

NORTHERN NEWS



American Planning Association
California Chapter
Northern
Making Great Communities Happen

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

JUNE 2015

Planning grad in the working world

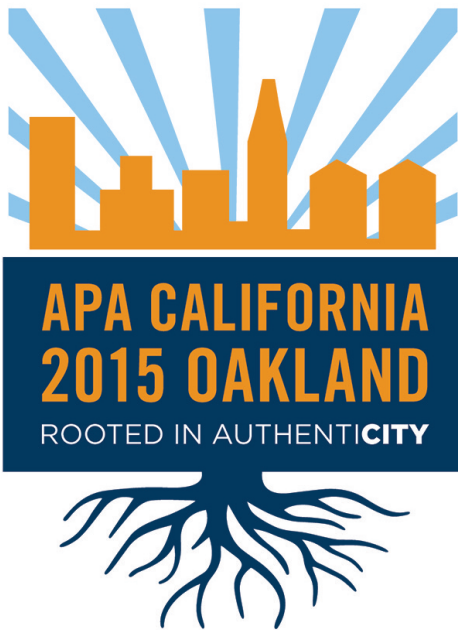
James Castañeda, AICP, Page 1

Landscape urbanism transforms the Silicon Valley office campus

Rene Bihan, Page 12



Alameda County's Niles Canyon, traversed daily
by many Silicon Valley commuters.
Photo: Jonathan Schuppert, AICP



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Rooted in AuthenticITY

Conference registration opens in May 2015

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- Roots and Foundations (planning foundations issues, planning 101s, nuts and bolts)
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Planning grad in the working world



James Castañeda, AICP

Early this year, I was asked if I would participate in a panel discussion at the American Planning Association’s conference in Seattle called “Planning Grads in the Working World” (<http://bit.ly/1EaoSsw>) and

offer some advice to emerging planners entering the field.

I felt some trepidation: Exactly what sort of guidance could I offer?

As I began to think, I immediately remembered all the times that things didn’t go right. Perhaps the best advice I could give people entering my particular area was to be prepared for those times. I myself have way too many stories about the projects that didn’t go as planned, or about the applicants who despised our work, or about the endless challenges that I still face today.

But as I took some time to ponder my own experiences in the real world and consider the valuable lessons I could share, I recalled all the opportunities that my career has led me to, all the challenges I had to meet and obstacles I was able to overcome, and all the fulfillment that my years as a planner has brought. It’s been a hell of a ride.

The real world started for me right after I graduated from college, when I was fortunate enough to be hired by Maricopa County in Arizona as an assistant planner. An alert and eager graduate, I became part of the Board of Adjustment team working on variance cases in the unincorporated Phoenix metro area. Unsurprisingly, a lot of my early staff reports looked like they were bleeding, the result of copious red-ink edits from my supervisor. But I started to refine my technical writing skills. Eventually, I was trusted to present my own cases to the Board of Adjustments and sit in the hot seat, and not just run the laptop. And part of the time I helped out at the public counter.

Eventually I moved to California and took on the challenge of being a planner for the County of San Mateo, where I still am today. It was a different ballgame. I was immediately thrown into various planning projects — from basic, staff-level plan checks, tree-removal permits, and front counter work, to public-hearing projects. Some of my earlier experiences were transferable, but there was still a lot of learning to do. For a short while, it was hard not to feel I was in over my head, but I quickly embraced the challenge, got up to speed on zoning regulations, and learned all the little things from my new and helpful co-workers.

Most of my experience in California has centered on current planning, and while it had been my goal to practice in the Long Range division (the actual planning that most people think of when they talk about urban planning), the work in current planning has been valuable and plays a crucial part in identifying policy to fix.

Over time, I’ve been trusted to work on our more complex and controversial projects, constantly trying to figure out better ways to collaborate with stakeholders. For example, I became the program coordinator for the 33-year-old SFO Community Roundtable, which advocates for aircraft noise reduction over communities on the San Francisco Peninsula.

Thinking back on my 11 years as a public planner, here’s my advice to emerging professionals who are getting ready to be planners in the real world.

- **Have empathy.** After reading tons of regulations and writing endless technical reports, you might forget who’s benefiting from your work; so remember to be patient with the audiences who might not live and breathe planning.

(continued on page 3)

WHAT'S INSIDE

Planning grad in the working world

James Castañeda, AICP

Advice to emerging professionals who are getting ready to be planners in the real world.

[Page 1](#)

Director's note

Andrea Ouse, AICP

The APA California 2015 *Conference-at-a-Glance* booklet is available to read or download. • Review the *Conference Planner's Guide* on the Norcal conference webpage.

[Page 3](#)

California HCD awards millions for homeless aid

\$3,800,000 goes to agencies and organizations in seven Bay Area counties that do not receive Emergency Solutions Grants directly from the feds. [Page 4](#)

Meet a local planner

Siân Llewellyn, AICP

Darcy Kremin, AICP, Environmental Practice Leader at PMC, talks about her start in planning and balancing family and career as both progress. [Page 5](#)

Who's where

Shila Behzadiaria; Greta Brownlow, PhD; Christopher Sensenig, AICP; and Mariaclara Zazzaro. [Page 8](#)

Community shapes Urban Village concept with asset-based design

Jaime Scott Guthrie, Steve Le, and Todd Kubiak

Planning approach by graduate students sets three San José neighborhoods on a path to a healthier community.

[Page 9](#)

Plan for success with UC Davis Extension

APA California members receive a 10 percent discount on most land use and natural resources courses. Earn AICP/ICM credits [Page 11](#)

Landscape urbanism transforms the Silicon Valley office campus

Rene Biban, SWA

[Page 12](#)

Message from Seattle: Step up and step in

Melissa Ruhl

[Page 14](#)

Scene in Seattle

Conference photos of Northern Section members.

[Page 15](#)

Northern Section hands out 11 awards for superlative efforts

Complete list of 2015's winners, plus eight photos.

[Page 16](#)

Norcal roundup

Assembled by Jennifer Piozot, associate editor.

Hat tip to Brian Soland, AICP.

MUNI gets a run for its money from new private buses
• I-280 near Mission Bay would be razed in Caltrain tunnel plan
• Del Monte moves to Walnut Creek
• Affordable housing takes on new mobile form
• S.F. Supes gear up for battle over Mission housing construction
• Mill Valley adopts housing element, reduces units
• LinkedIn wins Mountain View's North Bayshore
• HUD highlights SF's Central YMCA conversion to homeless services
• North Coast Water District plans for marijuana cultivation
• Silicon Valley has trailer parks. For how long?
• Toilet to tap?
• Are ghost homes a problem? [Page 19](#)

California

Economic Tale of Two Regions: Los Angeles County vs. Bay Area
• California at low water — a photo gallery
• Waze destroyed their streets
• Judge halts Millennium Hollywood skyscrapers
• Will Gov. Brown's GHG order affect adopted Sustainable Communities Strategies?
• Santa Monica will restrict short-term rentals
• Nestlé's expired water-bottling permit
• Prevailing Wage adds 17.5K jobs to California economy. [Page 24](#)

U.S.

'What would house design look like if we gave cars space in homes as we do in cities?'
• 'If you build startup row, will they come?'
• Portland businesses concerned about housing
• Immigrants from China outnumber those from Mexico
• Bike-share's social equity problem
• Water worries for western wheat, wine, apples
• New minority growth is occurring 'just in time.' [Page 27](#)

World

Sweden's most sought-after: The Hemnet home
• Managing water — can we learn from Israel?
• Chunk of Antarctic ice shelf going, seas will rise soon
• Throw another prawn on the barbie? NIMBY
• Paris Plans to remake the Right Bank
• Google's 'Campus Warsaw' to open this year
• Achieving green healthy cities. [Page 30](#)

Board member directory and newsletter information

[Page 34](#) ■

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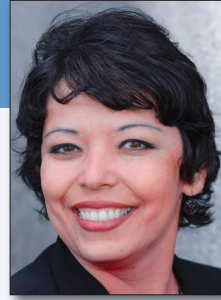
Planning grad in the working world

(continued from page 1)

- **Don't forget your inspirations.** You may not have the most glamorous assignments when starting out, but don't lose sight of why you became a planner — to help improve the places where people live.
- **Hold on to your passion.** You may not have a lot of hard skills to offer in your first interview, but genuine passion speaks volumes. And your love for planning counts. I was a C+ student who took seven years to receive an undergraduate degree, and I switched my major from computer science to music education to civil engineering before discovering city and regional planning. But when I finally figured out that this is what I always wanted to do, I was hooked and never looked back. That sort of passion stands out for people.
- **Feed your ambition.** Your first job in planning might not be what you were expecting, but keep working toward the place you think you should be. Stay hungry.
- **Don't be afraid to challenge yourself.** You won't know a lot of the answers at first — and that's expected. But don't shy away from opportunity. You'll figure out everything else along the way.
- **Don't be afraid to fail.** It took me longer than many of my colleagues to get out of school, and it took three tries for me to pass the AICP exam. The important thing about goals is not how long it takes to reach them or how many times you fail. What's important is that you succeed in the end.
- **Don't be afraid to question how things are done.** If it doesn't make sense to you, you might be the lever that can lead to change.
- **Share ownership of process.** The most successful collaboration with community members happens when you give them a role beyond their writing angry letters. Welcome them into the process.

Never lose sight of who you are, what you're doing and, most important, why you're doing it.

James Castañeda, AICP, is Northern Section's Communications Director. You can reach him at apa@jamescastaneda.com ■



Director's note

By Andrea Ouse, AICP

The Northern Section is abuzz with activity!

We continue to provide our members with unique and informative professional development opportunities to broaden their perspectives, and to have the chance to network with others in the planning world. At publication time, we are pressing at light speed towards the opening of registration on May 30th for the **2015 APA California Conference in Oakland, October 3–6**. The conference programming and events are planned in alignment with the theme of “Rooted in AuthenticITY”! Your *Conference-at-a-Glance* booklet provides a quick and easy overview of the many extraordinary sessions, workshops, and events we have planned for you. Read or download it at <http://bit.ly/1caQzHT>.

All of this work — programming, events, and a *Planner's Guide* — is the successful result of countless hours volunteered by our mighty Conference Host Committee (CHC). Led by our three Conference Co-Chairs, **Erik Balsley, AICP**, **Darcy Kremin, AICP**, and **Hanson Hom, AICP**, the activities, progress, and organization of the CHC continue to amaze. Join us in helping plan what is sure to be an incredible conference by attending the next CHC meeting on June 6 at URS, 1333 Broadway in downtown Oakland.

Meanwhile, keep up with all of the conference preparations and happenings and get sneak previews of the *Conference Planner's Guide* on the conference website, <http://bit.ly/1cYkfrp>. If we missed your favorite place, feel free to email suggestions or comments to oaklandplannersguide@gmail.com.

You can reserve a room now at one of the three conference hotels via the California Chapter's conference website at <http://bit.ly/1vepZBf>.

In the meantime, don't idle through summer. Peruse the Northern Section website, <http://norcalapa.org>, for additional top-notch professional development and social activities. ■

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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California HCD awards \$3.8 million in federal funds locally for aid to homeless

“Families and individuals who are experiencing homelessness may soon regain stability, thanks to \$9.9 million in grants to assist California communities with a variety of homelessness prevention programs, rapid re-housing assistance, emergency shelter funding, and other activities.”

“The Emergency Solutions Grants (ESG) program places new emphasis on assisting people to quickly regain stability in permanent housing after experiencing a housing crisis and/or homelessness. HCD administers ESG on behalf of those communities who do not receive ESG funds directly from the federal government.

“A great example of how these funds can help is through SHELTER Inc., in Contra Costa County, which received \$316,000 towards a Rapid Re-housing Program and Homeless Prevention Program. SHELTER Inc.’s vision is to re-build lives, one family at a time, by giving them a home, the skills, and the resources to live the life they deserve.” —HCD, May 12, 2015

In all, HCD awarded nearly \$3,800,000 to Bay Area counties and organizations within the geographic area of APA California Northern Section that do not receive ESG funds directly from the federal government:

- **Alameda County.** A total of \$960,000 will go to five grantees in Alameda, Fremont, and San Leandro.
- **Contra Costa County.** SHELTER Inc. will receive a total of \$400,000 for two programs in Martinez.
- **Marin County.** \$507,000 goes to three grantees in San Rafael.
- **Napa County.** Community Action of Napa Valley received \$200,000.
- **San Benito County.** The Homeless Coalition gets \$150,000 for Hollister.
- **San Mateo County.** Two grantees in San Mateo will get a total of \$380,000.
- **Sonoma County.** Three organizations will share \$1,200,000 for two programs in Petaluma and four in Santa Rosa.

A complete list of project awardees can be found at <http://bit.ly/1H2yN2b>. ■



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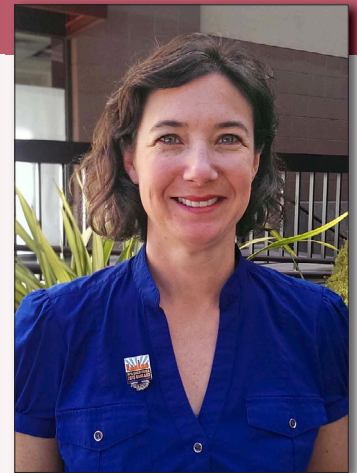
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Meet a local planner

By Siân Llewellyn, AICP



Darcy Kremin, AICP, a senior environmental planner with 17 years of experience, is the Bay Area Environmental Practice Leader for PMC. She is co-chair of the APA California 2015 Conference Host Committee, serves on the California Planning Foundation Board, and was Northern Section's Director in 2009 and 2010.

How did you become a planner?

I didn't start out to be a planner, but I chose the right path, once I saw the light! I did my undergraduate degree in geography/environmental studies and political science at UCLA. Really it should have been a degree in "Environmental Policy" because that was what I thought I wanted to do. I worked for a year at the Rand Institute (policy). In 2000 I went to Tufts University for my master's degree in urban and environmental policy. At the outset, one of my professors said, "All we do is train you to be a planner." By the time I left I was a planner! Interestingly, the school became an accredited planning school the year after I graduated.

What I discovered is that I really liked implementation as opposed to waiting for policies to work. I have definitely focused on implementation in my later career.

Tell us about your career

My first post-grad-school job was for the Massachusetts Department of Environmental Protection. There we were narrowly focused on one law to protect the public's right to access the shoreline. I learned a lot, but knew I wanted to see more of the complicated sweep of planning and to move back to my native California. I had taken a voluntary layoff in Massachusetts in a state downsizing so I had four months to find a job. I was born and raised in Southern California, so for a change I targeted Northern California, and here I remain.

In 2002, Garcia and Associates took a chance and hired me. Working at a smaller firm, I discovered I liked having a breadth of clients and projects; I also enjoyed business development. I learned that relationships are important; I still partner with Garcia and Associates today.

From there I moved to RBF, which was bought by Michael Baker International; then to Entrix, which was bought by Cardno; then to URS, which was bought by AECOM; and now I'm at PMC, which has just been bought by Michael Baker International.

(continued on next page)

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Meet a local planner (continued from previous page)

So now I'm back working with some of my old RBF pals — all of which proves previous lessons learned: keep up your relationships and don't burn any bridges; it's a small world.

As PMC's Bay Area Environmental Practice leader, I'm growing a practice for the Bay Area and down the central coast. This new position uses all my skill sets and is a wonderful challenge.

I have been asked a number of times about changing jobs. I see it as giving myself a promotion. Usually, I have had a good boss, good clients, and good work; then someone comes along and says "I have an opportunity for you." That new opportunity has led to the next challenge, a chance to stretch and grow my skills, taking them and me to the next level. It is never really about leaving the old company or job; it has always been about the opportunity offered to move forward.

You've been very active in APA. How did that start?

I joined and became active in the local section of APA when I moved back to California in 2002. Being active in the local section was a great way to meet people and build a network. After the Denver national APA conference, I wanted to help make the San Francisco national APA conference the best one ever. I joined the local host committee in 2003 and never looked back. In 2005 after the conference, I joined our Northern Section Board and have had multiple roles since then, including Section Director for 2009–2010.

My current role in APA is co-chair with Erik Balsley and Hing Wong for the upcoming California Chapter conference in Oakland, October 3–6. It's going to be a great event with amazing sessions, and we expect a strong turnout.

Tell us a bit about your life outside of planning

Right now my life outside planning is focused on my family, and let me tell you, I lead a very full life. Over the last decade, in addition to the APA volunteer work, I have been a volunteer coach, referee, fundraiser, scout leader, driver, cook, camp counselor and so many other things in support of my two girls. I'm also their #1 cheerleader.

That leads me to a question I haven't asked. As a mother, how do you balance?

I have two active daughters, six and 10. We've long moved out of diapers, but older children are much more active. My husband and I work hard for balance. At this point he's the primary caregiver because his schedule as an adjunct professor is more flexible. We schedule our family life month-by-month or even week-by-week — who has what activity, where we need to be for soccer, swimming, choir or gymnastics, when my husband's classes meet, when I have to be at a late night meeting.

(continued on next page)

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Meet a local planner *(continued from previous page)*

I'm lucky, as a consultant, to have some flexibility about where and when I work — I'm not required at the planning counter during work hours. I'm more likely to be traveling to client sites or fitting in my project work and meetings around client schedules. With the help of technology, I can do my job in many places and outside of traditional working hours.

When possible, I work from home on Fridays. That means I can skip the time spent commuting and throw in a load of laundry between conference calls and emails. But there's no magic to balancing; it's still a 40-plus-hour workweek, and the family/home requirements need to fit in there as well. This is the new norm: flexibility and a joint Google calendar!

Interviewer Siân Llewellyn, AICP, lives in San Francisco and is a vice president at AECOM. ■

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Leadership change at HCD

California Department of Housing and Community Development (HCD) Director Claudia Cappio has left the department to serve as assistant city administrator for Oakland, where she'll be heading up the 'Coliseum City' plan.

HCD's acting director is Susan Riggs, who had been deputy secretary of housing policy for the state's Business, Consumer Services, and Housing Agency (BCSH). Prior to joining BCSH in January 2014, Riggs served as executive director of the San Diego Housing Federation.

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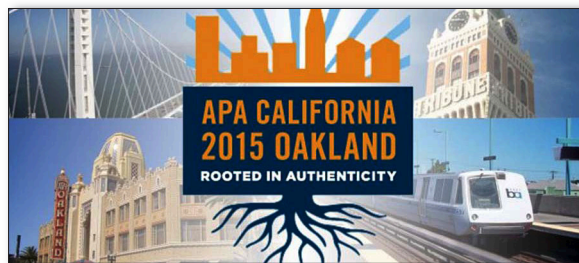
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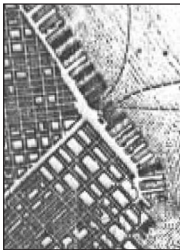
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"A community has to make a decision about how they're going to address homelessness, and the decision to make is whether they're going to manage homelessness or end homelessness. Homelessness is instantly cured by housing." —Sam Tsemberis, founder of Pathways to Housing, as told to Arthur Delaney, <http://huff.to/1H2Wz1x>



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Who's where



Shila Behzadiaria is now a planning intern for the City of Cupertino. Her past roles include data analyst for the City and County of San Francisco, health policy and planning intern for the County of San Mateo, and research assistant for San Jose State University. She was first runner-up in the APA Tech Division competition for her design of the mobile app "Activist." The app aims to streamline and support citizen engagement in the planning process. Behzadiaria

holds a master of urban planning from San Jose State University and a bachelor of urban planning engineering, urban studies/design from the University of Tehran.



Greta Brownlow, PhD, returns to LSA's Berkeley office as an Associate, where she provides a variety of environmental planning and compliance services for LSA's public and private clients. Brownlow joined LSA's Point Richmond office in 1998 and moved to the Berkeley office the following year. Most recently, she was a senior project manager with Atkins. Brownlow holds a master of urban and regional planning from UCLA and a doctorate in social and

cultural studies in education from UC Berkeley. In addition, she holds adjunct faculty posts at California State University, East Bay, and at San José State's Department of Urban and Regional Planning.



Christopher Sensenig, AICP, has been promoted to Associate at Van Meter Williams Pollack. Sensenig, an urban designer, joined VMWP in August 2005. He earned dual master's degrees in architecture and city planning at UC Berkeley and a bachelor's degree in architecture at Washington University in St. Louis. Sensenig coordinates the Urban Design group at VMWP and is currently working on the HOPE SF Potrero redevelopment, the Kirkham Project

in San Francisco, and a 36-acre master plan adjacent to the Warm Springs BART Station in Fremont. He is active with SPUR Oakland and is a founder of Connect OAKLAND, an organization advocating for transforming I-980 into a multi-way boulevard to reconnect Downtown and West Oakland.



Mariaclara Zazzaro is now the San Jose State University APA Northern Section Representative. Concurrent roles include project coordinator with CommUniverCity San Jose and executive board member of the Urban Planning Coalition. Zazzaro is pursuing a master of urban planning from San Jose State University and holds a B.S. in film and television from Boston University. ■

Community shapes Urban Village concept with asset-based design

Jaime Scott Guthrie, Steve Le, and Todd Kubiak

A planning approach by graduate students has set three San José neighborhoods on a path to a healthier community with new jobs, housing, open spaces, and alternative transportation options.

In fall 2014 and spring 2015, a team of 48 San José State University graduate students in the Urban and Regional Planning department played a meaningful role in the initial stages of a City of San José urban village planning project. Their focus was East Santa Clara Street between City Hall and 17th Street, an important segment of the arterial anticipated by the city's *Envision 2040* general plan to accommodate 850 new homes and 800 new jobs. The vision for this corridor is as a connection to the Diridon Transit Center, downtown, Highway 101, and east San José; and as home for a future BART station. The general plan designates the corridor as one of 70 urban villages that will provide a walkable mix of jobs and housing in transit-supportive areas.

Specifically, the students were called upon by the city's Planning Division to conduct an assessment of conditions along East Santa Clara Street, including the Horace Mann and Julian/St. John neighborhoods to the north and Naglee Park to the south. These areas have vastly different demographic and cultural profiles that are accentuated by the very wide corridor that separates them. City planners expect that the resulting urban village will better link the north and south sides of East Santa Clara Street by providing more daily destinations, public open spaces, and attractive public transportation options.

Under the guidance of instructor Rick Kos, AICP, the students applied an asset-based approach to their objective. As opposed to a traditional "needs-based" approach that emphasizes community problems and deficiencies, this assessment began with identifying community strengths and assets such as respected institutions, passionate leaders, and unique cultural amenities. This asset-based focus,

strongly espoused and actively practiced by the CUC partnership, affirms the community's capacity for positive change. The process harnesses the existing strengths of local people and institutions and leads to the development of clearly articulated planning priorities and neighborhood-backed solutions.

At the outset, the students acknowledged that the urban village planning process could not take place in a vacuum; they could not disregard decades of past planning efforts shaped by local residents. The students synthesized the core qualities of dozens of adopted plans and policies affecting the corridor, including neighborhood improvement plans, local and regional transportation plans, city design guidelines, and other regulatory documents. Next, the students collected

extensive field data about physical corridor conditions using the TerraFlex smartphone app. This app simultaneously captures photos, descriptive attributes, and the geographic coordinates of each feature of interest, providing raw data for subsequent GIS-based thematic mapping.

(continued on next page)



East Santa Clara Street Urban Village Planning Area.
Map: City of San Jose.

The students conducted their work as part of the CommUniverCity (CUC) multi-sector partnership comprising local **Community** residents, San José State **University** faculty and students, and **City** of San José



CUC workshop. Clockwise, facing: Mariaclara Zazzaro, facilitator (hands on map); Blair Lee (at flip-chart); Lesley Xavier; Jeff Hare; Scott Strickland; Tam Hughes; Alan Hughes (baseball cap); unknown; Bob Van Cleef; Mary Van Cleef. Photo: James Saechou. Published with permission.

Next, the students summarized their findings in four narratives of greatest relevance to the East Santa Clara Street corridor: (1) the need for complete streets, (2) preserving of historic resources to solidify a unique neighborhood identity, (3) locating development opportunity sites to accommodate general plan targets for new jobs and housing, and (4) the need to ensure sensitive physical transitions between commercial and residential properties.

A vital part of the assessment involved cataloging comments from local residents and business owners at four community meetings attended by a total of more than 150 participants. The students prepared infographics highlighting the assessment narratives and designed presentation materials for interacting with workshop attendees, including the production of a lively video featuring people and scenes from the study area. The students carried out extensive multi-lingual outreach to encourage maximum community engagement. Language-specific discussion tables were provided.

Graduate students led and facilitated the small group discussions, with city planners serving as support. This set up a dynamic that eased the way for community members to share their concerns and priorities for the neighborhood's future. The students created this open atmosphere through active listening and diligent documentation of the discussions, turning, when needed, to the city planners to address especially detailed questions from participants. As their instructor noted, the graduate students were instrumental in serving as "good ambassadors" for the principles of contemporary planning techniques as well as for active, stimulating, and culturally-appropriate meeting facilitation.

In a later phase of the assessment, the student team captured the perspectives of local teenagers at a focus group attended by 33 social-studies students at nearby Cristo Rey High School. The freshmen were candid about their concerns and needs, commenting frequently on personal safety, the homeless population, graffiti, and gang activity in and around the corridor.

In an important dimension of the assessment, a team of public engagement artists designed postcards to elicit community stories and aspirations. Each postcard featured an artist-rendered portrait of a community member, along with affirmation of what could be possible in the neighborhood. Participants wrote their ideas and responses on the back of the postcards, which were then submitted to the artist team to summarize the stories. This summer, the artist team will install movable kiosks throughout the neighborhood to continue collecting postcard comments.



Community members Angela and Richard Upton with their artist-created comment postcard. Photo: Robin Lasser. Published with permission.

The asset-focused assessment work completed by the SJSU graduate students moves the city's Planning Division a step closer to the next stages of the master planning process for the area. Those will include additional stake-holder collaboration, goal formulation, design of a conceptual land use plan, and zoning changes to implement the final plan.

Jaime Scott Guthrie anticipates finishing the masters in urban and regional planning at SJSU in December 2015. You can reach Jaime at ravens.ey.design@gmail.com. Steve Le anticipates completing his masters in urban and regional planning in spring 2016. He can be reached at stevele0118@gmail.com. Todd Kubiak anticipates completing his masters in urban and regional planning in fall 2016, specializing in environmental planning and transportation planning. He can be reached at todd.t.kubiak@gmail.com.

Plan for Success — Take a course from UC Davis Extension this spring or summer

APA Members: Get a 10 percent discount on UC Davis Extension courses

APA California members receive a 10 percent discount on most Land Use and Natural Resources courses at UC Davis Extension. You can earn **AICP | CM** credits, stay up to date on the new policies, laws, and practices, and learn from experts in the field. *If you are registering online please use code: **APA2015**.*

Clean Water Act Section 404: Nationwide and Other Specialized Permits.

Study the current Nationwide Permits, including general and specific regional conditions. Gain a thorough understanding of the NWP program and the latest information from the Corps as well as other state and federal agencies. Instructors: Megan Smith and Michael Vondergeest.

AICP | CM 6.0

Habitat Conservation Planning.

Habitat Conservation Plans are becoming common planning tools for many, including joint-powers agencies, cities and counties, and state agencies. Instructors: Brad Norton and David Zippin. **AICP | CM 6.0**

Land Use and Environmental Planning Professional Education Showcase.

Discuss curriculum, certificate requirements, and career opportunities for the Land Use and Environmental Planning Certificate Program, a comprehensive program that combines architecture, civil engineering, landscape architecture, environmental and land use planning and policy, and sustainable community design.

Redesigning the Zoning Ordinance.

Discover how to transform your zoning ordinance into a more understandable, streamlined, defensible, and effective planning implementation tool. Leading California zoning experts provide effective principles for revising and updating city and county zoning ordinances and discuss solutions to specific ordinance concerns raised by attendees. Instructors:

Bruce Jacobson and Laura Stetson. **AICP | CM 6.0**

Using GIS to Manage, Analyze, and Promote Sustainability.

This course will identify opportunities to promote, implement, and manage sustainability projects through the use of GIS. Instructor: Robert Earle. **AICP | CM 18.0**

Writing for Planners, Engineers, and Policymakers.

Planners, engineers, and other professionals require a high degree of technical writing skill to prepare a variety of documents including reports, proposals, formal letters, and emails. Discover how to increase clarity in technical documents by learning skills related to audience needs, document organization, paragraph development, and using powerful sentences.

Instructor: Carol Christensen. **AICP | CM 6.0**

For course details and to enroll, visit www.extension.ucdavis.edu/land

Landscape Urbanism transforms the Silicon Valley office campus

By Rene Bihan

Recent headline-grabbing corporate headquarters designs for Apple, Google, and Facebook have something in common: The classic Silicon Valley suburban office campus has not only morphed into a larger, more impressive animal, but it is taking on subtle, critical shifts that are influencing change in corporate campuses everywhere. Today's office buildings are designed for productivity, efficiency, and workplace collaboration, as are their site plans and landscape architecture. Now, an additional focus has made a major impact on Silicon Valley workplace design, both inside and out: urbanism.

Urbanism goes beyond downtown

Workers don't want to spend their days in an isolated suburban office park. As much as it served Silicon Valley so well for decades, the low-rise, low-cost office building surrounded by easy in-and-out parking is deadwood on corporate real estate balance sheets.

Employees today thrive on interaction and collaboration, and those basic human traits are motivating workers to seek out companies with more urban-oriented offices that meet those needs. Workplaces in the thriving, walkable parts of San Francisco's downtown, SOMA, Transbay, and Mid-Market areas are attracting employers such as Salesforce, Twitter, Autodesk, Adobe, Lending Club, Yelp, and Zynga.

How can the traditional suburban and Silicon Valley campus compete?

Landscape urbanism is one approach. Campuses designed through a landscape urbanism lens maintain the green, inviting elements of traditional planning but add critical components of urban life. Landscape urbanism suggests that facility designers start the process from an understanding of the land and natural systems, and then literally and figuratively, build on them.

In a variety of workplaces throughout the South Bay, corporate real estate directors and developers are changing the standards of the corporate campus — urban and suburban alike — from one dictated by the car and an interior-focused workplace, to one of landscape-driven, locally resonant urban design. These workplaces incorporate

a sensibility to their individual settings while maximizing the opportunities of sustainable design, ample public space, and local infrastructure.

From concrete tilt-ups to Silicon Graphics

While Silicon Valley once relied on a workplace model of industrial concrete tilt-ups around parking, the 1980s and 90s saw a shift to a corporate campus based on the concept of clustering and shared facilities. Still providing areas for surface parking, the clustering allowed for some outdoor interaction and common spaces.

A pioneering design for its time in the late 80s, the Silicon Graphics Inc. (SGI) campus, which featured structured parking, high-density buildings, and public open space, set the stage for new trends in development. Brownfield issues decreased the site's allowable building footprint, pushing the designers to rethink strategies about parking, circulation, and open space. Plans driven by environmental requirements actually led to the understanding that working in a high-density enclave results in higher productivity. Structured parking and close-in, accessible green space allowed for new types of social interaction and a sense of community.

Those early elements of the SGI campus evolved further with Google, the next tenant.

Google began offering employees amenities such as fitness classes, increased outdoor gathering spaces, and company-sponsored cafes. The "Googleplex" quickly became a corporate campus model which, through a freer expression of space, began to address the demographics of the typical Silicon Valley worker. Employees were beginning to choose an urban life as far away as San Francisco, giving up their cars for a planet-friendly, less expensive, bike and pedestrian lifestyle. In response, and in order to attract the best possible talent, Silicon Valley companies offered shuttles to transport people to and from work, with Internet access onboard to increase and encourage productivity, and generally created an environment employees could enjoy during the long workdays.

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More urbanism in the suburbs

Today corporations are defining the next iteration suburban campus with a more urbanist approach, marrying the best of the metropolis with suburban scale and spaces. In Mountain View, Hewlett-Packard's redesigned Mayfield Mall functioned as a new experiment in urban-oriented densities and amenities sought by knowledge workers. Taking over that facility, Rockwood Capital and Four Corners Properties completed a mixed-use office project called San Antonio Station with collaborative spaces, indoors and out, and a modicum of onsite services. Borrowing from headquarters locations in major cities, this development takes advantage of adjacencies — unlike Apple and other campuses that have to incorporate all their services and amenities onsite. Across the street from San Antonio Station is the Mountain View Caltrain rail stop, and a block beyond is a walkable, 12-acre midrise retail center offering cafes, entertainment, and services.

Elements of a landscape urbanism approach can be found in other new campuses. The Gehry-designed Facebook headquarters emphasizes a community environment, encouraging employees to enjoy outdoor public space, a rooftop garden, and cafes while respecting the historical characteristics of the site.

Does it add up? Yes. Landscape-driven urban design allows companies to create self-sustaining environments that encourage economic growth and maximize individual and collective productivity. The corporate campus — suburban, urban, and increasingly a blend of the two — continues to be a hotbed of ideas and innovation, requiring corporations, designers, and planners to shift workplace thinking to reflect cultural norms. As land in Silicon Valley and elsewhere becomes scarcer or simply unavailable for development, designers and developers must work collaboratively and creatively to do more with less: Urban, with a side of landscape. It's the workplace menu employees want.



Rene Bihan is a managing principal of the San Francisco office of SWA, an international landscape architecture, planning, and urban design firm with offices in California, Texas, and China. He can be reached at rbihan@swagroup.com ■

Mountain View's San Antonio Station demonstrates how today's office settings are designed for productivity, efficiency, and collaboration using landscape urbanism principles. Employees may choose from a range of inviting spaces to meet and discuss projects, lunch, or just relax. Photo: David Lloyd, SWA

More Seattle: 'Bertha more broken than we thought.' "The outer seals and the steel retainers that hold the seals in place were destroyed, WSDOT said, and there was also damage to the cutter drive motor pinions and the main bearing bull gear. That will delay the already delayed Alaskan Way Viaduct Replacement project even more, although WSDOT has declined to provide time estimates until more information on the machine repair is available." —Emily Parkhurst, <http://bit.ly/1K7cOdi>

Message from Seattle: Step up and step in

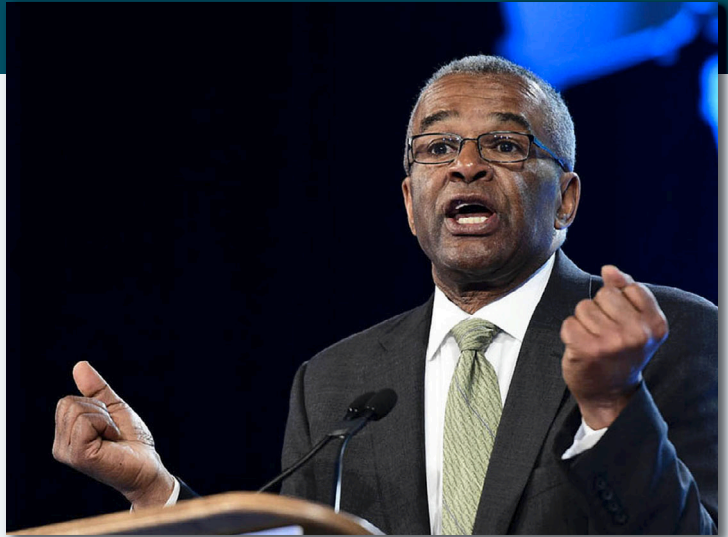
By Melissa Ruhl

Delivered to a standing-room only ballroom, **Ron Sims'** opening keynote speech at the APA National Conference in Seattle received an immediate, long-lasting, and standing ovation. Sims is the former Deputy Secretary of the United States Department of Housing and Urban Development.

Recounting a trip he took to Florence, Italy, Sims described his experience visiting Michelangelo's David. He was drawn to the beauty of the statue, and he found himself walking around it again and again, taken in by its perfection. He also told the audience of his love for the Impressionist paintings he saw, how they set aside intricacy in favor of feeling and ambience. Planners are artists, he said, both fine artists and Impressionists. We sculpt blocks and we cultivate environments.

Planners also conduct research and produce numbers. Sims warned the audience of the dangers inherent in deep dives into data. You'll find the numbers you want, he said, but also those you don't want. For example, zip codes correlate with life expectancy; and kids who live far away from parks are more likely to be obese. Such correlations don't just happen. "We allow poverty," he said. In one of the more retweeted phrases of the morning, he says, "There is no such thing as an innocent plan."

We plan for people. "Our neighborhoods must welcome everyone," he reminded us. In a prescient example, Sims discussed the case of *Thompson v. HUD* in which Baltimore City public housing was found to be racially segregated to the point of never offering low-income African Americans in Baltimore any meaningful opportunity to live in racially integrated environments. Settlements for the case were approved only three years ago. Today we see in Baltimore a city struggling with poverty and segregation, a city crying out for more comprehensive and engaged planning, a city where tensions can rise quickly and violently.



Keynoter Ron Sims. "Planners are charged not with the present, but guiding us into the future." Photo by Joe Szurszewski, courtesy of the American Planning Association.

Sims ended with a call to action. "The data screams out loud: 'You can make a difference.'" If the plans we create allow poverty, then we can also create plans that give everyone a chance.

Now more than ever the role of planners is critical: "Climate change will create communities that win and communities that lose." While the challenge before us is significant, it should not be daunting. "Who wants to live a dull life?" he asked. No one. Planners can step up and step in.

"You're never tired when you have purpose," he concluded, "and our purpose is clear."

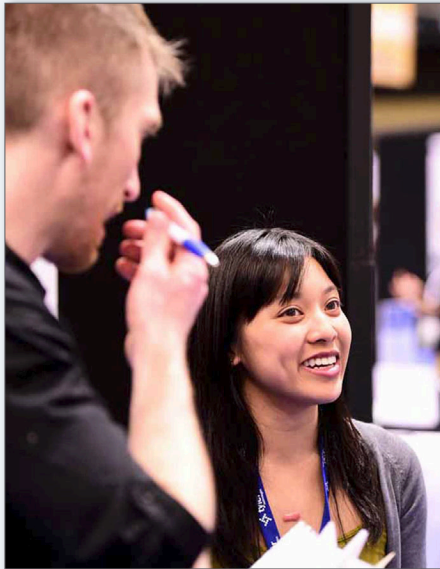
Melissa Ruhl is a transportation planning intern at Arup in San Francisco. For the past year, she has been the student representative from San Jose State's Department of Urban and Regional Planning on the APA California Northern Section Board. Melissa graduated with her MUP in May. You can reach her at melissaruhl@gmail.com. ■

"Five U.S. cities will get citizen engagement funds from the Citi Foundation and Living Cities. Albuquerque, Atlanta, Baltimore, New Orleans, and Seattle were chosen to join City Accelerator, a \$3 million initiative to promote municipal innovation. Each city will receive up to \$170,000 in funds and/or support services to improve citizen engagement in local issues like health care, urban planning, and entrepreneurship." —Jenn Stanley, <http://bit.ly/1K7csU2>

Scene in Seattle

Photos by Joe Szurszewski, courtesy of the American Planning Association

More than 6,400 planners came to Seattle for APA's 2015 national conference in April. They met, they spoke, they listened, they learned. And they were seen. From among the hundreds of photos on the APA Conference webpage and Facebook page, we found proof that these planners from Northern Section were there.



UC Berkeley graduate student **Jessica Nguyen** presented "Walking, Traffic Safety, and Crime Prevention" at the Poster Sessions to student member **Nicholas Kasang**.



Joe Horwedel, AICP, Chair of the City Planning and Management Division, opened Saturday's Planning Leadership Institute.



Jeanette Dinwiddie Moore, FAICP (right) with **Dr. June Manning Thomas, FAICP**, Centennial Professor of Urban + Regional Planning, University of Michigan, Ann Arbor.



Matthew VanOosten with **Joel Slavit, AICP, SamTrans**, at the Poster Sessions. VanOosten, with **Leila Hakimzadeh, AICP** — both employed by City of San Jose — won Second Place in the crowd voting for their poster, 'Visualizing Density in Silicon Valley.'



W. Shedrick Coleman, AIA (left), Chair of the 2015 APA Awards Jury, presented the 2015 National Planning Excellence Award for an Emerging Planning & Design Firm to **Raimi + Associates**. Accepting the award are **Matt Raimi** and **Aaron Welch**.

Northern Section hands out 11 awards for superlative efforts



Photo: Beth Martin, SJSU.



Northern Section presented its annual Planning Awards on May 7th at Scott's Seafood Grill and Bar, Jack London Square, Oakland. Five distinguished planners from public agencies and private practice comprised this year's Awards jury:

- Clare Hartman, AICP; City of Santa Rosa
- Darcy Kremin, AICP; PMC, a Michael Baker International company
- Michael Lopez; Former Santa Clara County Planning
- Saravana Suthanthira, AICP; Alameda County Transportation Commission
- Eileen Whitty; former Awards co-director, recently retired from EBMUD



Laurence L. Tong accepts the Award of Excellence for the East Bay Regional Park District 2013 Master Plan from Andrea Ouse, AICP. Photo: Beth Martin, SJSU

Comprehensive Plan – Large Jurisdiction, Award of Excellence: East Bay Regional Parks District 2013 Master Plan, East Bay Regional Parks District

The District's 2013 Master Plan celebrates the agency's 80-year legacy and provides an effective blueprint for the preservation and enhancement of their outstanding parks and open spaces.

Comprehensive Plan – Small Jurisdiction, Award of Excellence: City of Mountain View's North Bayshore Precise Plan, City of Mountain View

The City worked with the consultant firms of Raimi + Associates and Nelson\Nygaard to prepare the North Bayshore Precise Plan. It provides a roadmap for the retrofitting and redesign of suburban office environments and includes strategies and tools to transform the area into a model for innovation and sustainability.



Victor Randall and Isabelle Minn receive the Award of Merit given to the City of Benicia from Andrea Ouse, AICP. Photo: Beth Martin, SJSU

Comprehensive Plan – Small Jurisdiction, Award of Merit: Benicia Urban Waterfront Enhancement and Master Plan, City of Benicia

The Master Plan, prepared by a consultant team led by PlaceWorks, provides an integrated vision and implementation strategy for a 13-acre former industrial waterfront on the southern edge of Benicia's historic downtown.

(continued on next page)



Accepting the Green Planning Award of Excellence from Andrea Ouse, AICP, are Eliza Yu and Gina Schmidt representing AMBAG.
Photo: Beth Martin, SJSU

Innovation in Green Planning, Award of Excellence: Moving Forward 2035 Monterey Bay Metropolitan Transportation Plan / Sustainable Communities Strategy, Association of Monterey Bay Area Governments

Moving Forward 2035 is the blueprint for a regional transportation system within the Monterey Bay region that will enhance the quality of life, promote sustainability, and offer more mobility options for people and goods.

Implementation Award – Large Jurisdiction, Award of Excellence: Devil’s Slide Coastal Trail Improvement Project, County of San Mateo

The project team, comprising the County of San Mateo Parks Department along with staff from PlaceWorks, BKF Engineers, and Environmental Collaborative, embarked on a fast-track process to successfully complete the new Devil’s Slide Coastal Trail within one year after closure of the highway. This entailed multiple layers of planning, design, community participation, and careful environmental assessment and analysis.

Implementation Award – Small Jurisdiction: City of Piedmont Rent-restricted Second Unit Program, City of Piedmont

Piedmont’s Rent-restricted Second Unit Program reduces parking requirements for secondary units to facilitate their construction in Piedmont. In exchange, the units must be offered at below-market rents for 10 years. This innovative program resulted in Piedmont meeting its target for very low income housing production in the last Housing Element cycle.



Consultant Barry Miller, FAICP, displays Piedmont’s Award of Excellence.
Photo: Chris Johnson

Best Practices, Award of Excellence: Climate Change and Extreme Weather Adaptation Options Pilot Project for Transportation Assets in the Bay Area; MTC, BCDC, Caltrans District 4, and BART

A multi-agency consortium comprising the Metropolitan Transportation Commission, California Department of Transportation District 4, San Francisco Bay Conservation and Development Commission, and San Francisco Bay Area Rapid Transit District, and their AECOM-led consulting team collaborated in a subregional pilot project to assess adaptation options for a subset of key transportation assets vulnerable to sea level rise in Alameda County.

(continued on next page)

Urban Design, Award of Excellence: Warm Springs/South Fremont Community Plan, City of Fremont

The plan, prepared by Perkins and Will, is an innovative urban design document that provides a vision, framework, and development controls for the design and implementation of a jobs-focused, transit-oriented development. The plan envisions a vibrant, mixed-use neighborhood/community that will accommodate 20,000 new jobs and 4,000 new housing units, all within a 10-minute walk of the new Warm Springs BART Station.



Juan-Carlos Gonzalez, Ray Corpuz, and Jeanette Pantoia were among the representatives receiving the Award of Excellence given to the City of Salinas. Photo: Beth Martin, SJSU

Economic Development, Award of Excellence: City of Salinas Economic Development Element, City of Salinas

Prepared by a team of city staff, the nonprofit Salinas Planning and Research Corporation, and staff from EMC Planning Group, Applied Development Economics, Economic and Planning Systems, Farmhouse Communications, and City Design Collective, the City of Salinas Economic Development Element is a comprehensive effort to place economic development at the frontline of the City's decision-making processes. It is unique for its inclusion of strategies to improve quality of life through improved safety and health, which is seen as fundamental to improving community prosperity and attracting economic development investment.



Andrea Ouse, AICP, presents Bruce R. Anderson, Alta Planning + Design, with the City of Fortuna's Award of Merit for Transportation Planning. Photo: Beth Martin, SJSU

Transportation Planning Award of Merit: John Campbell Memorial Greenway and Strongs Creek Trail Final Master Plan, City of Fortuna

The City worked with a team consisting of the nonprofit Local Government Commission, Alta Planning + Design, GHD, Inc., and the Rails-to-Trails Conservancy, to prepare the Master Plan. The Plan realizes a vision for a linear park in Fortuna that includes a bicycle and pedestrian trail to improve east-west connectivity, provides recreational opportunities, and serves as a convenient way to reach the city's neighborhoods, parks, and local shopping without having to drive.



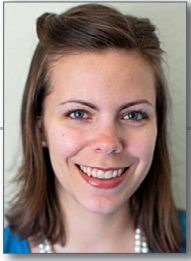
Andrea Ouse, AICP, with Wendy Cosin, AICP. Photo: Beth Martin, SJSU

Transportation Planning, Award of Excellence: The Shoreline Boulevard Corridor Study, City of Mountain View

The result of a strong collaboration between the City of Mountain View, local and regional stakeholders, and a diverse consultant team led by Nelson \Nygaard, the Shoreline Boulevard Corridor Study identified multiple strategies to support the City's mode shift goals and to provide last-mile services to the downtown Caltrain station.

Recognition of Excellence, Wendy Cosin, AICP

Longtime and well-known Bay Area planner Wendy Cosin, AICP, merits a special Recognition of Excellence for her dedication to the planning profession and her long service to APA, including four years as Northern Section Director. ■



Norcal roundup

Assembled by Jennifer Piozet, associate editor. Hat tip to Brian Soland, AICP.

MUNI gets a run for its money from new private buses

Associated Press/Inside Bay Area, May 12, 2015

Janie Har, <http://bayareane.ws/1PhBrut>

• “The compact city that inspired ride-hailing companies Uber and Lyft is offering a new way to get to work: fancy \$6 big-bus rides with spacious seating, free Wi-Fi, and attendants who deliver snacks.

“A company called Leap launched the service in March with morning and evening commutes that follow public bus routes between the tony Marina district and the heart of downtown San Francisco. Leap joins a private shuttle service called Chariot, which operates 15-seat passenger vans over multiple routes within the city at a cost of \$3 to \$5 a ride.

“Fans say the app-enabled buses and shuttles complement an aging municipal transit system that is unreliable and overburdened at peak times. Critics say the private rides are just another sign of the growing gap between wealthy tech workers and everyone else in a city where starter homes can easily go for \$1 million.

“The move into group transit — especially buses that do not carry many riders — worries public bus advocates ... ‘that people will mentally disinvest in Muni when they take Leap, and that will create a two-tier transportation system.’ Stops on Leap are limited and the ride home takes about 25 minutes. Rides are \$5 each if bought in bulk.

I-280 near Mission Bay would be razed in Caltrain tunnel plan

SFGate.com, May 11, 2015

Matier & Ross, <http://bit.ly/1FjfoPs> • “San Francisco Mayor Ed Lee is quietly shopping plans to tear down Interstate 280 at Mission Bay and build an underground rail tunnel through the area — complete with a station between the proposed Warriors arena and AT&T Park. It’s all part of a revised effort to bring Caltrain — and, one day, high-speed rail — into downtown and the new Transbay Terminal while opening up a whole new area of the city for development.

“As an added bonus, moving Caltrain’s current station a couple of blocks to the southeast — from Fourth and King streets to a site roughly opposite Pier 50 on Third Street — would help Lee sell the argument that he can keep a Warriors arena from creating huge traffic problems. The new station would be just a block or two from the 18,000-seat arena.

“A big game changer” is how one city official described the plan which planners unveiled at a closed-door meeting with representatives of Caltrans, Caltrain, MTC, and other transportation agencies. The plan raises big questions for Caltrain — its station at Fourth and King would be bulldozed, and a major portion of its already-approved route for running trains downtown would be junked and redrawn. City officials plan to go public with their ideas [in June] and there is already talk of a ballot measure to seek public backing for whatever emerges as the final scheme.”

Del Monte moves to Walnut Creek

Contra Costa Times, April 30, 2015

Lisa P. White, <http://bayareane.ws/1F3qDbt> • “Del Monte Foods is moving its headquarters from San Francisco to Walnut Creek, a shift that will put the East Bay city’s name on grocery store shelves across the country. Based primarily in San Francisco since the company’s founding in 1886, Del Monte is transferring about 90 employees who work in marketing, finance, and supply chain functions to an Oak Road office building near the Pleasant Hill/Contra Costa Centre BART station.

“They will join 80 Del Monte workers who moved last year to that building in the Contra Costa Centre transit village. Later this year, Del Monte will update the labels on its canned fruits and vegetables and other products to reflect the move across the bay. Currently, the packaging reads ‘Distributed by Del Monte Foods, San Francisco, CA.’

“As San Francisco draws more tech companies, established firms are leaving for the East Bay, which has a pool of talented, educated professionals and access to public transportation.”

(Norcal roundup continues on next page)

Affordable housing takes on new mobile form

Palo Alto Online, April 20, 2015

Sue Dremann, <http://bit.ly/1DqRnyk> • “Like many Bay Area millennials, Alison Rush and husband Jordan Cowman face a difficult dilemma: housing. But true to their generation’s environmentalist sensibilities, they have come up with a potential solution that would be both affordable and allow them to live out their values of reducing waste and eschewing over-consumption. Enter the ‘Skallywagon,’ their as-yet-unchristened 40-foot converted bus/house. The vehicle could soon be their home if they are able to find a patch of land [for it] in Palo Alto or the surrounding area.

“Given the state of the economy, they don’t expect to live at the consumption level of previous generations, said Rush. Living in a bus is not a rejection of the American Dream, it’s an adjustment to a new reality, she said. Having secured their home, Rush and Cowman now [must find] land where they can park and live in the bus.

“Mobile-home and RV park spaces are generally not available, and city and county laws make finding a suitable location challenging, they said. Palo Alto does not allow living in vehicles on private property, even if the vehicle is in the rear yard, according to Brian Reynolds, city code enforcement officer. The larger the plot of land, the less likely the city would get complaints or be able to observe a violation, but it would still not be in compliance with the zoning code, he said.”

S.F. Supes gear up for battle over Mission housing construction

KQED News, May 6, 2015

Alex Emslie, <http://bit.ly/1FjeKBr> • “San Francisco Supervisor David Campos is calling for a moratorium of up to two years on market-rate residential construction in the Mission District, a neighborhood that has become ground zero for the city’s housing crisis.

“Campos represents the Mission, which his office says has lost more than 1,600 low- and moderate-income households since 2000. More than 8,000 Latinos have left the neighborhood over the last decade, community groups say. ‘My district is in crisis, and this crisis requires that the Board of Supervisors, that the mayor’s office, give this community the tools it needs to have a fighting chance to stay in San Francisco,’ Campos said as he introduced the emergency ordinance [May 5th].

“He estimates 2,500 below-market-rate housing units would need to be built in the Mission over the next five years to preserve the district’s middle class. Of the 478 new housing units that currently have permits or are under construction in the Mission, only 34, or 7.1 percent, will be below market rate, according to an analysis by the San Francisco Council of Community Housing Organizations.

“A coalition of community groups in the Mission District is preparing to collect signatures for a ballot initiative that would halt market-rate housing projects in the neighborhood for up to 18 months.”

More at bottom of [page 30](#).

Mill Valley adopts housing element, reduces units

Marin Independent Journal, May 11, 2015

Megan Hansen, <http://bayareane.ws/1EyCz1r> • “Mill Valley has reduced the number of housing units in its housing element update, taking to heart residents’ concerns about overbuilding in the city of nearly 14,000 residents. Spurred by local anti-growth groups and citizens with concerns about traffic congestion, the council chose to identify 193 units in its 2015–23 housing element. The city originally said the town’s zoning could accommodate adding 384 housing units.

“By law the city has to set aside 129 units, including affordable housing, for the 2015–23 planning period — down from the 292 assigned the city for the previous eight-year

period. While many residents said the city should simply meet the 129 units [mandated], others said identifying 193 units was acceptable.

“City planners expressed concerns about not including a ‘buffer’ in the housing element by identifying sites capable of producing more than the minimum number of units required [in the event] the state Department of Housing and Community Development [determines that] certain [of the] identified sites aren’t suitable for the housing element.”

(Norcal roundup *continues on next page*)

LinkedIn wins Mountain View's North Bayshore

Silicon Valley Business Journal, May 6, 2015

Nathan Donato-Weinstein, <http://bit.ly/1HaYSOY>

• “LinkedIn Corp. came away the clear victor May 5th in a pitched battle with Google Inc. and real estate developers for building rights in Mountain View’s North Bayshore district. The city council handed LinkedIn about 1.4 million square feet, the lion’s share of roughly 2.2 million square feet of available commercial square footage for the area. Google came away with 515,000 square feet — enough for just one piece of its futuristic four-part campus expansion.” [Related article: [page 12.](#)]

“LinkedIn, which has long struggled to grow in Mountain View amid its larger rival, was thrilled with the decision. The company had requested about 1.6 million square feet for a mixed-use project that is slated to include six office buildings, a new theater, health club, and a retail street. The council’s decision sliced off just 12 percent of LinkedIn’s request, compared to about 78 percent of Google’s.

“The decision does not approve LinkedIn’s project; it merely gives the company the green light to turn in formal plans. LinkedIn is working with the architecture firm Studios, the design house that did the iconic Silicon Graphics headquarters at 1600 Amphitheatre Parkway — now Google’s main headquarters building.

“Most recently, a new city council opted to open up the area to housing — changing the land-use calculus for Google by reserving two of its project sites for possible housing, depending on the outcome of a study.

“If Google cannot grow there, it will likely keep spreading out. That could be a good thing for landlords, property owners, cities, and developers in surrounding communities.”

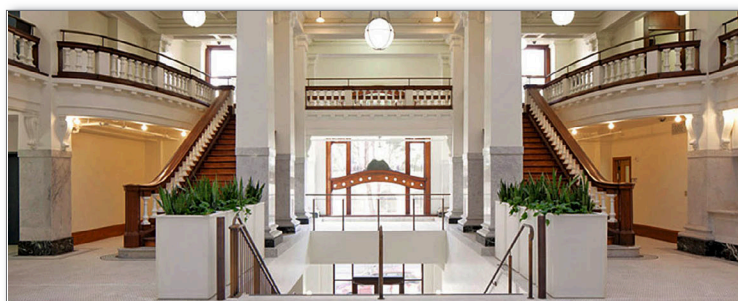
HUD highlights SF Central YMCA’s conversion to homeless services

HUD User, April 28, 2015

“**HUD User** publishes case studies from communities and regions across the country. The most recent example details the transformative renovation of the former Central YMCA in San Francisco’s Tenderloin District into permanent housing and holistic supportive services for the city’s homeless.

“The Tenderloin Neighborhood Development Corporation purchased the vacant YMCA building in 2007 and undertook a 5-year renovation that resulted in Kelly Cullen Community, featuring 172 permanent supportive housing units for the homeless and two apartments for staff. Kelly Cullen Community retains the building’s longstanding social purpose and community role. In addition to commercial space on the ground floor, the developer restored many original building features, added a new community space, and a health clinic that provides medical, psychological, and social services for Kelly Cullen tenants, as well as patients from the wider community. The outcome of this complex renovation is housing for the formerly homeless in an elegant and dignified context.”

You can read the case study at <http://bit.ly/1HPnMVv>.



Carefully restored, the skylit lobby has large windows with views to the street. Credit: Mark Luthringer

(Norcal roundup *continues on next page*)

Environmental gentrification. “The High Line is thus a perfect example — the growing phenomenon of rising property values in the wake of a large-scale urban greening project. It’s a bit like the introduction of a new transportation hub or other major infrastructure project: while intended to serve existing residents, in reality it tends to increase land values to the point that those who live there are forced to leave. This exodus in turn transforms the sociological contours of the area and, by extension, the spatial segregation of the entire city.” —Jeanne Hafner, <http://bit.ly/1c87H0M>

North Coast Water District plans for marijuana cultivation

Ukiah Daily Journal, April 29, 2015

Adrian Baumann, <http://bit.ly/1FabztR> • “The North Coast Regional Water Quality Control Board has issued a draft of a marijuana cultivation waiver that would allow growers to come into compliance with state water regulations, regardless of the legality of marijuana under state or federal law. If the proposal is finalized as drafted, sometime this year all private property growers with more than six plants must apply for this waiver if their operation could impact water quality. This process provides a pathway into compliance for growers in an otherwise totally unregulated industry.

“The program creates a three-tiered system based on environmental impact and size, with escalating levels of scrutiny, mitigations responsibility, and potential fines. This action is the latest and most far reaching in the board’s efforts to rein in the environmental degradation that has resulted from unregulated marijuana cultivation.”

And from the *North Coast Journal*, May 7, 2015

Grant Scott-Goforth, <http://bit.ly/1bO1Qh2> • “At a packed meeting this afternoon, the North Coast Regional Water Quality Control Board discussed its proposed regulations for Northern California cannabis cultivators. [Two days earlier,] the board of supervisors held a hearing on the ambitious permitting plan to bring private-land growers into compliance with water quality laws. The self-enrolled program would categorize growers into tiers based on the size and water impacts of their operations.

“Growers and medical marijuana patients expressed concerns about being protected from a still-prohibitive federal government to seize, should they volunteer compliance. Water board chair John Corbett said the proposed regulations were written carefully in order to protect those registered as well as the staff of the board who drafted the ordinance.”

Silicon Valley has trailer parks. For how long?

OZY, May 5, 2015

Sanjena Sathian, <http://bit.ly/1JUMZQT> • “The 130 [mobile home] parks in Santa Clara County come in many forms, from neat manufactured home communities with clubhouses and a bit of greenery to poorly paved, shabby spaces where you can hear the clang of a neighbor’s dishes from your living room: Sunnyvale’s Casa de Amigos [and San Jose’s] Sunset Mobile Manor, Village of the Four Seasons, Monterey Oaks, and River Glen. The names seem like cul-de-sac neighborhoods. Buena Vista Mobile Home Park is in the heart of Palo Alto, on an enviable piece of land, just down the street from a Tesla dealership, and surrounded by neighborhoods where a one-bedroom will run \$2,500 to \$4,000 per month.”

“The continued presence of mobile homes is a symbol of California’s effort to maintain a social conscience, with strict rental ordinances to preserve a semblance of affordable housing. Mobile home rental lots, which cost anywhere from \$700 to \$1,500 [per month] in the Valley, are Eden compared with the exorbitant cost of the rest of the region’s rental stock.”

The future of the parks is problematic. “Residents generally own their structures but rent the land on which the home sits. In all, almost 5,000 [individual spaces] have disappeared [from Santa Clara County] since 2005, according to some estimates. Mountain View — Google’s backyard — is losing them fastest.”

“Given the real estate gold mine of this region, a surprising number of these parks remain. Few [park] owners are *losing* money — but they’re missing out on an opportunity to make money, to capitalize on an investment.”

(Norcal roundup *continues on next page*)

“Millennials’ preferences will change over time, [but] the data suggest [continued] demand for highly amenitized urban and urbanesque environments where people can live, work, dine, shop, and play. Projects with those key ingredients will always be in demand. Millennials are having smaller families [and] some of the data suggest that these smaller families are also more inclined to forego a suburban lifestyle in favor of the various trade-offs associated with renting. To the extent that rental environment can be provided in a setting where the need to get in a car is reduced, the retention/capture of smaller families is much greater.”

—James Gwilliam, as told to Carrie Rossenfeld, <http://bit.ly/1d2A4i0>

Toilet to tap?

San Jose Mercury News, April 27, 2015

Paul Rogers, <http://bayareane.ws/1HRCzRg> •

“Silicon Valley leaders took big gulps of recycled water — filtered, cleaned, and disinfected sewage — to show that it is safe and should be a growing part of Silicon Valley’s drinking water future. [The event took place] at a public water treatment plant in Alviso to unveil plans for an \$800 million expansion of recycled water in Santa Clara County over the next 10 years.

“Recycled water has been used in San Jose and other cities in Santa Clara County since 1997, but only for irrigating golf courses, landscaping, and other nondrinking uses, such as in industrial cooling. Under a new proposal, San Jose and the Santa Clara Valley Water District are calling for expanding that use from 20,000 acre-feet a year now to about 55,000 acre-feet a year — or 20 percent of the county’s total water demand — by 2025. And rather than using it only for landscaping, they hope to mix it with existing groundwater and serve it to back to the public to drink. Orange County residents have been consuming purified wastewater for the past seven years.

“The project may be eligible for an exemption from CEQA under an executive order from Gov. Brown suspending CEQA for some water projects. But the expanded recycled water project is in its early stages, the board of the water district won’t vote on the final project for up to two years, and the exemption expires May 31, 2016.”

Are ghost homes a problem?

Palo Alto Weekly, April 24, 2015

Joshua Alvarez, <http://bit.ly/1Exe2hP> • “The house in Palo Alto’s Crescent Park neighborhood is large and beautiful [and] regularly [maintained]. Problem is, nobody lives there. The house is a ‘ghost home,’ a property owned by a nonresident (sometimes noncitizen) who has no plans on ever moving in.

“Palo Alto has attracted growing numbers of Chinese nationals over the past four years. According to Ken DeLeon, a real estate agent who connects Chinese buyers to properties in the Bay Area, ‘California is their favorite market. Many of them have friends or colleagues living and working here. Some have purchased homes and sent their wives and kids to live in them to establish residency and enroll the kids in American schools. Some, however, purchase property solely for the investment value and have no intention of ever setting foot inside.’

“The trend has troubled some potential sellers. In some cases, ghost homes have proven to be a safety concern for those nearby. Other residents are wholly indifferent to ghost homes or believe the resentment is misplaced. ■

Federal lakes sink to record lows and rationing looms. “Lake Powell serves in part as a reservoir for the states clustered around the Colorado river’s upper basin — Colorado, Wyoming, Utah, and New Mexico. It is also obliged to release specified amounts of water into its sister reservoir and the country’s largest, Lake Mead, 180 miles downriver. Lake Mead in turn provides water to seven out of 10 Nevada residents, to a vast construct of aqueducts serving Arizona plantations and cities, and to help slate the seemingly insatiable thirst of southern California. But after 15 years of diminishing snow falls on the Rockies, the US government agency managing the Colorado river’s water, the Bureau of Reclamation, is now facing a difficult balancing act as levels in both lakes sink to record lows and rationing looms.” —Chris McGreal, <http://bit.ly/1c87KcW>

Economic Tale of Two Regions: Los Angeles County vs. Bay Area

California Center For Jobs & the Economy, <http://bit.ly/1KLAdRF> • “The extent of the state’s two-tier economy is sharply illustrated by the patterns of economic growth over the past quarter century in two of its key jobs centers: Los Angeles County and the Bay Area.

“In their March 2014 report, UCLA Anderson Forecast noted that ‘L.A. [County] has gone 23 years without positive job growth.’ From December 1990 to December 2013, this report showed Los Angeles County was one of only two metropolitan areas in the US to show a decline in its job base, losing 3.1 percent of Nonfarm Wage & Salary Jobs over this period. The following summary revisits this analysis based on the recent release by Employment Development Department (EDD) of the revised March 2014 benchmark jobs data. ...

“This comparison is useful from two policy perspectives. First, these are the two largest job centers in the state’s economy, but with two very different recent economic performance records. The Bay Area leads the state in employment growth, with unemployment rates below full employment levels. The much larger Los Angeles County has been much slower to recover, and due its size, continues to affect the overall state numbers.

“Second, the economies in these two regions are being driven by contrasting industry structures. Bay Area growth has been led by the expansion ... of Silicon Valley and related information industries which, until recently, have been subject to far less direct regulation and which pay the high salaries employees require to cope with high housing prices, growing energy costs, and other costs of living. The economy of Los Angeles represents a more traditional industry mix but one which at least in the past continued to provide upward mobility opportunity through its constant reinvention in response to economic change. This more traditional industry mix is also marked by industries that have been more directly impacted by the state’s ever-growing regulatory, tax, and energy costs. While facing relatively fewer higher wage job opportunities, workers in this region still must cope with the state’s higher housing, energy, commuting, and other regulatory-driven high costs of living.”

A PDF of the report is available at <http://bit.ly/1KLz5xi>.

California at low water — a photo gallery

KQED, May 14, 2015

Dan Brekke, <http://bit.ly/1EJfLNB> • “California depends on an immense system of dams, reservoirs, and aqueducts to impound and store water, and to move it from where it starts out to farms and cities everywhere else in the state. It’s one thing to hear about this system, built almost entirely in the last century, and another thing to encounter it face to face.

“The dozen largest dams and reservoirs, pictured in [38 photos in] this gallery, are key to the California we know today. Monumental dams and reservoirs have transformed the once wild Central Valley [into] one of the Earth’s richest farm regions. Six of the nation’s 14 tallest dams impound California rivers. Oroville Dam is the tallest in the United States at 770 feet.

“But after a string of dry years, these big reservoirs have been transformed from aquatic wonderlands to vast craters that in some cases have fallen hundreds of feet below their full level. The lake levels now are falling and, depending on the timing of fall rains (if they arrive), many will be near their lowest levels ever by October.”

Waze destroyed their streets

Los Angeles Times, May 6, 2015

Paul Thornton, <http://lat.ms/1EJKRVo> • “For many drivers in Los Angeles, the app Waze is a godsend, providing real-time, crowd-sourced traffic tips to motorists desperate for alternatives to congested thoroughfares and highways. But to some residents of formerly quiet neighborhoods, the app has destroyed their quality of life.

“Several readers described how their calm streets that connect to major traffic arteries — but were previously known only to those willing to study a Thomas Guide — became busy commuting routes after the arrival of Waze. Like most traffic disputes, where people fall on this issue correlates strongly to perspective. Readers from the shaded, hilly areas of Sherman Oaks, Studio City, and Echo Park — all near major traffic corridors — complain of their newly choked streets. A smaller handful of letter writers [believes] all public streets ought to remain open to automobile traffic.

“[Wrote one Sherman Oaks resident,] ‘The age-old Los Angeles problem of too many cars will never be solved until a realistic transit system is put in place. The 405 Freeway widening, which added a carpool lane, was a waste of money. There must be a better way, if only the city would once and for all give it more thought and have better urban planning. Other major cities seem able to manage transportation; why can’t we?’”

(California continues on next page)

Judge halts Millennium Hollywood skyscrapers

Los Angeles Times, April 30, 2015

Rong-Gong Lin II, David Zahniser, and Rosanna Xia, <http://lat.ms/1DNBNhD> • “A judge has halted a developer’s plan to build two skyscrapers in the heart of Hollywood, ruling that the city of Los Angeles failed to fully assess how the \$1 billion project would affect the surrounding community.

“The Millennium Hollywood project had been strongly backed by city officials but opposed by community groups who feared traffic woes and the project’s proximity to the Hollywood earthquake fault. The 39 and 35 story buildings were seen as a centerpiece in the ongoing revitalization of Hollywood.”

[Plans called for 492 residential units, 200 hotel rooms, 215,000 square feet of Class A office space that includes two existing buildings, 84,000 square feet of commercial and retail space, and 2,000 parking spaces.]

“Los Angeles County Superior Court Judge James C. Chalfant said Los Angeles inappropriately disregarded the concerns of Caltrans that traffic on the 101 Freeway might significantly worsen with the development. The ruling prevents the city from granting permits for the project based on the city’s prior approvals and prevents Millennium from starting construction. The order directs the City Council to set aside actions approving the final environmental impact report. A new environmental impact report could take years to draft.



Millennium Hollywood proposal. Credit: Handel Architects.

“The judge, however, sided with the city in how officials managed the seismic risk [saying] the city adequately assessed seismic issues by requiring detailed geological engineering studies to look for an earthquake fault prior to issuing permits.

In an email, Millennium Partners’ Philip Aarons said, “We are considering our options for addressing the issues cited by the court and are fully committed to moving forward with our project.”

Will Gov. Brown’s GHG order affect adopted Sustainable Communities Strategies?

CP&DR, May 1, 2015

Josh Stephens and Bill Fulton, <http://bit.ly/1Rbmbhb>

• “Gov. Brown’s executive order to cut greenhouse gas emissions by 40 percent from 1990 levels by 2030 fits, substantively and chronologically, between Assembly Bill 32, which mandates lowering GHG emissions to 1990 levels by 2010, and former Gov. Arnold Schwarzenegger’s goals of 80 percent reduction by 2050, also established by executive order. Meeting [the new goals] means that, in relatively short order, California will look, drive, and power itself far differently than it does today — especially as its population continues to rise.

“The order requires all state agencies with jurisdiction over GHG sources to participate. Agencies must prepare implementation plans by September 2015, with guidance from a technical advisory group set up by the Governor’s Office of Planning and Research (OPR).

“[While] the governor’s order does not explicitly mention SB 375, it could have a profound impact on the regional Sustainable Communities Strategies. The Strategies are at the heart of SB 375, outlining regions’ land use plans and ways localities can promote walking, biking, and public transit use.

“OPR director Ken Alex said that because Brown’s new targets are reasonable and necessary steps on the way to Schwarzenegger’s targets, they should essentially be a non-issue for SCS’s and the metropolitan planning organizations that are drafting them. (Meanwhile, Senate Bill 32, recently introduced, would codify Schwarzenegger’s 2050 goals.)

(California continues on next page)

Santa Monica will restrict short-term rentals

Santa Monica Next, April 29, 2015

Jason Islas, <http://bit.ly/1GNQuCm> • “Amid concerns that unregulated vacation rentals were exacerbating Santa Monica’s dire housing supply crisis, the Santa Monica city council voted unanimously April 28th to strengthen its prohibition on short-term rentals. The ordinance will allow people to use websites like AirBnB for homeshare — the practice of renting rooms, guest houses, or space in homes to travelers by the primary owner of the residence [if the owner] is onsite during the visitors’ stay — while strengthening the city’s already existing prohibition on short-term rentals.

“Short-term rentals — whole apartments or homes rented by absentee owners for less than 30-days — account for about 1,400 of the 1,700 Santa Monica listings on major websites like AirBnB. Short-term rentals are already illegal in Santa Monica, but the provision has gone largely unenforced due to the logistics of enforcement. Those 1,400 units represent less than 5 percent of Santa Monica’s 33,717 rental units, but with the city failing to build enough housing to keep up with demand, losing those units is making matters worse.

“‘What we are doing tonight is legalizing some of the platforms ... like AirBnB,’ city councilmember Pam O’Connor said. ‘It’s a fairly narrow slice [but] one can’t be in the business of acquiring units just to make them de facto hotels.’

“The ordinance [possibly the strictest regulation of home-sharing in California] comes back to the council for final approval May 14th.”

Nestlé’s expired water-bottling permit

Salon, April 13, 2015

Lindsay Abrams, <http://bit.ly/1OtSjxV> • “The U.S. Forest Service confirmed Friday that looking into the expired permit allowing Nestlé to bottle water in drought-stricken California is a ‘priority.’ The permit, which allows the company to transport water tapped from springs north of San Bernardino through its national forest, expired in 1988. Another permit, which allowed the Cucamonga Valley Water District to draw water from springs in that forest — which it in turn sells to Nestlé — expired in 1994. But as drought conditions in California prompt a reconsideration of the water use of everyone from private citizens to the state’s agriculture sector, pressure has been mounting from environmental groups and others to crack down on what’s seen by many as the epitome of wastefulness.

“If [the federal government wants to renew the permits], the Forest Service will be required under the National Environmental Policy Act to initiate an environmental review — which could take anywhere from 18 months to two years.

“Steve Loe, a former biologist with the Forest Service, thinks the company should be forced to stop bottling immediately; Nestlé, meanwhile, told the Desert Sun that it’s carefully monitoring its water usage and isn’t causing any harm to the springs.

“Even if the company were to lose these permits, it still has plenty of other operations throughout the state. One of the largest plants is located on sovereign territory — Nestlé’s contract with the Morongo Band of Cahuila Mission Indians allows it to evade federal oversight.”

Prevailing Wage adds 17.5K jobs to California economy

Smart Cities Prevail, March 2015

<http://bit.ly/1S8lllW> • Alex Lantsberg, AICP, a researcher specializing in economics, land use, and urban planning, is co-author with Kevin Duncan, Ph.D., Professor of Economics, Colorado State University, of a study released in March on the impact of eliminating California’s prevailing wage standards. The 18-page report, “Building the Golden State: The Economic Impacts of California’s Prevailing Wage Policy” notes that “a robust and growing body of evidence shows prevailing wages to

be a key labor standard undergirding the middle class”; “there is no consistent evidence that prevailing wage policies impact overall construction costs”; and “California’s prevailing wage standard is associated with middle-class incomes for the state’s construction workers.”

Mr. Lantsberg holds a master’s degree in city planning from UC Berkeley and an undergraduate degree in finance from Northern Illinois University. The report is available at <http://bit.ly/1S8pB4S> ■

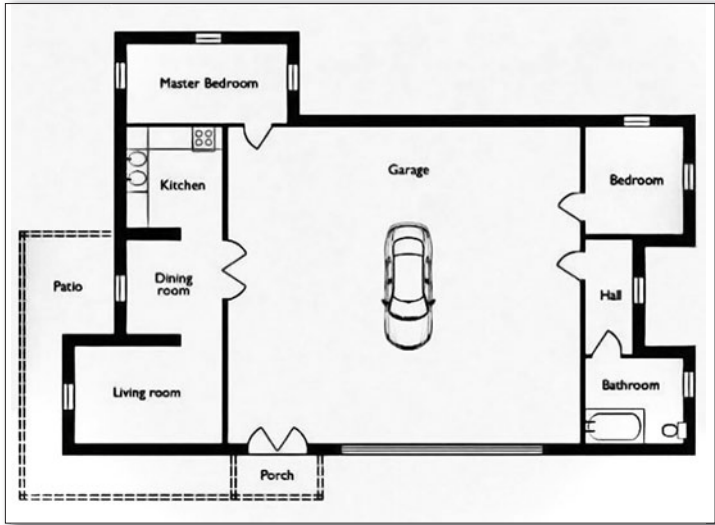
Resilient or not, here it comes. “City planners may throw ‘resilience’ around like a buzzword, but as opposed to ‘smart’ (or the dreaded ‘impactful’), it means something real. According to Nancy Kete, who leads Rockefeller’s work on urban resilience, ‘it’s not resilient if you’re just talking about risk reduction.’” Jordan Fraade, <http://bit.ly/1K7co6S>

'What would house design look like if we gave cars space in homes as we do in cities?'

—*Tweet from Brent Toderian*

VOX, May 12, 2015

Matthew Yglesias, <http://bit.ly/1Hpdlr15> • TinyHouseTalk — a blog dedicated to the micro-house movement — posted this graphic as an example of the kind of home you could design if you want 'to build *tiny* or build *small* while still meeting minimum local building and zoning codes.' <http://bit.ly/1HpdBIV>



"The real issue is ... that it makes no sense to have this parking requirement in the first place. If a person prefers ... to live in a tiny house with no off-street parking, a person should be allowed to. Of course, most people are going to want to own a car and a place to store it, but there's no need to mandate it.

"It would be different if car storage were some kind of useful social externality — like a vaccine or a school — but in the real world, more car storage is associated with more traffic congestion and more air pollution — things we should not be encouraging."

Portland businesses concerned about housing

The Oregonian, May 12, 2015

Elliot Njus, <http://bit.ly/1KLxO9F> • "Portland business interests are increasingly concerned that low- and middle-wage workers can't afford to live near their jobs. In Portland and most other metro areas, low- and high-paying jobs are growing relatively quickly — while jobs in the middle struggle to gain traction.

"The relatively higher cost of living here — driven primarily by the cost of housing — means middle-class families here have less buying power. That's pushed workers to the fringes and away from the enclaves of middle-wage jobs, many of which cluster along the Columbia and Willamette rivers.

"Few areas of close-in Portland are accessible to households making less than \$70,000 a year, and most of the metro area has

'If you build startup row, will they come?'

Next City, May 4, 2015

Josh Stephens, <http://bit.ly/1DZ49V3> • "The 2008 recession struck Reno the hardest blow of all. Unemployment hit 13.9 percent in January 2011. Home values plunged 58 percent. Over 70 percent of mortgages were underwater.

"That moment is over. The city's urban fabric is developing, and unemployment is down to 7 percent. Tech companies are building facilities slated to bring thousands of new jobs to the city.

"More exciting than the migration of big tech is the emergence of a local startup scene, largely homegrown. A confluence of entrepreneurial spirit, municipal support, and unabashed marketing has given rise to Reno's own 'Startup Row,' a downtown district complete with industrial chic co-working spaces, entrepreneurs who give lectures at Reno's TEDx events, and lots of buzz. The University of Nevada, Reno, has been collaborating with the city and is setting up a downtown 'Innovation Center.'

"[Yet] Reno's downtown still speaks to hard times, with vacant lots and the seediest of motels in the shadow of fading casinos. The city's signature gift shop, 'Reno Envy,' uses a mobile home trailer as its logo. The number of hard-luck cases on the city's desolate sidewalks is unsettling.

"In recent decades, the proliferation of gaming on Native American lands in California decimated the Reno casinos. Today, many in the downtown community are waiting — hoping — for one of the major casinos to fail. The hopes are that the building will be creatively repurposed or demolished to make way for new development, presumably something more pedestrian-friendly."

grown less affordable over the last decade. That's a concern for existing businesses trying to attract and retain workers, as well as out-of-town companies considering whether to bring some of their workforce to the Portland area.

"The Portland Business Alliance on May 12th released a report detailing the declining share of middle-wage jobs across the region. Part of the answer, the report says, is to promote new job creation. The group said it would also advocate for incentives to build workforce housing.

"It also says policymakers should avoid making decisions that could increase the cost of housing, and cited proposed increases in development fees and regulatory restrictions on development."

(U.S. continues on next page)

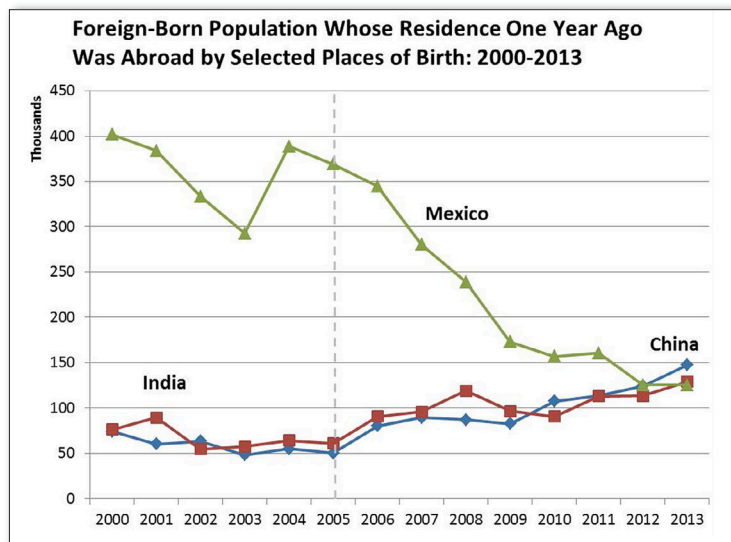
Immigrants from China outnumber those from Mexico

U.S. Census Bureau, May 1, 2015

Eric Jensen, <http://1.usa.gov/1DIItMO> • “In 2013, China replaced Mexico as the top sending country for immigrants to the United States. This followed a decade where immigration from China and India increased while immigration from Mexico decreased. Other top immigrant-sending countries in 2013 from Asia included Korea, the Philippines, and Japan. This new pattern in the national origins of recent immigrants is a notable change from recent decades.

“The racial and ethnic composition of immigration flows to the United States has also been shifting. In 2000, nearly half of all foreign-born immigrants, 41.2 percent, were Hispanic, compared with 23.6 percent for the non-Hispanic Asian alone population. Since 2009, a greater proportion of foreign-born immigrants have been non-Hispanic Asian alone (34.7 percent) than Hispanic (30.1 percent). By 2013, the percentage of non-Hispanic Asian alone had increased to 40.2 percent of the total immigration flow, while the percentage Hispanic had dropped to 25.5 percent.

“The figure below shows the foreign-born population whose residence one year ago was abroad for China, India, and Mexico from 2000 to 2013.”



U.S. foreign-born population whose residence one year ago was abroad for China, India, and Mexico, 2000–2013. Source: U.S. Census, Population Division, 2000 to 2013 Single-Year American Community Survey.

Bike-share’s social equity problem

City Lab, April 21, 2015

Eric Jaffe, <http://bit.ly/1crmy77> • “Bike-share has a promising role to play in city transit networks, but its inability to reach low-income users has become an unsettling problem that appears to be growing. Take the latest member survey from Capital Bikeshare (CaBi) in Washington, D.C. Half of the roughly 3,500 survey respondents reported having six-figure incomes.

“That 50 percent share of members making \$100,000 or more is up from 45 percent in the 2012 survey, which itself was up from 39 percent from the 2011 survey. And \$100,000 isn’t exactly the best dividing line between rich and poor. Only 16 percent of CaBi members are reporting incomes below \$50,000 a year in the latest survey.

“That \$50,000 threshold seems to be something of a tipping point for bike-share use across North America. Previous research has found that bike-share membership is underrepresented among people making under \$50,000 in the Twin Cities, Salt Lake City, and Toronto, but overrepresented among residents making more.

“There’s still time to correct bike-share’s social equity problem, and progressive systems do seem to be pushing for necessary reform. Count Capital Bikeshare among them. Arlington County, Virginia, is trying out ways to help residents pay by cash to use CaBi, to help reach populations without bank accounts.

“But a far bigger problem would seem to be station location. If bike-share operators don’t place stations in low-income areas, then it gets harder to make the case for these systems as true components of the transit network. They still might hold great value as an amenity, but their claim on public street space meant for everyone gets harder to stake.”

Water worries for western wheat, wine, apples

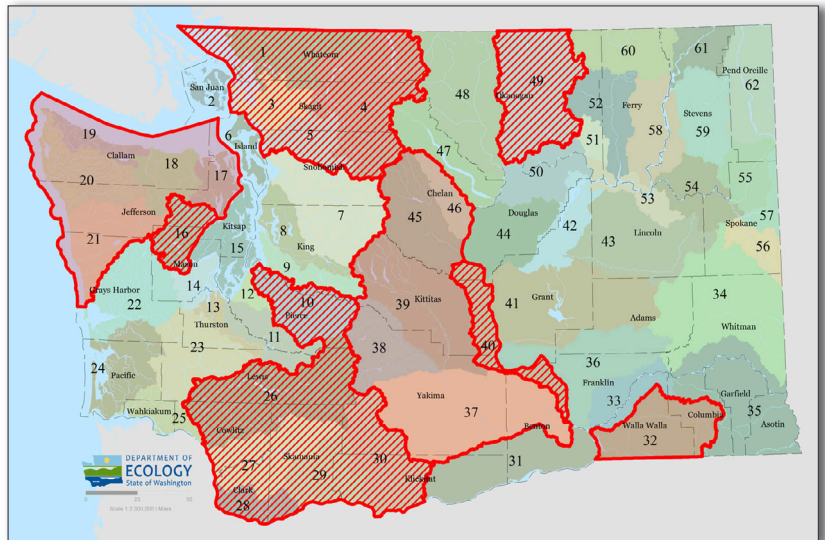
Mother Jones, April 22, 2015

Tom Philpott, <http://bit.ly/1z3AWwH> •

“California isn’t the only agriculture-centric western state dealing with brutal drought. Washington, a major producer of wheat and wine grapes and the source of nearly 70 percent of US apples grown for fresh consumption, also endured an usually warm and snow-bereft winter.

“The state’s Department of Ecology has declared ‘drought emergencies’ in 24 of the state’s 62 watersheds, an area comprising 44 percent of the state. From the agency’s advisory: ‘Snowpack statewide has declined to 24 percent of normal, worse than when the last statewide drought was declared in 2005. This year run-off from snowmelt for the period April through September is projected to be the lowest on record in the past 64 years.’

“The drought regions include apple-heavy areas like Yakima Valley and the Okanogan region. Given that warmer winters — and thus less snow — are consistent with the predictions of climate change models, the Washington drought delivers yet more reason to consider expanding fruit and vegetable production somewhere far from the west coast.”



Washington State drought areas, 2015. Dept. of Ecology, State of Washington, <http://1.usa.gov/1z3CEy0>

New minority growth is occurring ‘just in time’

Brookings, April 22, 2015

William H. Frey, <http://brook.gs/1PJSZdO>

• “As the waves from the nation’s ‘Diversity Explosion’ ripple out, young generations of new minorities — Hispanics, Asians, and multiracial American — are interacting with older minorities and white Americans in their pursuit of opportunities in a country that is in dire need of more youth. As the management textbooks might say, the growth of young, new minority populations from recent immigration and somewhat higher fertility is providing the country with a ‘just in time’ demographic infusion as the largely white U.S. population continues to age.

“The nation is benefiting from the healthy growth that these minorities are creating in the nation’s workforce — growth that many U.S. peer nations could use. In contrast

to the population of labor-force age in Japan, Germany, Italy, and the United Kingdom — countries with generally older populations, lower fertility, and lower immigration — the U.S. labor-force-age population is projected to grow more than 5 percent between 2010 and 2030. Yet were it not for new minorities, the country’s labor force would decline by 8 percent. Moreover, within the labor force, new minorities add needed youthfulness that brings with it innovation and an entrepreneurial spirit. Projections of the labor force show that in 2030, 54 percent of new minorities will be under age 40, compared to well under half of the rest of the labor force population.”

Material adapted from *Diversity Explosion: How New Racial Demographics Are Remaking America*, by William H. Frey, 2014. ■

Sweden's most sought-after: The Hemnet home

Tham & Videgård, Arkitekter, May 19, 2015

<http://bit.ly/1Hu4d46> • “A home built by 2 million Swedes, the Hemnet Home is a data experiment to lead the way for a new type of architecture. After analyzing 200 million clicks and 86,000 properties on Hemnet — Sweden’s most popular property site — Hemnet asked Tham & Videgård to create Sweden’s statistically most sought after home.

“The house is a direct interpretation of Big Data statistics — including size, price, number of rooms, bathrooms, and floors — from all the Hemnet users. To this Tham & Videgård added two Swedish house iconic types: the red wooden cottage that represents history, local resources, crafts, and national building traditions; and the white functionalist box, which stands for modernity, optimism, industrial development, the welfare state, and international ideals.” Have a look.



The Hemnet home. Credit: Tham & Videgård, Arkitekter, Stockholm, www.tvark.se

Managing water — can we learn from Israel?

J Weekly, May 14, 2015

Dan Pine, <http://bit.ly/1HbOunu> • “Israel is a ‘microcosm of what needs to be done. It starts with water reuse,’ said Brian Berkowitz, chair of hydrology at Israel’s Weizmann Institute of Science.

“[Israel] recycles 75 percent of its wastewater. Virtually all sewage and wastewater from Tel Aviv is thoroughly treated before being injected into the ground to recharge aquifers and piped to the Negev Desert for irrigation. More than 50 percent of water used in agriculture comes from treated sewage.

“In addition, Israel has replaced its thirstiest crops. ‘We pulled up the orange groves and started growing flowers. The farmers are happier and doing better. Now we’re exporting bulbs to Holland,’ said Berkowitz.

“Some Israeli water scientists question if California will ever have the right stuff to solve its woes. Given the state could produce ample water supplies if decision-makers were willing to invest in technology, the state doesn’t have a water crisis as much as it has a political crisis. ‘It’s more a water management issue,’ said Moshe Gottlieb, a chemical engineering professor at Ben-Gurion University.

“Added Eilon Adar, a professor in the Department of Environmental Hydrology and Microbiology at Ben-Gurion University, ‘I know California is looking at Israel [as] a semi-arid region that managed to overcome scarcity. But in Israel, water is a national resource. In California, if you own the land you own the ground water and can sell your water rights to someone else. In Israel, you own the surface rights but not the subsurface rights.’

“In other words, even in the face of exceptional drought, property rights [in California] trump the greater good.”

(World continues on next page)

A moratorium in my back yard? “We’ve seen significant and unacceptable displacement and explosive rent increases in the Mission with very little ‘luxury housing’ being built in the neighborhood. If the housing situation is this dire with a mere 75 units built last year, can anyone seriously argue that reducing that number from 75 to zero is the magic fix that will reduce displacement and stabilize or reduce rents? ... Housing development isn’t what’s causing the highly problematic housing situation in the Mission. And, eliminating that housing production isn’t going to help anyone, other than existing property owners whose property will become more valuable.”

—San Francisco Supervisor Scott Wiener, <http://bit.ly/1Hudwku>

Chunk of Antarctic ice shelf going, seas will rise soon

Washington Post, May 15, 2015

Chris Mooney, <http://wapo.st/1Ffe2zp> • “The gigantic marine-based Larsen C ice shelf, which is almost as big as Scotland, has several worrisome vulnerabilities — including a growing rift across it — which could pose an “imminent risk” to its stability. NASA scientists are giving an even worse verdict for the remnants of the nearby Larsen B ice shelf, much of which disintegrated in 2002, but still [has] 618 square miles left: ‘It is likely to disintegrate completely before the end of the decade.’

“The loss of oceanic ice shelves does not directly increase sea level, because these shelves are already immersed in the water. But their collapse speeds the seaward flow of glaciers held behind them. And when ice leaves land and enters water, that’s when seas rise.

“Nonetheless, the rate of global sea-level rise — recently pegged at 2.6 to 2.9 millimeters annually — could increase because of what’s now unfolding on the Antarctic Peninsula at both the Larsen B and C ice shelves.

“According to the Jet Propulsion Laboratory’s Ala Khazendar, of current sea level rise, roughly a third comes from Antarctica and Greenland, a third from the expansion of seawater as it warms, and a third from glaciers and ice caps around the world. When large parts of the Larsen B ice shelf collapsed in 2002, the glaciers behind these parts accelerated their seaward progress, and that could happen again with the remainder of Larsen B, and the glaciers feeding it. ‘Nobody ever says that all of the ice in Antarctica, or the Antarctic peninsula, will be in the ocean, but even 10, 20 centimeters would be a problem for the planet,’ he says.”



See JPL’s one-minute video, “Antarctica’s Larsen B Ice Shelf: The Final Act,” at <http://1.usa.gov/1Ffn9c>.

Throw another prawn on the barbie? NIMBY

IMPACT, Griffith University, Queensland, May 8, 2015

Tony Hall, <http://bit.ly/1FqWbLP> • “Up until the end of the 1980s, nearly all suburban houses in Australia had large backyards. They generally have a useful shape and significant coverage of trees. House footprints are generally 20–30 percent with a maximum of 35–40 percent.

“In the early 1990s, the provision of large backyards in new construction ceased, and the 35–40 percent figure now represents the minimum, rather than the maximum, plot coverage. There has been a trend towards deep, square house plans possessing large internal spaces with little natural light and ventilation [and] fewer and smaller windows. The [exterior] is dominated by high opaque fences [and] the frontage by integral garages.

“Evidence suggests that it is the increase in the dwelling area, rather than the decrease in the plot area, that has been driving the shrinkage of the backyard. There is no evidence that it has been brought about directly by policies of urban consolidation. The phenomenon is to be found at all plot sizes [and] in lower-density outer suburbs.

“The shrinkage of the backyard has reduced the vegetation, especially tree cover, around the dwelling [and] has led to a loss of biodiversity and an increase in run-off of storm water. The microclimate becomes hotter and requires more air-conditioning and energy use.

“The reduction in backyard size has coincided exactly with a trend to substantially longer working hours among middle and higher income office workers. At the same time, the growth in the use of air-conditioning has encouraged an indoor lifestyle. The focus has become one of investment in buildings. A particular house form that maximizes floor area at minimum cost has evolved in response.”

More information at <http://bit.ly/1B4zBBi>.

(World continues on next page)

Parklet strategy applied to transit. “San Francisco’s parklet revolution has broadened. City planners in SF and the East Bay are using temporary sidewalk extensions to make transit stops more efficient and attractive. [The idea] was conceived independently and three different names for the concept have emerged: ‘temporary transit bulbs,’ SF transportation agencies; ‘multi-purpose parklets,’ Alameda-Contra Costa Transit; and ‘stoplets,’ from Ben Kaufman, a graduate student at the UCLA Department of Urban Planning.” —Aaron Bialick, <http://bit.ly/1K7cRFW>

Paris plans to remake the Right Bank

CityLab, May 7, 2015

Feergus O’Sullivan, <http://bit.ly/1IxUnQf> • “Paris Mayor Anne Hidalgo announced [May 5th] a plan to reclaim the quayside on the right bank of the River Seine for pedestrians. With cars already banished from a long strip of the Left Bank, the Seine in central Paris will as of summer 2016 be entirely encased within two lush, motor-free parkland buffers. Hidalgo described the plan as ‘an urban, almost philosophical project, which consists of seeing the city in another way than through the use of cars.

“The space freed from redirecting cars will be broad enough to create a wide promenade, shaded by trees and with space for children’s playgrounds and sports facilities. The plan will also correct one of the worst planning mistakes Paris made in the 20th century: In the 1960s, pursuing what was then considered good policy, Parisian planners [saw] the un-built lower quays [as] space for four new traffic lanes without having to demolish a single building. Converting them into roads was a lot less destructive than carving new motor lanes into the historic fabric. Nonetheless, something was unquestionably lost. Beyond far dirtier air for central Paris, people seeking out the city’s sense of romance found themselves looking down from ancient bridges onto a screeching speedway.

“Mayor Hidalgo is promising an as yet un-clarified improved public transit, but overall she suggests that the best location for cars may be the scrap yard.”



River Seine and Eiffel Tower. Photo: Savani1987, July 2009, Creative Commons Attribution-Share Alike 3.0 Unported

Google’s ‘Campus Warsaw’ to open this year

Business Journals, June 19, 2014; *Warszawa Gazeta*, May 4, 2015

Terry Brock, <http://bit.ly/1F9W317> • and **Michał Wojtczuk**, <http://bit.ly/1AO23ax> • Last June, Google announced it would build a new incubator in Warsaw, where entrepreneurs and start-ups would have “access to mentors, seminars and events, printers and conference rooms, wicked fast Internet, other local start-ups, and expert help” from Google teams. Like other Google campuses in London, Tel Aviv, and Seoul (which opened May 8th), ‘Campus Warsaw’ is a not-for-profit enterprise with a goal of “widening the Internet eco-sphere.”

Campus Warsaw is taking shape on the site of a former distillery and factory complex east of the Wisla River. Key to the site selection was the opening of Warsaw’s east-west metro line on March 8th — Dworzec Wileński station “is just a few minutes walk. ... Also very important was the character of the building,” which has “a certain originality, authenticity.” In addition to offering “offices and services, approximately 300 apartments” will be built on the site.

According to the *Warszawa Gazeta* article, Campus Warsaw will open this year in the renovated distillery building, and the entire redevelopment project, “whose cost is valued at nearly 120 million euros, will be ready in mid-2017.”



Campus Warsaw will open in 2015 in this former distillery.

Photo: Elizabeth Rynecki

(World continues on next page)

Achieving green healthy cities

52nd International Making Cities Livable Conference, Bristol, UK,
June 29-July 3, 2015

“Having been awarded European Green Capital 2015, the theme of this year’s conference ‘Achieving Green, Healthy Cities,’ is an important one for Bristol. This award was a momentous achievement for Bristol and together as a city we are working to change the way people think about what we value. Bristol is already a byword for ‘green city.’

“The ideas and innovations of Achieving Green, Healthy Cities are essential for making our cities ‘fit for life’ and sustainable for the future. Bristol is a living laboratory for green ideas and I’m delighted that we have the chance to host the IMCL Conference. I welcome you to Bristol and invite every-

one to take part in a unique opportunity to inspire us all to innovate, grow and improve the quality of life, in the UK and worldwide.” — *George Ferguson, CBE, Mayor of Bristol*

The conference will honor built and natural design projects that create a more humane, multi-functional, stimulating, useful, beautiful, and egalitarian public realm, and will exhibit those projects that showcase the urban design principles and livability criteria related to “Designing for Green, Healthy Cities.”

For more about the conference, and to register, go to <http://bit.ly/Zive9K>.

“Today the world generates more data in 12 hours than was generated in all of human history prior to 2003. When the *Energy Efficient Government Technology Act* passed the House by a nearly unanimous vote last year, that statistic was for every two days. Ten exabytes of data per day travel our global networks and this rate is growing rapidly. This data must be stored and processed at vast data centers which can be highly energy inefficient, wasting money and precious energy resources. My legislation ... will save the federal government — the nation’s largest landowner, employer, and energy user — energy and money by requiring the use of energy efficient and energy saving technologies, specifically in federal data centers.” —Member of Congress Anna G. Eshoo
<http://1.usa.gov/1Lqz427>

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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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