

NORTHERN NEWS



American Planning Association
California Chapter
Northern

Making Great Communities Happen

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

MARCH 2013

Meet a local planner

A new column by Tania Sheyner, AICP



Kimberly Cole, AICP, is the Managing Principal Planner with the City of Monterey, where she has worked for the past 16 years. Prior to joining the city's planning department, she worked at the city of Carmel-by-the-Sea and Cotton/Beland Associates.

How did you get your start in the planning field? What drew you to it?

I started out as a biology major at Cal Poly Pomona. I was initially interested in biology and geology. As I started taking courses, however, I became interested not just in studying plants and animals, but how these resources are managed. I soon changed my degree to Urban and Regional Planning. The new major broadened my horizons. I jumped into an internship during my sophomore year, with a private firm, where I learned about community engagement and moving forward policy issues.

What do you enjoy most about your job?

I love working on sustainable development and mixed-use projects. These projects require balancing a variety of issues including water supply, water quality, biotic resources, infill housing and job co-location, transportation, and multi-modal networks.

What is your advice to planners starting out in the field?

You first need to complete your academic studies. Second, while still in school, be sure to pursue internships even if it means working only a couple hours a week. Internships allow you to gain experience in the field and truly understand the breadth of planning, whether it is with a regional or local agency, a private firm, or a nonprofit. I promise that if you do that early on, you'll deal with all those disciplines and have a better understanding of what everyone is doing when you land your first job.

What are the most important qualities you look for in your staff?

I look for critical thinkers, for staff who have the ability to independently think about a project. I also look for team players, folks with good people skills. I can't overemphasize the importance of that — planners work with people through a political process! The skills of listening and communicating effectively really come into play, for instance, during the development review process or when working on a community plan. Planners are stewards of the democratic process that allows people to be heard.

Can you tell me about a recent or upcoming project in Monterey that you're particularly excited about?

I'm really excited about our Downtown Specific Plan that we are currently wrapping up after a two-year process. The City has great "bones" — open spaces and historic buildings. However, there are tremendous opportunities for infill, mixed-use development. The plan encourages appropriate development and also how to create a transportation system that supports it, including pedestrian and bicycle facilities. We are now moving through the environmental review phase.

What are the biggest/most urgent planning issues being faced in your community?

If we are going to appropriately site new development, a key issue for Monterey is water supply. Another big issue is transportation. In 2005, the community agreed that we couldn't focus solely on the automobile. Through the Downtown Specific Plan, we're developing a robust pedestrian, bicycle, and transit network. This, of course, also ties into the greenhouse gas issue.



Interviewer **Tania Sheyner, AICP**, is Northern Section's Professional Development Director. You can reach her at tsheyner@esassoc.com ■

WHAT'S INSIDE

Meet a local planner

In a new column launched this month, *Tania Sheyner*, AICP, interviews Kimberly Cole, AICP, Managing Principal Planner with the City of Monterey. [PAGE 1](#)

Director's note

Hanson Hom, AICP, recaps Northern Section's annual Board retreat held in January and the goals and actions adopted for 2013. [PAGE 3](#)

The California Homemade Food Act

Stephen A. McEwen, Esq., reviews the newly effective state law (AB 1616) that allows cottage food operations in private residences, the planning and zoning issues the law poses for cities and counties, and the regulatory and oversight roles that local governments can still play. [PAGE 4](#)

Letters [PAGE 8](#)

Norcal roundup

News from around Northern Section: Caldecott Tunnel, Eureka, Fort Ord, Marin, Oakland, Palo Alto, Rohnert Park, San Francisco, San Jose, Scotts Valley. [PAGE 9](#)

Where in the world?

Maybe you've been there. See this month's mystery photo by *Linton Atlas*. [PAGE 11](#)

A short history of the professionalization of city planning

Dr. Donald W. Bradley, AICP, tells us how we became a profession and where we got the AICP exam. [PAGE 12](#)

Board member photos

Now you can see who is guiding the ship. [PAGE 14](#)

Call for nominations, 2013 Northern Section planning awards

It's time to fill in the forms and nominate the outstanding projects and planners of 2012. The winners will be announced at a gala celebration on Friday, May 17, at Scott's Seafood Restaurant in Oakland's Jack London Square. [PAGE 15](#)

Who's where

Recent job changes for Sarah Fleming, AICP, and Mark Rhoades, AICP. [PAGE 15](#)

What others are saying

Urban hot weather, the human cost of natural disasters, addressing climate change, all-cash home sales, poor regional transit here, high-speed rail lawsuits, America's foreign born, Central Valley growth wars, Chinese-US civilizations clash, and much more. [PAGE 16](#)

Book reviewer wanted

Northern News has a review copy of *Reshaping Metropolitan America* by Dr. Arthur C. Nelson, FAICP. It's yours in return for writing a review by April 17 for publication here. Details on [PAGE 19](#)

Board member directory and newsletter information [PAGE 20](#)

JOBS and EVENTS CALENDAR

have moved to the Northern Section website, norcalapa.org. ■

"An analysis by Jed Kolko, chief economist at Trulia real estate data, argues that the crucial driver of out-migration from California toward states like Texas is home prices, not taxes. While California has significant net out-migration, it experiences very slight net in-migration by households making more than \$200,000 a year. The biggest out-migration is by poor and middle-income cohorts. This is inconsistent with the theory that California drives rich people (or "job creators") away with high top-income-tax rates. What Kolko argues is that housing matters more, not that taxes don't matter. —Bloomberg, <http://bloom.bg/VmsPHS>

Director's note

By Hanson Hom, AICP, Immediate Past Director



APA Northern's Annual Board Retreat

The Northern Section board had a successful annual retreat at Burlingame Library on January 19. First, we appointed a number of new directors. Joining **Miroo Desai, AICP**, as Diversity Planning Co-director is **Cindy Ma**, who previously served on the APA California Chapter Board as Student Representative. **John Cook, AICP** (a former Northern News editor), has stepped into the Awards Program Director position formerly held by **Andrea Ouse, AICP**, now the Section's Director Elect. **Jonathan Schuppert, AICP**, was appointed South Bay Regional Activity Coordinator (RAC), taking over from **Katja Irvin, AICP**. Katja retains a seat on the Board as one of the two Sustainability Directors. **Joanna Jansen, AICP**, and **Andy Waggoner** have both stepped down from the East Bay RAC positions, which are now filled by **Florentina Craciun** (formerly Membership Director) and **Dahlia Chazan, AICP**. **Scott Edmondson, AICP**, has left one of the two Sustainability Director slots, which will now be filled by **David Javid, AICP**. Scott remains active on the Sustainability Committee. Please join the Board in extending a hearty welcome to all of the incoming directors and in thanking the departing directors for their invaluable service to APA California-Northern.

Photos of the current Board members are on [page 14](#).

The primary order of business at the retreat was setting goals, priorities, and key actions for 2013 and adopting a corresponding budget to implement them. The Board started the process by reflecting on the successes of the past year and identifying areas for future focus and improvement. (We are proud of the major successes and accomplishments in 2012, which included the complete redesign of the Section's website; improvements in communications and publicity; the annual Northern Section Awards Program; the large number of sponsored, professional development events for AICP CM credit; and the annual Holiday Party.)

In brainstorming ideas and initiatives for 2013, the Board gave highest priority to continuing to offer an outstanding selection of low-cost professional development opportunities for members. Other priorities include:

- Continuing the sustainability planning and energy working-group initiatives;
- Increasing RAC networking and professional events;
- Continuing to improve our communications and outreach efforts;
- Evaluating new techniques for formatting and distributing our newsletter; and
- Exploring strategies for diversifying our revenue base.

Below is a summary of key Board goals and actions listed by general categories.

Category	2013 Goals/Actions	Category	2013 Goals/Actions
Chapter Conference	Begin to prepare for the 2015 conference	International	Plan a trip abroad and develop additional program ideas
Revenue	Find ways to enhance/diversify revenue	Publicity/RAC	Prepare articles for the newsletter about the subregions and their activities
Regional Activity Coordinators	Organize more high-quality events and create a checklist	Website	Update website content regularly
Sustainability	Continue to enhance the initiative and to write Plan-It Sustainably newsletter column	Diversity	Organize planners of color events
Publicity and Communications	Reformat the newsletter for ease of use	Young Planners Group (YPG)	Conduct outreach through social media
Membership	Improve the Section's marketing and outreach	Section History	Promote APA Great Places and Planning Landmark Awards
Professional Development Events	Explore other types of events, such as webinars and podcasts. Organize an ethics/law workshop. Reformat AICP materials.	Awards Program	Increase number and quality of submittals
University Outreach	Increase student interest and involvement	Energy Working Group	Expand program visibility through newsletter article. Incorporate into Sustainability Committee
Website	Create "how to navigate the website" video		

Input on how the Northern Section can better serve our members is always welcome. Please direct your comments and suggestions to **Jeff Baker, Section Director**, at jeff.baker@dublin.ca.gov ■

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.



**COMPREHENSIVE
MUNICIPAL
SERVICES**



(866) 828-6762
WWW.PMCWORLD.COM



LAMPHIER • GREGORY
URBAN PLANNING & ENVIRONMENTAL ANALYSIS
lamphier-gregory.com 510-535-6690



Rincon Consultants, Inc.
Oakland 510 834 4455
Monterey 831 333 0310
San Luis Obispo • Ventura • Riverside • Carlsbad

Environmental Science & Planning	Site Assessment & Remediation
Biological Resources	Cultural Resources
Sustainability Services	GIS/Graphic Services

www.rinconconsultants.com

For the period 2007–2011, 15.9 percent of Silicon Valley households were in the top 5 percent of U.S. income earners, according to the Census Bureau, February 2013. The San Jose-Sunnyvale-Santa Clara MSA was second only to Bridgeport-Stamford-Norwalk (Connecticut), which had 17.9 percent in the top 5 percent. See Table 2, <http://1.usa.gov/VSSrXB>

The California Homemade Food Act

Planning and zoning issues for cottage food operations

By Stephen A. McEwen, Esq.

The California Homemade Food Act (AB 1616), which became effective January 1, 2013, exempts home-based food businesses known as cottage food operations from many of the regulations that apply to traditional food production. In the past, state health laws and local zoning rules prohibited such micro-enterprises and/or made them prohibitively expensive. Among other things, AB 1616 requires cities and counties to allow cottage food operations in private residences, but permits local ordinances that impose “reasonable” standards, restrictions, and requirements concerning spacing and concentration, traffic control, parking, and noise control. While AB 1616 will create new business opportunities for individuals in a struggling economy, the new law creates significant zoning issues for local governments.

AB 1616 defines cottage food products as “nonpotentially hazardous food” prepared for sale in the private kitchen of a cottage food operator. Under this definition, meats, dairy products, or perishable items will not qualify as cottage foods. Cottage foods are those that do not require refrigeration to keep them safe or prevent bacterial growth. Newly-enacted Health and Safety Code section 114365.5(b) establishes the current list of approved cottage foods, which includes baked goods, candy, dried fruit and pasta, and certain jams, jellies, and preserves. The State Public Health Officer may add to or delete from this list of cottage foods by posting notice of the proposed change on the California Department of Health’s website and inviting public comment.

The new state law also establishes certain requirements for cottage food operations:

- A cottage food operation may only have one full-time equivalent employee, not including the operator’s family or household members. (Health & Safety Code, §113758(a).)
- Cottage food operations may not have gross sales greater than \$35,000 in 2013, \$45,000 in 2014, and \$50,000 in 2015 and beyond. (Ibid.)
- Cottage food preparation may not occur in the home kitchen concurrent with other domestic activities, such as family meal preparation, dishwashing, kitchen cleaning, or guest entertainment. (Health & Safety Code, §114365(a)(1)(A)(i).)
- There cannot be any infants, small children, or pets in the kitchen during cottage food preparation, packaging, or handling. (Health & Safety Code, §114365(a)(1)(A)(ii).)
- The operator must keep all kitchen equipment and utensils clean and in good repair. (Health & Safety Code, §114365(a)(1)(A)(iii).)

(continued on next page)



GHD is one of the world's leading engineering, architecture and environmental consulting companies. Our 6500 people serve clients in water, energy and resources, environment, property and buildings, and transportation.

www.ghd.com



Planning & Design

Wallace Roberts & Todd, LLC

444 Townsend Street | Suite 4

San Francisco, CA 94107

T 415.575.4722

F 415.436.9837

www.wrttdesign.com

LSA

- Environmental Sciences
- Planning
- Design

www.lsa-assoc.com

Berkeley
Carlsbad
Fresno
Irvine
Palm Springs
Point Richmond
Riverside
Rocklin
San Luis Obispo

"To put it all in perspective, I used to take home about 75 percent of my pay in Boston and here in SF it's only 65 percent. Meanwhile, my monthly expenses have risen almost a third from \$2,500 a month in Boston to \$3,300 here. Despite a significant pay raise when I moved here, I live less comfortably. I have no idea how anyone who isn't working in a high-tech role that pays an above average salary can live here."

—Jason Evanish, "25 things I wish I knew before moving to San Francisco,"

<http://bit.ly/USGh0m>

The California Homemade Food Act

(continued from previous page)

- Food contact surfaces, equipment, and utensils must be washed and sanitized before each use. (Health & Safety Code, §114365(a)(1)(A)(iv).)
- Food preparation and food and equipment storage areas must be maintained free of rodents and insects. (Health & Safety Code, §114365(a)(1)(A)(v).)
- Smoking is prohibited in the kitchen during food preparation and packaging. (Health & Safety Code, §114365(a)(1)(A)(vi).)
- Individuals with contagious illnesses may not be in cottage food kitchens. (Health & Safety Code, §114365.2(a).)
- All individuals involved in cottage food preparation must wash their hands before food preparation and packaging. (Health & Safety Code, §114365.2(b).)
- All water used in the cottage food process must be potable water. (Health & Safety Code, §114365.2(c).)
- Anyone who prepares or packages cottage food products must complete a food processor course provided by the Department of Health within three months of becoming registered. (Health & Safety Code, §114365.2(d).)
- A cottage food operation must label all its products in compliance with the Federal Food, Drug, and Cosmetic Act (21 U.S.C. §343 et seq.). (Health & Safety Code, §114365.2(e).)

County health departments will be responsible for ensuring compliance with these food safety standards. However, the ability of county officials to inspect cottage food operations is severely limited, thus making enforcement difficult.

Before starting a cottage food business, an operator must obtain approval from the county health department. AB 1616 classifies cottage food operations in two categories, "Class A" and "Class B," and establishes different approval procedures for each category.

Class A cottage food operations are those which involve only direct sales between the operator and the consumer. (Health & Safety Code, §§113758(a)(1), (b)(4).) To conduct a Class A cottage food operation, the operator need only "register" with the county health department and submit a completed self-certification checklist that verifies compliance with the state-mandated operational requirements described above. (Health & Safety Code, §114365(a)(1)(A).) If the operator completes the checklist, the county must issue the operator a registration number. (Health & Safety Code, §114365(a)(1)(B)(ii).) Class A cottage food operations are not subject to either an initial or routine inspection, but can be inspected if there has been a consumer complaint or there is reason to believe that the operator is not complying with the applicable food safety standards. (Health & Safety Code, §114365(a)(1)(C)(i-ii).)

(continued on next page)

bae

urban economics for
sustainable development

bae1.com

san francisco 510.547.9380

sacramento 530.750.2195

los angeles 213.471.2666

new york 212.683.4486

washington dc 202.588.8945



**Hatch Mott
MacDonald**

***Delivering Transportation
Planning Solutions***

1300-B First Street
Gilroy, CA 95020
T. 408.848.3122
F. 408.848.2202
www.hatchmott.com



URBAN DESIGN
CAMPUS PLANNING
LANDSCAPE ARCHITECTURE
LAND PLANNING

San Francisco (415) 249-0130
Nevada City (530) 264-7033
www.bmsdesigngroup.com



**Environmental and
Planning Consultants**

Los Angeles	San Diego
Oakland	San Francisco
Orlando	Santa Cruz
Palm Springs	Seattle
Petaluma	Tampa
Portland	Woodland Hills
Sacramento	www.esassoc.com

"US carbon emissions fell by 13 percent in the past five years because of new energy-saving technologies and a doubling in the take-up of renewable energy. The reduction brings America more than halfway towards Barack Obama's target of cutting emissions by 17 percent from 2005 levels over the next decade." —*The Guardian*,
<http://bit.ly/Yo0uho>

The California Homemade Food Act

(continued from previous page)

Class B cottage food operations are those which involve both direct sales between the operator and the consumer and indirect sales involving third-party retailers. (Health & Safety Code, §§113758(a)(2), (b)(5).) Unlike Class A operations, Class B operations require a permit from the county health department. (Health & Safety Code, §114365(a)(2)(A).) This permit, however, is still relatively routine and ministerial. The local health department must issue the permit following an initial inspection if it determines that the operation meets the statute's basic operational requirements. (Health & Safety Code, §114365(a)(2)(B)(ii).) Following the issuance of a Class B permit, the County may inspect the operation no more than once a year, unless there is a need to respond to a specific consumer complaint. (Health & Safety Code, §114365(a)(2)(C).)

With regard to local zoning regulations, the new law states that a city or county "shall not prohibit a cottage food operation . . . in any residential dwellings." (Govt. Code, §51035(a).) Instead, cities and counties must do one of the following:

- (1) Classify a cottage food operation as a permitted use of residential property for zoning purposes.
- (2) Establish a "nondiscretionary permit" for residential cottage food operations that must be granted administratively without a hearing if the applicant "complies with local ordinances prescribing reasonable standards, restrictions, and requirements concerning spacing and concentration, traffic control, parking, and noise control." The applicable noise standards must be consistent with local noise ordinances implementing the noise element of the general plan.
- (3) Establish a process for a zoning administrator to review permit applications for cottage food operations. The "permit shall be granted if the cottage food operation complies with local ordinances, if any, prescribing reasonable standards, restrictions, and requirements concerning the following factors: spacing and concentration, traffic control, parking, and noise control relating to those homes." As with option 2, the applicable noise standards must be consistent with local noise ordinances implementing the noise element of the general plan. (Govt. Code, §51035(a)(1)-(3).)

AB 1616 provides that the commencement of a cottage food operation in a residence does not constitute a change of occupancy for purposes of either the State Housing Law or local building and fire codes, and that cottage food operations must be considered residences under applicable building codes. In addition, cities and counties may charge a permit fee so long as the fee does not exceed the actual cost of the permit process. Upon an applicant's request, cities and counties must provide a written breakdown of a verification of the fees and information about permits that may be required by other public agencies.

(continued on next page)

METROPOLITAN PLANNING GROUP

a new design on urban planning

Staffing Solutions • Policy Planning
Urban Design • Sustainability Services
mplanninggroup.com
650.938.1111



Creating value by delivering innovative and sustainable solutions for infrastructure and the environment.

Urban Design
General & Specific Plans
Community Visioning
Development Codes
Revitalization Programs

Environmental Assessment
Landscape Architecture
Entitlement
Natural Resources Management

www.rbf.com • www.mbakercorp.com • 800.479.3808

DYETT & BHATIA

Urban and Regional Planners

www.dyettandbhatia.com

SAN FRANCISCO

General Plans • Urban Design
Environmental Planning • Zoning
Community Participation • GIS

415.956.4300

info@dyettandbhatia.com

755 Sansome St., Suite 400, San Francisco, CA 94111



Chandler W. Lee
Contract Planner

chandlerle@aol.com
940 Diamond Street
San Francisco, CA 94114
Phone: 415.282.4446

The California Homemade Food Act

(continued from previous page)

Understandably, AB 1616 has caused concern among cities and counties given the potential for significant quality-of-life impacts on residential areas. There is also a great deal of uncertainty about what cities and counties can do with respect to cottage food operations. The Legislative Counsel recently opined that cities and counties could not prohibit direct sales at private residences and could only condition permits on those topics listed specifically in section 51035(a). Cities and counties will now have to grapple with what constitutes “reasonable standards, restrictions, and requirements concerning spacing and concentration, traffic control, parking, and noise control.”

While the exact parameters of permissible cottage food regulations are unclear and may, unfortunately, require litigation, the following permit conditions should be considered reasonable under AB 1616:

- **A maximum number of on-site customers at any given time.** While AB 1616 authorizes on-site direct sales of cottage food products, it does not prevent cities and counties from placing a cap on the number of customers in order to minimize the impact on nearby residences.
- **A restriction on the hours for on-site direct sales.** Neighbors should not have to deal with customers visiting a cottage food operation at all hours of the day and night.
- **No on-site dining.** On-site dining could create a restaurant setting, which would further disrupt residential areas and create additional health and safety concerns. A ban on this activity appears consistent with AB 1616.
- **Parking requirements.** Cities and counties should be able to require sufficient off-street parking to accommodate an employee, if necessary, and any on-site customers (e.g., one off-street spot for an employee and an off-street spot for each on-site customer). There is a potential legal argument that an onerous off-street parking requirement would be inconsistent with AB 1616 and its express authorization of on-site direct sales. However, if a particular location cannot accommodate the increased need for parking, it is reasonable to argue that direct sales are not appropriate for such a location.
- **Vehicle size and loading requirements.** Many cottage food operators will sell their products off-site at farmers’ markets and fairs, provide door-to-door deliveries, or take their products to third-party retailers. A regulation that delivery vehicles shall not be any heavier than 10,000 lbs. in gross vehicle weight should be supportable. In addition, cities and counties should be able to restrict loading activities to certain hours of the day and/or days of the week.
- **Spacing and concentration restrictions.** AB 1616 expressly allows cities and counties to impose reasonable spacing and

(continued on next page)

LOHNES+WRIGHT
GIS AND CUSTOM MAPPING
Your new GIS Department



www.lohneswright.com

environmental planning strategic communications creative services



circlepoint®


oakland 510.285.6700 | sacramento 916.658.0180
www.circlepoint.com

architecture
engineering
environmental review
landscape architecture
planning

rrmdesigngroup 
creating environments people enjoy®

We have moved to Oakland!

414 13th St. 6th Floor
Oakland, CA 94612
P: (510) 830-3990, F: (510) 830-3997
www.rrmdesign.com



**THE PLANNING CENTER
DC&E**

- » Comprehensive Planning
- » Urban Design
- » Landscape Architecture
- » Environmental Review
- » Environmental Sciences
- » Transfer of Development Rights (TDR)
- » Geographic Information Systems (GIS)
- » Smart Growth
- » Public Participation
- » Economics
- » School Planning
- » Graphic Design

Orange County | Northern California | West Los Angeles
Downtown Los Angeles | Inland Empire | San Diego

www.planningcenter.com

Calling card advertisements support the *Northern News*. For more information on placing a calling card announcement and to receive format specifications, contact:

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

The California Homemade Food Act

(continued from previous page)

concentration regulations. The exact parameters of permissible spacing and concentration regulations are unclear. Each city and county will need to evaluate local conditions, such as average lot width, to determine proper spacing requirements and to ensure that such requirements are effective in alleviating projected traffic impacts.

- **Noise regulations.** Under Government Code section 51035(a), noise restrictions on cottage food operations must be consistent with existing noise ordinances that implement the noise element of the general plan.

As this list demonstrates, local government can still play an important regulatory and oversight role with regard to cottage food operations despite AB 1616's mandate that cities and counties allow these businesses in residential dwellings, although enforcement will be difficult. In addition, cottage food operations are not exempt from generally applicable property maintenance standards, such as rules prohibiting outside storage and the proper disposal of waste materials. Cities and counties will need to monitor cottage food operations closely in order to determine the best mix of permit conditions and regulations.



Stephen A. McEwen, Esq., is a partner with the firm of Burke, William, and Sorensen, LLP, in the Santa Ana office. He currently serves as the Assistant City Attorney for the cities of Atascadero, Buellton, and Hemet. Mr. McEwen specializes in land use and is responsible for supervising code enforcement efforts for many of Burke's municipal clients. He holds a J.D. from Stanford Law School and a B.A. in Political Science from Stanford University. You can reach him at smcewen@bwslaw.com ■

LETTERS

Editor:

Just wanted to say thank you for continuing to manage the newsletter. You make it very informative and enjoyable to read.

Gary Binger, FAICP
New York
■

Norcal roundup

Assembled by Erik S. Balsley, AICP

Better Place unplugs from Palo Alto

<http://bit.ly/Yc0COi>

"The company that installs networks of car-charging stations and battery-swap stations (most notably in Israel and Denmark) announced that it is putting on hold its efforts in the United States and in Australia so that it can focus on the two nations where its technologies are already in use. Since its inception in 2007, Better Place has enjoyed a reputation as one of the hottest and most promising electric-vehicle pioneers to set up shop in Palo Alto. The city aggressively promoted electric vehicles as part of its broader initiative to curb climate change — an effort that included installing charging stations in local garages and welcoming Fisker and Tesla. [At one time,] Better Place officials were hoping to install charging-station networks in California and in Australia by as early as 2012." —Gennady Sheyner, "Better Place, the electric-car recharging firm, to drive out of Palo Alto," *Palo Alto Online*, Feb. 13, 2013.

Mayor Lee signals shift at San Francisco Housing Authority

<http://bit.ly/Xp5NOI>

"By replacing the political appointees on the Housing Authority board of commissioners with city employees, Mayor Ed Lee is taking a bold step toward reforming San Francisco's long-suffering public housing while asserting more control over the troubled quasi-federal agency. On Thursday [February 7], Lee secured the resignations of six of the seven commission members and then announced their replacements late Friday. Lee has vowed to shake up the agency. The mayor wants it rebuilt on the model of North Beach Place and Valencia Gardens — projects that benefited from a Gavin Newsom-era program called Hope SF where the lack of federal cash is made up for through private capital. In return for rebuilding public housing, developers are allowed to construct valuable market-rate housing." —Chris Roberts, "San Francisco Housing Authority shake-up signals new direction in public housing," *The San Francisco Examiner*, February 10, 2013.

Casino access road may require use of eminent domain

<http://bit.ly/14RsnBZ>

"Rohnert Park may use its eminent domain powers to acquire parts of several properties needed to widen Wilfred Avenue to accommodate the huge Indian casino now under construction. The city in September signed an agreement with the Federated Indians of Graton Rancheria and the county of Sonoma under which the tribe is to pay the full cost of widening the street. But officials say neither they nor the tribe have been able to reach agreements with five property owners to buy just under an acre of land still needed for the \$10 million widening project. Nearly all the route is outside city

limits. City staffers have asked the City Council to approve five resolutions declaring that it is in the public's interest for the city to forcibly acquire the land. It is projected that the street, now two narrow lanes bordered by ditches, will get about 11,000 more vehicle trips daily when the casino opens." —Jeremy Hay, "Rohnert Park may use eminent domain to widen road near casino," *The Press Democrat*, February 9, 2013.

Project sent back to drawing board over 'public benefits'

<http://bit.ly/YbNKs4>

"An ambitious proposal to build a dense office complex next to the AOL building on Page Mill Road in Palo Alto received a cool reception Wednesday night [February 6] from the Planning and Transportation Commission, which directed the developer to come back with a stronger package of public benefits. To enable the project, the city would have to rezone the site to 'planned community,' a designation that allows developers to exceed regulations in exchange for 'public benefits,' which are typically negotiated between the council and the developer over a series of meetings. The biggest public benefit in this proposal would be a new public-safety building, a prize that has long eluded Palo Alto officials. Planning commissioners acknowledged Wednesday a police station would be a huge benefit, though some wondered whether it's enough to compensate the city for the types of exemptions it would grant the developer — most notably, permission to build about 311,000 square feet of office space." —Gennady Sheyner, "Palo Alto sends massive office proposal back to drawing board," *Palo Alto Weekly*, February 6, 2013.

Fort Ord 'guiding principles' rescinded

<http://bit.ly/YaiZE2>

On Tuesday February 5, "Reversing course, the Board of Supervisors unanimously rescinded its approval of a controversial set of 'guiding principles' for reuse of Fort Ord that set off a firestorm last month. The principles were formulated by members of the FORA administrative committee, each representing a jurisdiction with land-use authority on Fort Ord, apparently in an attempt to answer opposition to redevelopment on the former base. They included a provision that would have excluded area cities without land-use authority on the former military base from voting on land-use related issues. The principles were designed to guide the board's implementation of the 1997 reuse plan reassessment, and included other disputed provisions, such as calling on FORA to complete capital improvements before the agency's 2020 dissolution and remaining within the current base reuse plan to avoid new environmental review." —Jim Johnson, "Monterey County rescinds 'guiding principles' for Fort Ord," *The Monterey County Herald*, February 5, 2013.

(continued on next page)

Market Street's reinvention may also impact Mission Street <http://bit.ly/11mkjLD>

"Remaking one of San Francisco's busiest streets could involve banishing buses from downtown Mission Street and redesigning the thoroughfare to make travel safer and easier for the city's growing number of cyclists. The plan being studied by city officials is the newest of three alternatives for a \$350 million Better Market Street project, which would remake the city's main boulevard into a designated transit corridor and transform the adjoining downtown sidewalks and plazas. Eliminating buses from Mission Street and moving them to Market would make the changes much easier. Permanent cycle tracks, separated from vehicles and pedestrians by a physical barrier, would be placed on Mission Street, allowing for a straight, flat, and uninterrupted bike ride that would be far safer between Van Ness Avenue and the Embarcadero. Planners acknowledge, though, that there is a long-standing rift between drivers and cyclists in San Francisco, with each side charging that the other is receiving special treatment from the city. Efforts to make a major city street friendlier to bike riders will likely play into that dispute." —John Wildermuth, "Market Street overhaul rethinks Mission too," *The San Francisco Chronicle*, February 5, 2013.

Are gnomes now a protected species? <http://bit.ly/WoP9xW>

"There was joy in late January in Middle Earth, and Oakland, too: Pacific Gas and Electric Co. officials have changed their minds and will not evict thousands of gnomes nestling on their utility poles. The reprieve came shortly after the utility announced it would remove the diminutive, hand-painted creatures that have been proliferating around Lake Merritt for six months on the grounds they were 'compromising' utility equipment. The gnome paintings, which have been screwed to the base of utility poles in Haddon Hill, Adams Point, and other neighborhoods, have invoked much love in a beleaguered city that's been struggling with the state's worst violent crime problem. The artist said there are more than 2,300 gnomes in Oakland. Ultimately, PG&E wants to see the gnomes migrate to other locales, but is not going to forcibly relocate them." —Carolyn Jones, "PG&E grants reprieve to Oakland's gnomes," *The San Francisco Chronicle*, January 29, 2013.

Humboldt Bay looks to aquaculture at a former pulp mill <http://bit.ly/11FoLoP>

"Chief Executive Officer Jack Crider said the Humboldt Bay Harbor, Recreation, and Conservation District is currently in negotiations to acquire the former Samoa pulp mill site, which closed in October 2008, from Freshwater Tissue Co. The harbor district is currently working with aquaculture specialists, as well as the Humboldt Bay

Municipal Water District, to determine the feasibility of acquiring the site. In addition to making sure the size of the site is even feasible for an aquaculture development, Crider said the district also worries about funding staffing positions at the site, and the possibility of left-over contamination. The district is hoping to take advantage of a \$70,000 Headwaters Fund grant as it moves forward with the project. The grant has two main focuses — launching a pilot program focused on aquaponics and looking at the planning and feasibility required for a larger scale aquaculture project." —Kaci Poor, "Harbor district looks to Samoa pulp mill, aquaculture," *The Times-Standard*, January 29, 2013.

Silicon Valley's architecture generates buzz <http://lat.ms/Vjd8vt>

"The peninsula and South Bay offer natural beauty, with rolling hills to the west and the San Francisco Bay to the east. But rather than complement those wonders, this high-tech hub has mostly been sandwiched in an unending string of dreary office parks full of two-story cubicle-lined buildings whose main visual goal seems to be to escape all notice. But suddenly, Silicon Valley has shown signs of becoming an architectural hot spot. The latest evidence of this trend came very quietly in December, when Samsung Inc.'s semiconductor division released renderings of a new facility it plans to build in North San Jose. It is designed to be green and lush, both from an environmental standpoint, but also in terms of giving employees a feeling they are connected to the outdoors at all times. The building will be 680,000 square feet and will eventually house R&D operations and sales offices for 600 employees. In terms of architectural eye candy, though, the new Samsung campus will have plenty of rivals in the coming years. The most buzzed-about, of course, has been the new Apple Inc. campus in Cupertino." —Chris O'Brien, "Samsung campus latest sign of life in Silicon Valley's architectural wasteland," *The Los Angeles Times*, January 28, 2013.

Marin County's bike-share program rolls along <http://bit.ly/Wb6wn1>

"A public bike-share system is being analyzed by the Transportation Authority of Marin, whose board voted to spend \$25,000 to see if sponsors can be found to help fund the project. A potential pilot project would have four stations and 30 bikes between the Larkspur Ferry Terminal and Canal neighborhood in San Rafael. If that is successful, a first phase in Marin — which would cost about \$300,000 — would include 12 stations and 100 bicycles. A potential 37-station, 300-bicycle bike-share system using common 3-speed or 7-speed bike-share bicycles would cost about \$1.2 million to put into place. Some type of public/private partnership would make the most

(continued on next page)

sense in terms of funding, according to the plan. If the money is found, an initial program could launch in two years, officials said. But there are some challenges, in particular the county's hilly topography, making a system difficult to use for those who are less fit."

—Mark Prado, "Push to get bike-share program rolling in Marin," *Marin Independent Journal*, January 26, 2013.

Land preservation in Santa Cruz County takes a big step forward <http://bit.ly/YVYXzh>

"The Land Trust of Santa Cruz County has raised \$13.5 million in the past 18 months to protect 10,000 acres of redwood forest, sand hills habitat, and oak-studded hills. Matching state, federal, and foundation grants bring the total to more than \$40 million, Land Trust leaders said, announcing the close of the capital campaign. The money will fund the acquisition of 1,200-acre Star Creek Ranch in the Pajaro Hills and a conservation easement forever restricting development on the 8,500-acre Cemex Redwood Forest on the North Coast. Additionally, a 75-acre apple orchard in the Pajaro Valley, and 76 acres of sand hill habitat near Scotts Valley, will be permanently protected." —Donna Jones, "Land Trust of Santa Cruz County raises \$13.5 million for conservation projects," *The Santa Cruz Sentinel*, January 24, 2013.

Caldecott Tunnel work nears completion

<http://bit.ly/UfYisp>

"Crews carving out the Caldecott Tunnel's fourth bore have shifted from a big dig to fine finish work three years after breaking ground on the Highway 24 tunnel widening. About six months ago, giant earth-digging machines were still clawing and scraping away several truckloads of earth per day. These days, crews inside the tunnel are pouring concrete curbs to form the edge of the road, and sidewalks for stranded drivers to escape to during emergencies. Just north of the fourth bore opening in Orinda, crews are creating a steep, permanent retaining wall to anchor the hillside. Near the Oakland side of the bore, carpenters have built structures where concrete will be poured to form the Art Deco outer walls of the tunnel portal. Opening of the fourth bore will give the Caldecott Tunnel four lanes in each direction permanently, eliminating the daily direction reversal for the second bore that causes traffic weaving and delays."

—Denis Cuff, "Caldecott Tunnel's new bore is down to the finishing touches," *The Contra Costa Times*, January 21 2013. Includes video.

Where in the world?



Photo by Linton Atlas. (Answer on [page 15](#))

A short history of the professionalization of city planning

By Donald W. Bradley, Ph.D., MCP, AICP

This article is a condensed version of a paper delivered at the 13th national conference of the Society of American City and Regional Planning History, Oakland, Calif., October 2009

Urban planning is future oriented and comprehensive, and serves the greater public interest. Its lofty purpose draws dedicated public servants and creative, innovative, and intelligent private consulting practitioners. The planners' work is not only critically important; it is also vastly complex, complicated, and often controversial. Why has city planning evolved in the United States as it has? How has city planning become more of a profession than just a career path?

Just over a century has passed since the first city planning class and the First National Conference on City Planning in the U.S. The class was inaugurated in Harvard College's Landscape Architecture Department, and the conference was held in Washington, D.C., both in 1909. During the Ninth National Conference on City Planning in Kansas City in 1917, the American City Planning Institute (ACPI) was founded, known after 1938 as the American Institute of Planners (AIP). AIP was primarily concerned with public policy and legislation in city planning at local, state, and national levels. It was also preoccupied with defining the nature of the profession of city planning through enforcing strict criteria for membership and developing guidelines regarding various professional issues. AIP adopted a Code of Ethics for professional planners in 1971.

By 1929, Harvard University had begun a new degree curriculum in city planning — the first in the nation — followed soon after by Cornell, MIT, Columbia, Pennsylvania, Chicago, UC Berkeley, Michigan, North Carolina, Michigan State, and the University of Southern California. By the 1960s, dozens of planning schools across the country were offering masters degrees in city planning, and even several Ph.D. programs for specialized researchers and academics. AIP (now AICP) has long had an accreditation process for schools and programs offering city, urban, regional, community, and public planning degrees.

In 1934, the American Society of Planning Officials was formed. Unlike the AIP, whose members were mostly

planning consultants, ASPO members included planning commissioners, city managers, and other public officials. In 1938, ASPO moved into a building specially constructed for public service associations on the campus of the The University of Chicago, while AIP was officed in Washington, D.C. Each organization held an annual national convention in a major American city.

Largely because of budget constraints and a desire to strengthen the organizations while reducing duplication, ASPO and AIP joined forces in 1978. The merger created the American Planning Association (APA), and under its umbrella, a new group, the American Institute of Certified Planners (AICP), was formed to continue AIP's work in certifying planners, providing continuing education, and promulgating a code of ethics.

While the AIP originally offered Associate and Full memberships, there was at first no examination process. Through its National Membership Standards Committee, AIP in 1967 required oral hearing panels for candidates. These were offered regionally and at the annual conferences by Boards of Examiners appointed by the organization. A three-member panel of the Board interviewed individual candidates during a 90-minute examination focused on three standardized topics related to the profession.

In 1977, AIP conducted the first written exam for AIP membership. After the new AICP organization was founded under APA in 1978, annual, standardized, three-hour, multiple-choice written exams were given on the same day throughout the nation.

The exam was originally a paper and pencil format and given at very few locations. Over the past 30 years, the exam has evolved into a much fairer and somewhat less parochial exam. It is given twice a year, on a computer, at numerous sites, within a two-week window. While still a multiple-choice, question-and-answer format with a time limit, the exam has matured from 150 items in three hours to 170 in 3 ½ hours. The 20 extra questions are added to test for the following season, but the test-takers do not know which ones they are, and those will not be a part of their scoring.

Over the years, the AICP exam pass rates have varied greatly within a range of 51 percent to an early high of

(continued on next page)

81 percent. Usually the pass rate is around 67 percent. Recently, around 1,000 candidates have been approved to sit for the exam each spring and fall. The application process has become more difficult in that candidates for AICP membership must have their academic transcripts sent from their educational institutions, and all of their required professional planning employment and experience must be documented by their current and former planning agencies or firms. The candidates are notified immediately on the computer of their score and whether they passed or not. Previously, candidates had to wait two to three months while the national AICP determined the passing grade. Of the approximately 40,000 members of the APA, around half are also AICP.

New Jersey, with its Professional Planner (PP) designation, and Michigan with its Professional Community Planner (PCP) certificate, were the first states to license city planners in the 1960s. Planners in New Jersey must have the PP to hold a job in the field, while planners in Michigan do not need the PCP to work in a professional job there. Both licenses require the candidates to pass the national AICP exam first and then sit for the state exam based on its specific planning and zoning laws. The national APA and AICP have long opposed the licensing of city planning practitioners by individual states.

In 1999, the AICP instituted a College of Fellows for seasoned, nominated, and elected planners who clearly have made significant contributions to planning and society over the course of their careers. The Fellows must have been members of AICP and achieved excellence in professional practice, teaching and mentoring, research, public and community service, and leadership. Up to a maximum of 4 percent of the total AICP membership may be nominated, elected, and honored with the title FAICP.

As a profession, city and regional planning is a hybrid of several different fields, all of which are clearly classified as professions in their own right, including civil engineers, architects, attorneys, and landscape architects. Each profession has its own state licensing requirements and code of ethical practice. Other fields contributing to planning practice, expertise, and academic credentials include several of the social sciences and the related fields of economics, land and real estate finance, political science (public interest, citizen participation, and public involvement in the planning process), urban and rural sociology, geography, and demographics. More recently, planners have come from or have been influenced by the natural

or physical sciences such as mathematics (regional science), environmental sciences, geology, some allied health fields, historic preservation, and archaeology.

To be considered a “profession” (such as medicine, dentistry, pharmacy, psychology, nursing, social work, counseling therapy, engineering, architecture, landscape architecture, and the law), planning needs to meet certain minimum requirements and cultural criteria. These include a body of knowledge, a code of ethical practice, state licensing or national certification, approved or accredited degree and continuing education programs, continuing education standards, peer reviewed articles published in professional journals, and professional organizations.

Further, the professions all have in common a bond or oath that they serve humankind beyond any mere payback from their toil at the job. While the practice of planning has its frustrations, just as physicians may lose patients while saving others’ lives and reducing pain and suffering, planners enjoy the satisfaction of knowing that their efforts serve and provide benefits to the public by improving the quality of their lives in the long run.

Today, the planning profession has a considerable body of knowledge, a vast literature of related materials, an increasing number of textbooks, a number of peer-reviewed journals, a national professional organization, and is generally held in reasonably high esteem by the public. The AICP recently adopted mandatory continuing education (Certification Maintenance) requirements. The field of city and regional planning has met these criteria in a relatively short time over the past century.



Dr. Donald W. Bradley, AICP, is the AICP Director for Northern Section. In that capacity, Dr. Bradley has led AICP exam preparation workshops at UC Berkeley, UC Davis, San José State University, and Stanford University, and has helped hundreds of Northern Section members pass the AICP exam. For his lengthy and dedicated service, he was awarded a Special Recognition of Excellence

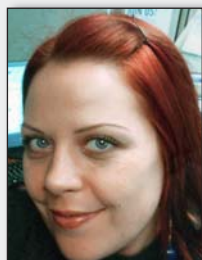
from Northern Section in 2010. A retired Colonel in the USAF, Dr. Bradley has taught at the University of Michigan, Michigan State University, UC Berkeley, UC Davis, and San Jose State University. He trained at the University of Southern California, University of Michigan, Harvard, MIT, UC Berkeley, Pacific Graduate School of Psychology, Palo Alto Veterans Affairs Medical Center, and Stanford. You can reach him at dr.donbradley@comcast.net ■

Northern Section Board of Directors, February 2013



Top row: Baker (Director), Ouse (Director Elect), Hom (Immediate Past Director), Meek (Administrative Director), Thompson (Treasurer), Balsley, Ackerman
Second row: Hinds, Barnhill, Borrelli, Schultz, Soland, Chazan, Kremin
Third row: Javid, Bradley, Whitty, Mendoza, Craciun, Wong, Castañeda
Fourth row: Schuppert, Palma, Kraft, De Leon, Irvin, Gaspar, Cook
Fifth row: Desai, Knox, Ma, Davidson, Avis, Sheyner, Flores
Bottom row: Meunier, Graves

Who's where



Sarah Fleming, AICP, is the new park and trail planner with the City of San Jose Department of Parks, Recreation, and Neighborhood Services, and a new member of APA California-Northern.

Fleming most recently

worked for the Detroit Economic Growth Corporation establishing the city's Healthy Food Finance Initiative, The Green Grocer Project. Before that, she was a facilities planner and zoning coordinator with the Public Building Commission of Chicago, 2008–2010, and a planning manager with the Greater North Michigan Avenue Association, 2005–2008. She holds a Master in Urban Planning and Policy from the University of Illinois at Chicago and a B.A. in Geography and Urban Studies from Wayne State University.

Mark Rhoades, AICP, has started a new planning and development consulting firm, Rhoades Planning Group, based in Oakland. From 1998–2007, Rhoades served as the land use planning manager for the city of Berkeley, and more recently was a partner in Citycentric Investments, LLC. Rhoades is a past editor of *Northern News*, and has written two articles for the newsletter: "Sustainable infill development — a planner/developer's perspective," November 2010; and "California Court of Appeal gives sustainable infill development an important victory," May 2011. Rhoades was Northern Section director of APA California from 1999–2000. ■



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

Yangon, Myanmar, from the Shwe Dagon Pagoda
Photo by Linton Atlas

CALL FOR NOMINATIONS

Northern Section Awards Program

Now is the time to
apply for an APA
California Northern
Section 2013 Planning
Award for your outstanding
planning projects,
programs, or people.



The purpose of the American Planning Association, California Chapter, Northern Section Awards Program is to encourage quality in planning and to increase the public's awareness of the planning profession by recognizing outstanding achievement in the planning field. Each year, the Northern Section bestows Planning Awards to honor the most outstanding efforts in planning in the Section. The program honors innovative plans and projects, distinguished APA members, lay contributors to planning, and achievements of the Northern Section. Often, our Section winners ascend to win awards at the State and National levels. Categories of the awards remain the same as last year.

Nominations for the Northern Section Planning Awards are due by 5 PM, Friday, March 22, 2013. Materials received after this date will not be accepted and will not be returned.

For the 2013 Awards information (categories, instructions, and application forms) go to <http://bit.ly/XB33Kc>

All awards submittals must be in compliance with the Northern Section's 2013 Awards Program Policy. Please visit <http://norcalapa.org> for more information, or contact Awards Program Directors **John Cook, AICP** at j.cook@circlepoint.com or **Eileen Whitty, AICP**, at ewhitty@ebmud.com

CALL FOR VOLUNTEERS

We love our volunteers! If you would like to help at the 2013 Awards Program Gala Celebration on Friday, May 17th at Scott's Seafood Restaurant in Oakland's Jack London Square, please contact Eileen Whitty, AICP, at ewhitty@ebmud.com ■

"New House Transportation Committee Chair Bill Shuster (R-PA) has always been clear that he is in favor of a strong federal role. He notes that many Republican presidents have overseen massive infrastructure expansion, and that the work continues. Three of the most vocal advocates of increased federal infrastructure spending [are] U.S. Chamber of Commerce President Tom Donohue, Building America's Future cochair and former Pennsylvania Governor Ed Rendell, and Laborers' International Union of North America President Terry O'Sullivan." —DC Streetsblog <http://bit.ly/11URQM8>

What others are saying

Urban activities affect your weather

<http://nyti.ms/Vco3u9>

"A computer model of the atmosphere found that activities from urban areas can warm the air as far as 1,000 miles away [by] as much as 1.8 degrees Fahrenheit. The temperature changes were caused by human behavior in cities, like heating buildings and powering vehicles. At the same time, however, by affecting the movement of air in the atmosphere, the warmth from urban centers has also resulted in cooler air in some parts of the world, including certain parts of Europe." —Douglas Quenqua, "Warming effect of urban activities felt widely," *The New York Times*, Feb. 11, 2013. The study, "Atmospheric verification of anthropogenic CO₂ emission trends" was published online Feb. 10, 2013, in *Nature Climate Change*, <http://bit.ly/12G1DWp>

Significant increase in all-cash home sales

<http://bit.ly/TLuIfR>

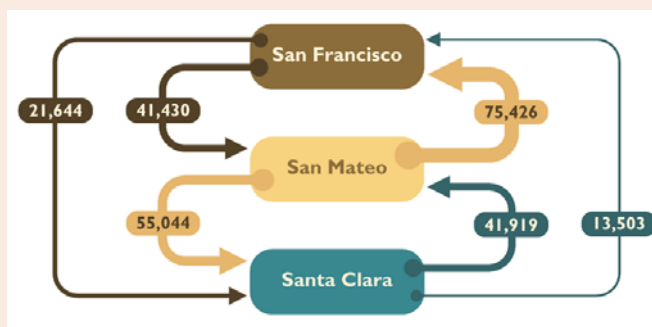
"Cash accounted for a record 32.4 percent of overall home sales in California in 2012, up from 30.4 percent in 2011 and double the average of 15.6 percent. Real estate agents on the Peninsula have seen large numbers of cash deals in the past year, with some reporting that 30 to 40 percent of the offers are for cash. About half the cash buyers statewide did not list the address of the home they purchased as their own address, a sign that they were investors. Some are from China, India, and Russia. Across California, about 28 percent of cash sales last year were to buyers of two or more properties. —Pete Carey, "Look who paid cash for Bay Area homes last year," *Oakland Tribune*, Feb. 7, 2013.

Fragmented regional transit bad for Bay Area innovation

<http://bit.ly/11WzwIW>

"Many of the historical challenges of [San Francisco Bay Area] transportation and housing remain as key regional issues. For transit riders, navigating a regional system with 27 individual operators and dozens of different fares is difficult. Thousands ride private shuttles daily to sites throughout Silicon Valley in part because there is no viable transit alternative. Less than half of regional jobs are within a half mile of regional transit and a quarter mile of frequent local transit. Yet face-to-face interaction that can occur naturally in denser work settings is increasingly recognized as important for the process of innovation. And densities

are much greater in traditional downtown areas near transit than in newer less transit-oriented job centers and office parks. The location of jobs is a matter of regional concern given its impact on congestion, air quality, and the long-term economic vitality. Yet the region has attempted few mechanisms to encourage employers to locate near transit or existing downtowns or to bring new transit to existing dense or densifying job centers. Taking on this issue will require cooperation among cities, transit operators, and regional agencies, as well as leadership from public and private employers." —Egon Terplan, SPUR, "Strengthening the Bay Area's regional governance," *2013 Silicon Valley Index*, Feb. 6, 2013.



Number of residents who commute to another county within the region, 2011. Source: *Silicon Valley Index*, Figure 66. Data from US Census, American Community Survey. Analytics: Collaborative Economics.

Central Valley growth wars

<http://bit.ly/XYAQVR>

"State officials have begun meeting with leaders in the greater Fresno area to see if they can help resolve disagreements over how the region should grow. The city and its neighbors, including the counties of Fresno and Madera, have been battling over several development proposals — most north of the city where city officials fear that the untouched foothills will be developed. The latest feud is over the proposed Tesoro Viejo development along the San Joaquin River in Madera County and nearby Friant Ranch in Fresno County. Both are part of a grander vision that calls for 100,000 people living in subdivisions north of the city. The city is suing both counties for approving the projects, and contends that the development is irresponsible sprawl that will bring traffic, water problems, and bad air to the region. City officials recently committed, in the city's emerging general plan, to growing within its borders and

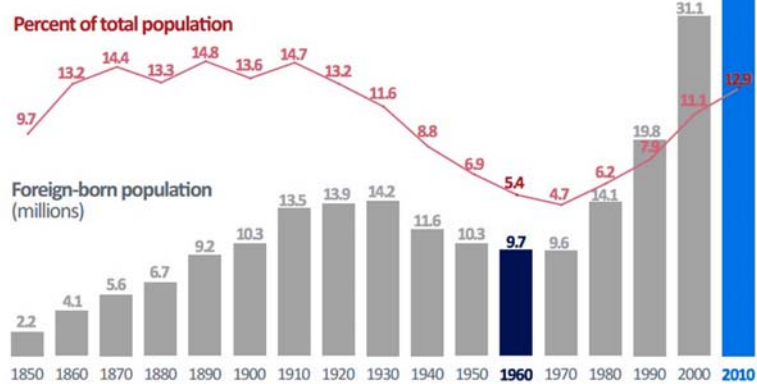
(continued on next page)

revitalizing Fresno's long-neglected and derelict downtown. Madera and Fresno counties counter that the city is being hypocritical — that for years the city sprawled recklessly and now it's criticizing others for developing." —Kurtis Alexander, "Jerry Brown steps in to resolve Valley's growth war," *The Fresno Bee*, Feb. 3, 2013.

Census infographic: America's foreign born, last 50 years <http://1.usa.gov/WThNVm>

"During the last 50 years, the foreign-born population of the United States has undergone dramatic changes in size, origin, and geographic distribution. This population represented about one in 20 residents in 1960, mostly from countries in Europe who settled in the Northeast and Midwest. Today's foreign-born population makes up about one in eight US residents, mostly immigrants from Latin America and Asia who have settled in the West and South. The Decennial Census and the annual American Community Survey allow us to trace the changes in the foreign-born population over time." (Feb. 7, 2009. Sources: U.S. Census Bureau; Library of Congress; National Archives and Records Administration; National Institutes of Health; American Presidency Project, University of California at Santa Barbara.)

Foreign-Born Population and as Percent of Total Population



Source: U.S. Census Bureau, 1850–2000 Decennial Census; 2010 American Community Survey

Chinese benefit from cost advantages of scaling up production <http://bit.ly/UMXHPO>

"It may be difficult to see through all the smog currently engulfing Beijing, but there is a green energy revolution taking place in China. The Chinese push for green

technologies stands in stark contrast to the dithering U.S. approach. The real 21st century Clash of Civilizations pitches [our] waning fossil fuel civilization against [their] waxing civilization based on renewables. China and the United States represent the polar extremes in this clash. China is acting to build renewable energy industries as fast as is physically possible in order to ensure energy security. The United States, in contrast, is focusing on innovation. U.S. firms like Solyndra are in difficulties not because of Chinese dumping, but because their market in the United States was not allowed to expand fast enough — thanks to Congressional hostility linked to fossil fuel lobbying [and] a plethora of regulatory and institutional blockages. An exclusive focus on 'innovation' as a form of public policy ignores the fact that newcomers need support to expand their market at the scale needed to drive down costs." —John Mathews, "Renewable energy and the real Clash of Civilizations," *The Globalist*, Feb. 1, 2013.

The grim and expensive toll of natural disasters <http://bit.ly/XZXtBH>

"Some experts have suggested that the economic damages from Hurricane Sandy in the United States (that is, not counting damages in the Caribbean) could reach as high as \$55 billion. If correct, it would rank as the fourth-most expensive natural disaster in history. Four of the five costliest years in terms of damages caused by natural disasters have occurred since 2004. Between 2001 and 2011, the world experienced an average of 385 natural disasters a year that resulted in loss of life, property damage, and impaired economic activity. The 3,852 disasters that occurred during this 10-year period killed more than 780,000 people and affected over two billion more, according to the Center for Research on the Epidemiology of Disasters. Cumulatively, they caused at least \$960 billion in economic damage. [But] 2011 brought the highest economic toll so far. Dominated by the devastating earthquake and tsunami that struck the East coast of Japan and the subsequent meltdown at the Fukushima nuclear power plant, 2011 also brought massive floods in Thailand, China, and Australia, a major earthquake in New Zealand, and a variety of tornados, floods, and wildfires in the United States." —Stephan Richter, *The Globalist*, Jan. 30, 2013.

(continued on next page)

Not quite fast-tracking

<http://bit.ly/VsuziD>

"The California High-Speed Rail Authority has settled a lawsuit filed by the city of Chowchilla over the rail agency's approval of a bullet-train route between Merced and Fresno. The lawsuit argued that the environmental impact report for the Merced-Fresno rail section failed to address 'the impacts of splitting the city of Chowchilla in half' by routing the high-speed tracks along Highway 99. The settlement removes one hurdle from the rail authority's plans to begin construction this year in Madera and Fresno counties on the first segment of its proposed statewide system. But two other lawsuits challenging the environmental approval of the section are pending in Sacramento Superior Court, and other legal obstacles are all but certain to arise. As many as 14 alternatives had been under consideration for the Chowchilla Wye on the Merced-Fresno section of the route. Now, only six remain in contention [and one option could be selected] for a detailed environmental review by April. More lawsuits are likely this year, after the rail agency is expected to certify environmental reports and approve a route for tracks between Fresno and Bakersfield." —Tim Sheehan, "Chowchilla, high-speed rail settle lawsuit over route," *The Fresno Bee*, Jan. 29, 2013.

Will a growing awareness of the risks translate into support to address climate change?

<http://nyti.ms/128O3L9>

"For all the damage wrought by Sandy and Katrina, weather disasters in recent years have cost us probably less than a tenth of 1 percent of our economic product. Yet, the cost of dealing with these looming disasters is not to be found in the budgets discussed by the White House and Congressional Republicans. Neither is the cost of steering the economy away from the fossil fuels that are to blame for a warming atmosphere. A report from the World Economic Forum estimated that would cost \$700 billion a year in public and private investment. The reluctance is not because we have no idea how to finance these efforts. We do. Top economists agree a tax on fuels and the carbon they spew into the atmosphere would be the cheapest way to combat climate change. Among the 34 industrialized nations of the Organization for Economic Cooperation and Development, these taxes average about \$68.4 per metric ton of carbon dioxide. The United States, by contrast, has a gas tax to pay for highway improvement, and that's about it. Total federal

taxes on energy amount to \$6.30 per ton." —Eduardo Porter, "In energy taxes, tools to help tackle Climate Change," *The New York Times*, Jan. 29, 2013.

MetroTrends Data dashboard

<http://bit.ly/XpF2pE>

"The Urban Institute has unveiled a far-reaching data dashboard for metropolitan areas all across the US that visualizes datasets — and the connections between them — on a long list of quantifiable aspects of urban life, from local unemployment to crime rates to housing prices. The tool reveals some interesting macro-trends. For one, crime appears to have fallen in many cities during the recession, contradicting the widespread hypothesis that the exact opposite might occur." (See link above for Santa Rosa-Petaluma. Use drop down window to select any US metro area.) Read more at *The Atlantic Cities*, Jan. 28, 2013, <http://bit.ly/ViVASf>

Projects that focus sustainability goals on the end-user experience, illustrated

<http://bit.ly/UxuaZI>

"In recent months, architect friends have explained how several post-Recession projects focus sustainability goals on the end-user experience, rather than simply pursue flagship 'green' designations. It seems there is a commendable and renewed emphasis on the particular needs of building use, and significantly, the specifics of a building user's relationship to the surrounding urban area. I like to emphasize the impressionistic and essentially more ethereal, emotional 'bookmarks' of experiences in cities around the world. As background to work on my forthcoming book, I itemized and illustrated several of these more qualitative bookmarks while traveling last year." Here are seven.

- "Spontaneous competition in simple places
- "Signage with a direct message
- "Wood-framed storefronts and proud displays
- "Water features that emulate nature, in context
- "Commercial porches, with color and vantage points to the street
- "Spectacular examples of shopping tradition
- "Culturally indigenous engravings in the built environment."

—Charles R. Wolfe, "Picturing 10 urban qualities every city should have," *The Atlantic Cities*, Jan. 28, 2013.

(continued on next page)

Why won't Republicans seek urban votes?

<http://bit.ly/12a8ya4>

"The *New York Times* exit polls found that Republican candidate Mitt Romney had received only 29 percent of the big-city vote to President Obama's 69 percent. The GOP has focused on winning suburban and rural votes and has stopped reaching out to city dwellers. The party wasn't always so dismissive of cities. Almost at the front of its 1968 platform was a section called 'Crisis of the Cities,' which ... advocated 'greater involvement of vast private enterprise resources in the improvement of urban life, induced by tax and other incentives,' as well as 'new technological and administrative approaches through flexible federal programs enabling and encouraging communities to solve their own problems.' After Richard Nixon won the election that year, he sought to deliver on those promises. The Republicans' abandonment of the city is good neither for their party nor for urban America. The GOP clearly needs a heftier percentage of the urban vote, but winning it by means of fiscal pandering or redistribution isn't the way to go — partly because such a strategy would cost rural and suburban votes and partly because it would be wrong. A better approach is to offer the good ideas that cities desperately need." —Edward L. Glaeser, "The GOP and the City," *CITY*, Winter 2013.

Are you comfortable right now?

<http://nyti.ms/Vfp0ij>

"As the world becomes more interconnected, the definition of something as elemental as comfort [is changing]. That's right: there is no universal definition of comfort, especially as it relates to temperature. Two decades' worth of research data clearly demonstrate that different people experience the same temperature differently. People report being comfortable all over the thermostat, from 43 degrees Fahrenheit all the way up to 86. ... Along with air-conditioning, globalization has also helped popularize something called ASHRAE 55: a building code created by the American Society of Heating, Refrigerating and Air-Conditioning Engineers to determine the ideal temperature for large buildings. The standard, which has set thermostats across the globe, is hardly culture-free. It's based on Fanger's Comfort Equation, a mathematical model developed in Denmark and the United States in the 1960s and '70s, which seeks to make a very specific worker comfortable: a man wearing a full business suit." —Maggie Koerth-Baker, "What does it mean to be comfortable?" *The New York Times Magazine*, Jan. 25-27, 2013. ■

Reviewer wanted

Northern News has received a review copy of *Reshaping Metropolitan America* by Dr. Arthur C. Nelson, FAICP, Professor of City & Metropolitan Planning, University of Utah, where he is also Director of the Metropolitan Research Center. (Island Press, 2013. Paperback, 122 pages plus notes. ISBN 9781610910330.)

"Nearly half the buildings that will be standing in 2030 do not exist today. That means we have a tremendous opportunity to reinvent our urban areas, making them more sustainable and livable for future generations. But for this vision to become reality, the planning community needs reliable data about emerging trends

and smart projections about how they will play out. Arthur C. Nelson delivers that resource in *Reshaping Metropolitan America*."

If you would like to read the book and write a review for the May issue of *Northern News* (deadline April 17), please contact the *Northern News* editor at knoxnaph@gmail.com and a copy of the book will be mailed to you. **First come, first serve.** You can read more about the book at <http://bit.ly/Z705DZ>. To read a recent *Northern News* book review, see the April 2011 issue, pages 7–9, <http://bit.ly/WWVgsG>

■

"Do visitors read your website copy? Well ensure they do. Tracking studies by Yahoo show that a visitor determines the usefulness of a web page in as little as three seconds. If a reader decides to stay on a web page, he focuses his attention on the contents in the top part of the screen. The reader's eyes sweep horizontally from left to right, often focusing on a roughly triangular area in the upper-left corner." —Tsohost (UK), <http://bit.ly/YhUsPc>

BOARD MEMBER DIRECTORY

Director Jeff Baker	(925) 833-6610	Jeff.Baker@dublin.ca.gov
Director Elect Andrea Ouse, AICP	(707) 648-4163	aouse@ci.vallejo.ca.us
Immediate Past Director Hanson Hom, AICP	(408) 730-7450	hansonapa@gmail.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 Eileen Whitty, AICP John Cook, AICP	(510) 287-1109 (510) 285-6725	ewhitty@ebmud.com j.cook@circlepoint.com
Communications Director Erik S. Balsley, AICP	(415) 592-4769	balsley@alum.mit.edu
CPF Liaison Darcy Kremin, AICP	510) 874-3110	darcy.kremin@urs.com
Ethics Review Director Colette Meunier, AICP	(707) 748-4453	Colette.Meunier@mindspring.com
International Directors Hing Wong, AICP Alex Hinds	(510) 464-7966 (415) 669-7230	hingw@abag.ca.gov alexhinds47@gmail.com
Legislative Director Alexandra M. Barnhill	(510) 273-8768	abarnhill@bwsllaw.com
Membership Director Vacant		
Planning Commissioner Janet Palma, AICP	(510) 390-3984	janetpalma@comcast.net
Planning Diversity Directors Miroo Desai, AICP Cindy Ma	(510) 596-3785 (510) 913-0697	mdesai@ci.emeryville.ca.us ms.cindy.ma@gmail.com
Professional Development Director Tania Sheynar, AICP	(415) 896-5900	tsheynar@esassoc.com
Section Historian Juan Borrelli, AICP	(408) 793-4384	juan.borrelli@sanjoseca.gov
Student Representatives Ted Graves Veronica Flores	(909) 896-2985 (415) 997-9562	graves.edward@gmail.com veronicagrace.flores@gmail.com
Sustainability Directors Katja Irvin, AICP Dave Javid, AICP	(408) 569-8214 (415) 889-0580	Katja.irvin@sbcglobal.net davejavid@gmail.com
University Liaison Emy Mendoza	(510) 326-1919	emymendoza@earthlink.net
Webmaster Ronny Kraft, AICP	(650) 508-6367	kraft.ronny@gmail.com
Young Planners Group Directors Avalon Schultz, AICP Natalie De Leon	(510) 504-9563 (408) 313-2662	Avalon.schultz@gmail.com natdeleon@sbcglobal.net

Regional Activity Coordinators (RACs)

East Bay Florentina Craciun Dahlia Chazan, AICP	(818) 438-0634 (415) 963-3893	florentina.craciun@urs.com dahlia.chazan@arup.com
Monterey Bay Aaron Ackerman	(831) 649-1799	ackerman@emcplanning.com
North Bay Kristine Gaspar	(707) 523-1010	kristine.gaspar@GHD.com
Peninsula James Castañeda, AICP	(650) 363-1853	jcastaneda@sforoundtable.org
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 Jonathan Schuppert, AICP	(707) 318-8993	jonathan.schuppert@gmail.com

NEWSLETTER INFORMATION

Editorial

Editor Naphtali H. Knox, FAICP	(415) 699-7333	knoxnaph@gmail.com
Associate Editor Erik S. Balsley, AICP	(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/JOV1Kn>. 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 2013 schedule can be viewed at <http://bit.ly/104VxxW>.

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