganui River will become a legal entity and have a legal voice under a preliminary agreement signed between Whanganui River iwi and the Crown. Whanganui River will be recognised as a person when it comes to the law ‘in the same way a company is, which will give it rights and interests.’ Two guardians, one from the Crown and one from a Whanganui River iwi, will be given the role of protecting the river. Whanganui River iwi have sought to protect the river and have their interests through the legal system since 1873. They pursued this objective in one of New Zealand’s longest running court cases. The agreement recognises the status of the river as Te Awa Tupua (an integrated, living whole). The inextricable relationship of iwi with the river is a major step towards the resolution of the historical grievances of Whanganui iwi and is important nationally.” —Kate Shuttleworth, “Agreement entitles Whanganui River to legal identity,” *The New Zealand Herald*, Aug. 30, 2012.

(continued on next page)

Republican Party platform on transit, then and now <http://nyti.ms/O15m6Z>

Urban transit, 1980

“Many urban centers of our nation need dependable and affordable mass transit systems. The role of the federal government should be one of giving financial and technical support to local authorities, through surface transportation block grants.”

Urban transit, 2012

“Infrastructure programs have traditionally been nonpartisan ... The current administration has changed that, replacing civil engineering with social engineering as it pursues an exclusively urban vision of dense housing and government transit.” —*The New York Times*, Aug. 29, 2012, page A11.

No fueling

<http://bit.ly/Or18Z5>

“The operator of the San Onofre nuclear power plant is preparing to empty the radioactive fuel from one of its twin reactors, another sign the plant won’t be operating at full capacity anytime soon, if ever. The plant located between Los Angeles and San Diego has been shut down since January, after a break in a tube that carries radioactive water. Southern California Edison previously said it is focusing on repairing the Unit 2 reactor, which had been taken offline earlier in January for maintenance, and that ‘the Unit 3 reactor will not be operating for some time.’ About 7.4 million Californians live within 50 miles of San Onofre, which can power 1.4 million homes.” —Michael R. Blood, “Ailing Calif. reactor prepares to remove fuel,” *Associated Press*, Aug. 27, 2012

Blame poor planning for flooding, not climate <http://bit.ly/PL4oMy>

“Roads in Hanoi and Ho Chi Minh City face serious flooding after heavy rains, which while often blamed on climate change, are in fact, the result of loopholes in urban planning. Over the past 50 years, up to 80 percent of Hanoi’s water surface area has been filled as a result of rapid urbanisa-

tion. Meanwhile, the city has the only one pump station for drainage. The inundation in HCM City is also blamed on a lack of sufficient drainage and weak urban planning. Previously, the city had a thick network of rivers, canals, and marshes that could easily deal with flood tides or rain water. Over the past decades, many of them have been filled in for new urban area projects, affecting the water flow and causing flooding. Underground water exploitation and the construction of high-rise buildings have also contributed to the depression in land levels, worsening the city’s drainage. Dr. Bach Tan Sinh (Ministry of Science and Technology’s National Institute for Science and Technology Policy and Strategy Studies) said, ‘We’re carrying out a project to help people understand more about climate change. If they don’t understand, they can’t change their behaviour.’ —“Poor urban planning to blame for climate change affects,” *Dnews, VietnamNet*, Aug. 28, 2012.

A freeway-free future for world cities

<http://bit.ly/MGIvjD>

“World cities will grow a stunning 72 percent by 2050, from today’s 3.6 billion to 6.3 billion people, more than the total world population in 2002. The task of creating livable environments for the newcomers will be made even tougher by freeways that consume big chunks of cityscape, cut through and often isolate poor neighborhoods, and pollute at prodigious levels. Limited-access super-roads, with their extraordinarily high construction costs, soak up public revenue that could be going into schools, housing, libraries, and public health. Cars — and significantly high numbers of them — can be accommodated on regular city streets. Broad boulevards around the world do this. Paris’ famed Champs-Élysées isn’t thought of first as a roadway but in fact has eight lanes of traffic. The secret to creating such a freeway-free, democratic vision of the future city for all? It’s clearly to get ahead of the private sector land-grab game that so frequently accompanies rapid-growth cities. Several world cities — from Milwaukee to San Francisco to Seoul — have already torn out freeways.” —*Richmond Times-Dispatch*, Aug. 19, 2012.

(continued on next page)

California Planning Foundation announces scholarship recipients

Hing Wong, AICP, CPF Liaison

During the first two weekends in May, the California Planning Foundation (CPF) scholarship committee interviewed dozens of planning students who applied for CPF scholarships. Interviews were conducted on the campus of Cal Poly – Pomona and at ABAG in Oakland. All scholarship awards include student membership in APA. Receiving CPF scholarships in our area were:

Northern Section Scholarships (\$1,000 each)

- Sonja Gajic, San Francisco State University
- Ruth Miller, UC Berkeley
- Anna Ponting, Stanford University
- Jason Su, San José State University

Ken Milam Scholarship (\$1,000 each)

- Veronica Flores, San José State University

Honorable Mention

- Zach Lewis, San José State University

Continuing Student Scholarships (\$1,000 each)

- Hannah Birnbaum, UC Berkeley
- David Keyon, San José State University

Graduating Student Merit Awards

- Matthew Brill, UC Berkeley
- Avalon Schultz, San José State University

The CPF scholarship and award winners will be honored at the APA California Conference's Student Awards Luncheon on Sunday, October 21, 2012. ■

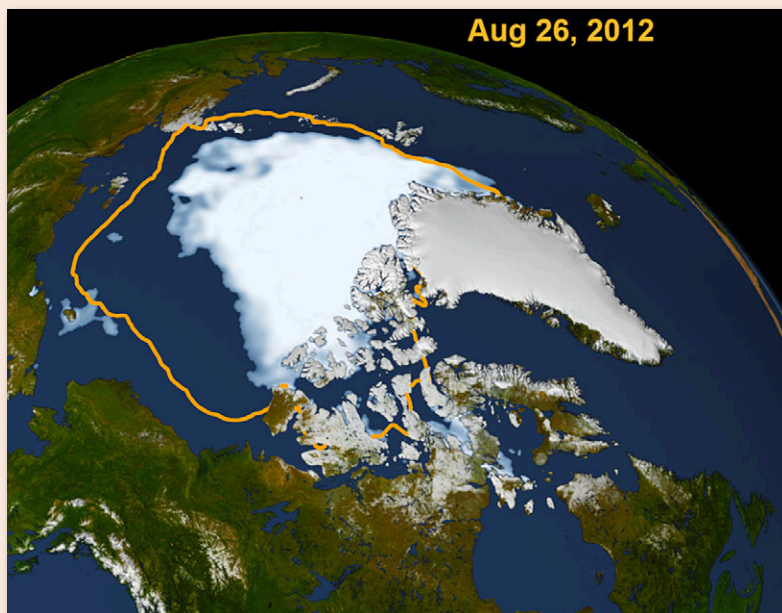
What others are saying *(continued from previous page)*

Light ice

<http://bit.ly/Okrkm3>

"The Arctic sea ice extent yesterday fell below its previous record low and is currently losing frozen sea at the rate of one South Carolina every 24 hours. This year's record low was set more than three weeks earlier than the 2007 record. The Arctic sea ice cover is fundamentally changing, said scientist Walt Meier of the National Snow and Ice Data Center, Univ. of Colorado, Boulder. 'The Arctic used to be dominated by multiyear ice — ice that stayed around for several years. It's becoming more of a seasonal ice cover, and large areas are now prone to melting out in summer.' What might that mean for the people and wildlife of the Arctic — not to mention the rest of us who've kind of gotten used to the effects of its frozenness on the planet?"

—Julia Whitty, "Arctic ice shatters melt record," *Mother Jones*, Aug. 26, 2012.



The extent of Arctic sea ice, Aug. 26, 2012. Data from US Defense's Meteorological Satellite Program, Special Sensor Microwave/Imager. The orange line shows the average minimum sea ice extent 1979–2010, as measured by satellites. *Image credit: Scientific Visualization Studio, NASA Goddard Space Flight Center.*

"San Francisco's inner-city neighborhoods, some blighted and now transitioning, are a huge draw for this new generation of techies, who don't want big, cookie-cutter suburban houses and prefer walkable areas that enable them to live close to their friends and the amenities they need."

—Richard Florida, <http://bit.ly/P5Oe0U>

San Jose bicycle planning event at landmark Faber's Cyclery

By Katja Irvin, AICP, and Emy Mendoza

On September 5, about 60 planners, engineers, and bike advocates came to hear about bicycle planning in Silicon Valley at Faber's Cyclery, a landmark 1884 building on South 1st Street. Established in 1912, the business moved to this location in 1921. The building surrounds an amazing outdoor courtyard highlighted by a graffiti-art mural, a huge pepper tree (with tree-house), rows and rows of bike frames, bike parts, bike paraphernalia, and bike pieces, plus some used bikes, a rickshaw, some historic bikes, and art bikes.

The main speaker, noted bicycle planning expert John Ciccarelli of Bicycle Solutions, emphasized that despite the loss of dedicated funding in MAP-21 (the federal transportation funding bill passed in June), there is a supportive environment for bicycle planning in California, in the bay region, and at the local level. However, there are still barriers that were highlighted by the other speakers including John Brazil, City of San José; Colin Heyne, Silicon Valley Bicycle Coalition (SVBC); and Oxo Slayer, Kimley-Horn.

For example, our cities have aggressive bike plans and supportive transportation departments, but most projects still have to be approved by city councils, where there usually is opposition. Groups like SVBC let their members know about these public meetings, so bike advocates can show their support for new biking infrastructure. Land use also matters: density and intensity of uses will get people on bikes. An excellent discussion and sharing of ideas occurred regarding education and training to improve biking skills and encourage safe behavior by all road users.

Despite the challenges, the state of bicycle planning in the South Bay is improving, and there have been plenty of recent local successes:

- eight miles of new bike lanes in downtown San José combined with road diets;
- green bike lanes;
- a regional bike share pilot to include 200 bicycles; and
- plans for 500 bike parking spaces and indoor storage areas at the two new BART stations.

The event was a great success. About 25 joined a pre-event tour of downtown bike projects. We highlighted local bicycling history and local food (delicious Vietnamese sandwiches sponsored by Kimley-Horn and Associates and RBF Consulting). We hope to plan similar events in the future. ■



Historic Faber's Cyclery, built in 1884 as a saloon. Photo: Juan Borrelli, AICP

Since the July 18 bill signing by Governor Jerry Brown to fund construction of the first section of California's high-speed rail line, news on the project has slowed considerably.

- The High-Speed Rail Authority has made several new hires, including regional directors for northern California and the Central Valley (see last paragraph below).
- Meanwhile, a Nevada-based group is looking to create an extension to the California bullet train that would stretch the Golden State's rail network all the way to Las Vegas. The 200-mile Vegas line, XpressWest, would be supported by a group of private investors led by casino developer Tony Marnell, <http://bit.ly/TA550e>.
- Alon Levy, writing in *Pedestrian Observations*, tackles the role of high-speed rail in decongesting major airports across the country, including the Bay Area <http://bit.ly/QxStnu>.
- Ken Orski, a transportation professional, discusses the "Uncertain future of the California Bullet Train," <http://bit.ly/TzUnXu>.

San Diego's strong interest in HSR

<http://bit.ly/UbydLN>

A high-speed rail "connection to San Diego remains planned for the distant future despite the 3 million annual passengers on the San Diego-Los Angeles intercity train and a heavily congested I-5 freeway. Given the project's start in the Central Valley and the probable lack of federal funding for a least another five years and no private sector funding in sight, it is difficult to see how the statewide project moves forward on schedule." —John Chalker, "Straight talk on high-speed rail," *U-T San Diego*, Aug. 4, 2012.

More on the Caltrain-HSR connection

<http://bit.ly/UDcqdo>

"So it's good to see that the California High Speed Rail Authority has refused to rule out future ridership growth by rejecting the NIMBY demand that the Peninsula rail corridor remain at two tracks forever. Perhaps additional tracks may be needed in the future, and it makes sense to allow that option to be used rather than to have a decision

made today prevent innovation and growth in years to come." —Robert Cruickshank, "Caltrain ridership soars," *California High Speed Rail Blog*, Aug. 6, 2012.

Rewards of HSR may outweigh problems

<http://lat.ms/QuAC36>

"Critics deride the line as a train to nowhere that will never attract the funding needed to run all the way from Sacramento to San Diego (with a spur to San Francisco) as originally envisioned. If the cynics fail to kill the train and more visionary leaders succeed in drumming up the funding needed to complete it, the line could become the most successful transportation project in the country. Don't believe me? Take a look at Amtrak's Acela Express." —Dan Turner, "Acela defies California's bullet-train naysayers," *Los Angeles Times*, Aug. 16, 2012.

TGV has changed what is possible in daily life, equitably

<http://bit.ly/OdIzHq>

"As California and the United States drag their heels on high-speed trains four decades after they were introduced in Europe, those of us who care about justice might want to learn from the French. They build interconnected systems at every scale, from bike paths on up, and then work to provide subsidies for students and other low-income people to access the system at different points. The path to inclusive urban centers should include high-speed rail between cities while making sure that everyone can afford a seat on the train." —Alex Schafran, "An ode to high-speed rail," *[polis]*, Aug. 23, 2012.

New hires for CHSRA

<http://lat.ms/Qp5kdc>

"Plugging long-standing vacancies in its management team, the agency that plans to build the state bullet train system announced the hiring of a chief administrative officer and seven other individuals to fill a variety of top executive posts. In addition, the authority recently entered into an agreement with Caltrans to quickly provide experienced personnel to fill other critical positions that are or will become vacant." —Dan Weikel, "Bullet train authority steps up hiring to fill long-vacant posts," *Los Angeles Times*, Aug. 27, 2012. ■

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- 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.

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