

NORTHERN NEWS



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California Chapter
Northern
Making Great Communities Happen

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June 2017



Planning students attempt tactical urbanism

Carly Panos

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Photo: Jonathan Schuppert, AICP
Viejo-nuevo San Francisco



SJSU planning students further engage Northside, attempt tactical urbanism

Carly Panos



Our well-intentioned student project hit a bureaucratic roadblock. Still, we accomplished — and learned — a lot.

About the project

This past spring, San Jose State University's Urban

and Regional Planning graduate students and CommUniverCity (CUC) continued a multi-year effort to conduct an assessment of San Jose's Northside neighborhood and prepare a "comprehensive findings" report to serve as a foundation for future planning efforts. CUC's mission is to "help build community by engaging residents and students in community-engaged learning projects that accomplish neighborhood driven goals." The collaborative effort partnered a local community with San Jose State University and the City of San Jose.

The neighborhood

The approximately one-and-a-quarter square-mile neighborhood is located between San Jose's Japantown to the north and the city's rejuvenating downtown on the south.

Northside comprises primarily single-family residences with notable architectural styles ranging from Victorian and Tudor to Craftsman and mid-century modern. A mix of uses including auto body repair, restaurants, and offices are sprinkled along the 13th Street commercial corridor. Backesto Park, an approximately 13-acre park located in the center of the neighborhood, offers tennis courts, softball fields, and basketball and handball courts. The park attracts individuals and families from the neighborhood and beyond. Commercial uses across from the northwest and southwest corners of the park add to its value as public space.



San Jose's Northside Neighborhood.

Project objectives

An initial assessment began in fall 2016 when graduate students and CUC established a relationship with Northside residents and business owners, then documented a baseline of existing conditions. (See *Northern News*, January-February 2017, page 4, <http://bit.ly/2qIfj6x>.) SJSU students in spring 2017 were tasked with four objectives. One, build on the previous assessment.

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Hint: This photo was not taken in the Western Hemisphere. [Page 12](#)

Amazon to make room for homeless in Seattle headquarters

Janine White, Next City. The company will set aside nearly 50,000 square feet of space for a homeless shelter at its headquarters. Republished with permission. [Page 14](#)

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"How historic would a \$1 trillion infrastructure program be?" A \$1 trillion plan would require a herculean effort to execute, and — while it would mark a sizable uptick in federal spending — there's no guarantee it would bring the country back to the record-setting levels during the New Deal.

"The New Deal represented a signature point in time for federal investment in America's built environment. It helped pave hundreds of thousands of roads, construct hundreds of runway miles at emerging airports, and harness the abundant water resources of the Tennessee Valley. An equivalent federal effort today would require spending an additional \$400 billion per year on infrastructure, approaching current annual spending on national defense.

"Considering the hurdles that the administration's investment proposal will face, we likely won't see a new New Deal in our near future. Instead, cities, states, and the private sector will continue assuming a more prominent role supporting infrastructure. Whether supported through state gas tax increases, tax referenda at the metropolitan scale, new bond issuances in cities, or direct private investments, new infrastructure investment will need to occur regardless of what happens in Washington." —*Adie Tomer, Joseph Kane, and Robert Puentes, Brookings*, <http://brook.gs/2qzWrG9>

"SF supervisors compromise on affordable housing. The agreement between progressive Supervisors Aaron Peskin and Jane Kim, and moderate Supervisors London Breed, Ahsha Safai, and Katy Tang, will require that 18 percent of the rental units be affordable in all projects approved between now and January. That quota will rise to 19 percent at the beginning of next year, and to 20 percent in 2019. If a developer opts to build the affordable units at another location, the ratios get higher: from 30 to 32 percent." —*Rachel Swan, San Francisco Chronicle*, <http://bit.ly/2qz0S3E>



Director's note

Sharon Grewal, AICP

Celebrations

It's been a celebratory month showcasing National Bike Month, National and local Section planning awards, and the amazing mothers in our lives. I pause to appreciate the wisdom, guidance, and inspiration I have received from my own mother and from many of the amazing women in our profession, some of whom are also mothers. They offer a unique lens on how to build our communities.

Reporting from my own bailiwick, the Alameda County Transportation Commission (Alameda CTC) unanimously approved the programming of \$405 million over the next five years for key Alameda County transportation projects and programs as outlined in the county's 2018 Comprehensive Investment Plan (CIP). Included in the five-year CIP is a range of projects, among them 14 protected bike lanes, five new bike paths, three bike-pedestrian bridges, and many roadway improvement projects that include bike facilities. For more information, please visit Alameda CTC at <http://bit.ly/2qlhyvx>.

Our APA California Northern Section is hosting its **Annual Awards Gala** on June 2nd at Preservation Park, Oakland, with a revamped program. The Awards Co-Directors and Committee have planned a fantastic evening to showcase 16 local projects and planners (see [page 4](#)) plus California Chapter and National award winners and CPF scholarship recipients. Please join us on this special evening to honor innovative plans and projects, distinguished APA members, and Northern Section's future planners. This year's event features an optional pre-Gala walking tour of Preservation Park, a professional video presentation of the awards, and a networking reception with substantial appetizers, wine, and (!) beer. To reserve, go to <http://bit.ly/2ooMtTw>.

Congratulations to **Marin County's** Community Development Agency and Department of Public Works, whose work has been recognized with National APA's

Planning Achievement Award for Public Outreach-Gold for the "Game of Floods." The Game of Floods combines gaming techniques with community planning exercises to communicate about sea level rise (SLR) vulnerabilities and adaptation in a fun, engaging way. The game serves as a public education activity to encourage participants to design potential solutions for SLR challenges. Congratulations to Brian Crawford, Director of Community Development, and to Marin County staff and residents. Design files are available on the county's website, <http://bit.ly/2qtrrXV>.

The **Silver National Planning Achievement Award for Best Practice** went to Historic Fort Ord Regional Urban Design Guidelines, Monterey Bay, California. Adopted by the **Ford Ord Reuse Authority** in 2016, the Fort Ord Regional Urban Design Guidelines outline reuse plans for the 28,000-acre historic Fort Ord military installation located along Monterey Bay in California. The guidelines (<http://bit.ly/2qlLkQG>) serve as a model for combining sound urban design principles with significant public involvement to implement the community's vision. Adoption of the guidelines concluded a two-year public process. Congratulations to the Ford Ord Reuse Authority and the residents of Marina, Seaside, Monterey County, Del Rey Oaks, Monterey, Sand City, Carmel, and Pacific Grove.

New Board members. At our May 3rd Board Meeting, Northern Section appointed **Terry Blount, AICP**, as CPF Liaison, and **Rebecca Fleischer** as San Francisco co-Regional Activity Coordinator (RAC). We enthusiastically welcome them to the Board. You'll find photos and bios on [page 16](#). If you're interested in getting involved or you would like more information regarding our committees and vacant board positions, please contact me at director@norcalapa.org. ■

Find JOBS and EVENTS at www.norcalapa.org

Join us

APA California Northern Awards Gala

FRI, JUNE 2, 2017, 6:30 PM – 9:30 PM

••••• Nile Hall
••••• Preservation Park
••••• 668 13th Street
••••• Oakland, CA 94612
•••••

5:30PM Preservation Park
Walking Tour
6:30PM Networking Reception
7:30PM Presentation of
Awards
9:30PM Close

Join us on this special night to honor innovative plans and projects, distinguished APA members, and future planners of the Northern Section.

INFO & TICKETS: APACachapternorthern.eventbrite.com



For questions or to SPONSOR: Florentina Craciun @ 510-213 7915 or awards@norcalapa.org

THE VERY BEST

2017 Northern Section Award winners announced

Congratulations to our 2017 award winners! APA California–Northern is again proud to honor a variety of innovative plans, programs, and people. Awards will be presented at the Awards Gala on Friday, June 2, 2017, at Oakland's Preservation Park (1.5 AICP | CM pending).

Come support your fellow planners while enjoying great food in a wonderful setting. For more information or to purchase tickets, visit <http://bit.ly/2qq7uBp>.



Awards of Excellence

Academic Award

East Santa Clara Street Urban Village Planning,
Community Assessment Report
*San Jose State University Department of Urban
and Regional Planning*

Best Practices

City and County of San Francisco Transportation
Sustainability Program

Comprehensive Plan, Small Jurisdiction

City of San Leandro 2035 General Plan Update

Hard Won Victories

City of Willits Main Street Corridor
Enhancement Plan

Innovation in Green Community Planning

Mission Creek Sea Level Rise Adaptation Study.
*City of San Francisco, Port of San Francisco,
and SPUR*

Planning Advocate

Jeanette Dinwiddie-Moore, FAICP

Grassroots Initiative

Street Air. *High school students Zelda Zivny,
Milo Wetherall, and Charlie Millenbah*

Public Outreach

City of San Jose video tutorial, "Designing an
Addition to Your Single Family Residence"

Public Outreach

City of San Carlos *Plan-It!* Game

Urban Design

San Francisco Bay Trail Design Guidelines
and Toolkit, ABAG

Awards of Merit

Best Practices

City of Richmond Zoning and Subdivision Regulations

Best Practices

City of Berkeley Measure U1

Comprehensive Plan, Small Jurisdiction

East Palo Alto General Plan Update and Westside
Area Plan

Transportation Planning

The Emeryville Greenway, *Cities of Emeryville
and Berkeley*

Innovation in Green Community Planning

City and County of San Francisco Better Roofs Ordinance

Planning and Health

Santa Clara County Health Element



Thanks to the Awards Jury whose members read and deliberated the applications and selected this year's winners: L-r, Diana Keena, AICP; Leila Hakimzadeh, AICP; Carmela Campbell, AICP (Awards co-Chair and non-juror); Vivian Kahn, FAICP; Scott Davidson, AICP. Not shown: Juror Kimberly Brosseau, AICP; Awards co-Chair Florentina Craciun.

Designing for people in an era of self-driving cars

Shaping the cities we want to see

William Riggs, Melissa Ruhl, and Nico Larco

There has been much dialogue of late on the role self-driving, autonomous vehicles will play in shaping the future of our cities. At the heart of this dialogue, planning and design professionals are trying to understand the part they will have in shaping urban form and designing sustainable cities. It seems certain that autonomous vehicles will change the way we live; therefore, planners and designers should work with even more dedication to mold our cities into the kinds of places in which we want to live.

Over the past year, we have engaged a number of professionals, academics, and policy makers on the topic of future urbanism — something we refer to as Urbanism Next. Initiated by a team at the University of Oregon's Sustainable Cities Initiative, the idea is to systematically explore city development, form, and design in a future reality — one with more robots and artificial intelligence — that may change how we approach urban sustainability, resiliency, equity, and livability. This process has led to a series of topics and ideas that form important considerations for policy makers, practicing planners, and designers in California and beyond — because the 'future reference' is here now. Three topics (among many) are outlined below as a starting point for policy action and consideration.

What policy considerations should be made for auto-serving land uses?

What should be their future? What should be the future of parking? Clearly, if we move to an era of fewer owned vehicles, there are implications for locations for gas stations, servicing facilities, and parking lots/structures. Planners and policy makers need to begin considering adaptation of uses and the ability for zoning to respond, perhaps through overlays or changes in use types. They should consider local standards and whether buildings can be planned as car-free, or if parking and design aspects around automobility can be transitioned or adapted to other uses

— perhaps retail or other active street frontages that are supportive of multi-modal goals.

What about retail and warehousing?

How will changes in retail — specifically a shift to e-commerce and omni-channel retailing — affect urban form? We are currently experiencing one of the largest numbers of store closings and retail labor reductions in the country's history, fueled mostly by the rise of e-commerce and a shift in how retail operates. This will change the size, location, and number of brick-and-mortar stores, will have a significant effect on urban vitality, is already causing a shift in the size and location of urban warehouses, and will put additional strain on transportation systems.

What is the future of the 'complete street'?

With the rise of the sharing economy and the imminence of autonomous vehicles (AVs), streets could undergo a profound transformation. Already, ride-hailing services such as Uber and Lyft are crowding urban curbs even as they make on-street parking less relevant for businesses. With AVs, more efficient movements could increase roadway capacity. AV services could make vehicle ownership anachronistic, decreasing the total vehicle fleet while introducing a new road user: zero occupancy vehicles. Parking demand could vanish even as curb demand explodes. To ensure that future streets are better than today, we need to continue widening sidewalks, building bicycle facilities, and prioritizing transit, while we plan for more roadway capacity, lower parking demand, and higher curb demand.

These topics provide a platform for policy development and design. To that point, we invite your ideas and feedback via email or in person. For those who are able to attend, we will have an extensive dialogue on these issues at the Automated Vehicles Symposium (AVS) 2017 in San Francisco July 11-13 and would encourage you to participate (see more at <http://bit.ly/2qulES0>).

(continued on next page)

Designing for people in an era of self-driving cars (continued from previous page)

One thing is sure: a lack of certainty about the future is not an excuse for inaction. Planners need to begin working now to shape cities for people, and not just wait to see how vehicular technology dictates urban form. We need to shape the cities we want to see.



William (Billy) Riggs, PhD, is an Assistant Professor of City and Regional Planning at Cal Poly, San Luis Obispo, and a leader in the area of transportation planning and technology. He can be reached at wriggs@calpoly.edu.



Melissa Ruhl is a transportation planner for Arup, San Francisco, where she manages research and projects on autonomous vehicles, smart cities, and other urban technology advances. She can be reached at melissa.ruhl@arup.com.



Nico Larco is an Associate Professor at University of Oregon, where he has taught since 2004, and is co-Director of the Sustainable Cities Initiative. He can be reached via LinkedIn. ■

BLAND BUT IMPORTANT ANNOUNCEMENT

Submit your nominations for the 2017
APA California Award Program soon (or never)

**Nominations are due by noon on
Wednesday, May 31, 2017**

The **APA California Awards Program** encourages quality in planning and increases the public's awareness of the planning profession by recognizing outstanding achievements in the planning field. Each year, the APA California Chapter bestows Planning Awards to honor the most outstanding efforts in planning. Many planning efforts recognized at the Section level are submitted for nomination to the State Chapter for recognition. Information on the Awards Program can be found at <http://bit.ly/2quUNFi>.

Peninsula will get affordable housing. "Between July 2017 and June 2019, San Mateo County will receive about \$160,000,000 in revenues from the Measure A half-cent sales tax approved in 2012, and \$43.75 million of it will be allocated to increase the supply of affordable housing for seniors, formerly homeless veterans, and working families that can't afford to pay the market rate. Since 2012, the county has spent, as part of its affordable housing initiatives, a total of \$56.5 million on new housing and on preserving rental housing. Of that, about \$20.4 million came from Measure A funds." —David Boyce, *The Almanac*, <http://bit.ly/2rvyLPX>

"'Percent for art is fine,' says Mary Miss, the first artist-in-residence at New York City's Department of Design and Construction, referring to popular programs that set aside 1 percent of capital project budgets for public art (as in Montreal, <http://bit.ly/2rjrrGd>), 'but usually you come in after the fact and late in the game.' In the past 30 years, just 337 'percent-for-art' projects have been installed in New York City, while thousands of construction and infrastructure projects have been undertaken in that same time." —Jen Kinney, *Next City*, <http://bit.ly/2rjaEUI>

"Caltrain's future is too important to leave to patchwork deals every year. We need to do the spadework for a permanent solution. A way forward might be special legislation, similar to bills that created BDCD or Golden Gate Transit, that lays out a clear mandate and process to develop a design and financing mechanism for the complex and resilient transportation system we need to support our Peninsula economy while strongly protecting our environment and walkable communities." —Former Palo Alto Mayor, Yoriko Kishimoto, *Palo Alto Weekly*, <http://bit.ly/2rjshDB>

Meet a local planner

By Siân Llewellyn, AICP



Kohar Kojayan, AICP, is the Deputy Community Development Director, City of San Mateo

Tell us how you came to planning

I became a planner by accident. In high school I was student body president and wanted to do something civic.

I had zero idea of what that really meant. Community development and planning just seemed like it would be a good major as I was applying to colleges. I was accepted at UC Davis, and my first planning class was Community and Regional Development. I loved it and knew I had made the right choice.

My passion in my career has been the community aspect; I discovered that connection while still in college. One of my professors linked me with a colleague of his to study in Australia — an independent study program through Sydney University to develop an action plan for the Aboriginal community in Redfern. We worked closely with the residents to create an action plan, ultimately creating a plan that met community-defined current and future needs. Living in Sydney exposed me to a new city culture, the opportunity to meet the people of Redfern, and a chance to actively practice community development. That experience is one of the reasons I am a planner today.

Tell us about your career

When I returned to college, I saw a posting for a part time position with Sacramento County. I applied and was accepted. While in classes full-time, I worked part-time, developing action plans for areas in unincorporated Sacramento County. We did a lot of community engagement: large collaborative community meetings to gain input and directions on the plans that were being created.

I graduated with a bachelor of science degree in community and regional development in 2005. After graduation I stayed with Sacramento County through the fall,

then moved back to the Bay Area. I applied for public and private sector jobs — there was a lot of development going on at the time — and joined Contra Costa County as a Planner I.

In Sacramento County, I hadn't been very exposed to current planning — my focus was more long-range planning. Contra Costa County taught me a lot about current planning. With development booming, there was a lot to review. The County had a number of educational and special projects — for example, surplus agriculture lands and windmill farms — on which I was able to work. It was great exposure across a wide range of planning projects. I also learned a great deal about the day-to-day operations of a planning department.

In 2007, for personal reasons, I moved to Foster City as assistant planner. There was a great deal of turnover, and by the fall of 2007 I was the only planner left. My job was 50 percent code enforcement and 50 percent current planning. I worked very closely with the building department. In my 10 years there, I moved up through associate planner, senior planner, and planning manager.

It was very fulfilling seeing my long-term projects through. For example, I inherited this complicated Gilead Sciences Master Plan. I started out knowing nothing about the company or the city, but I loved seeing it come to fruition, and I am proud of the project and the buildings that were built. The plan moved the company from 600,000 sq. ft. to 2.5 million sq. ft. of office, laboratory, and ancillary uses. From entitlements through inspections, start to finish, I saw five buildings go up, with two additional buildings currently under construction.

You've just started a new position; tell us about it

I loved Foster City and it was a difficult decision to move for all sorts of reasons — as a new mom it was an even more difficult decision — and the people in Foster City are great and the organization is solid. A friend who is a city manager encouraged me to look for career growth opportunities. When I saw the recruitment for the City of San Mateo it sparked my interest. I had been thinking about moving to a position with more development opportunities and community engagement, so I took a leap of faith and applied.

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Planning news roundup

Excerpts (one-minute reads) linked to the original articles

Ontario town turns to Uber for 'transit'

The New York Times, May 16, 2017

Craig S. Smith, <http://nyti.ms/2qsRjms> • "In Innisfil, a small town north of Toronto, town leaders have embraced Uber as an alternative to costly public transportation.

"Innisfil is a rural quadrilateral-shaped town of about 104 square miles, on the southwestern shore of Ontario's Lake Simcoe. It has no public transportation other than stops on a regional bus line. The town inaugurated a pilot program for what Uber says is its first full ridesharing-transit partnership, providing subsidized transportation for the town's 36,000 people.

"It's better value for money than a traditional transit system,' Tim Cane, Innisfil's manager of land use planning, said in a telephone interview.

"The town has set aside 100,000 Canadian dollars (about \$74,000) for the pilot program, paying Uber that amount to subsidize rides. The money will cover the difference in the cost of a ride and a fixed rate paid by passengers, as well as a discount of 5 Canadian dollars per ride for rides at non-fixed rates.

"The cost to passengers is 3 to 5 Canadian dollars (\$2.20 to \$3.66) from anywhere in town to four local hubs. Those include the town's recreation center and an industrial area, as well as a string of provincial bus stops and a car pool lot. For rides anywhere else in town, passengers get a discount of 5 Canadian dollars off the standard UberX fare, understanding that the ride may be shared."

Teens build tiny houses for homeless vets

Sacramento Bee, May 10, 2017

Walter Ko, <http://bit.ly/2rjkEgH> • "As Sacramento and other cities struggle with homelessness, some area teens are trying to help by building tiny houses for homeless veterans.

"More than 200 students spent May 10th building exteriors of 96-square-foot structures with materials provided by the Sacramento Regional Builders Exchange Education Foundation. The mini construction boom was part of a two-day competition at Cosumnes River College. Four of the 15 teams from area high schools and youth groups were building tiny houses for homeless veterans. Others built sheds.

"The foundation's annual Design Build Competition is meant to introduce high school students to construction careers in a fun learning environment.

"Three of the tiny homes will be donated to Kavanah, a nonprofit group that provides employment and housing services, including to veterans. Once students finish building the exteriors, Kavanah will use its own workers to design the interiors and have the tiny houses transported to area churches it selects.

"One tiny house usually costs around \$5,800. Housed veterans are expected to pay \$58 a month for rent once the houses are distributed.

"Sacramento Mayor Darrell Steinberg announced the plan in April to allow churches and community-based organizations to temporarily house up to 20 people each in the city's neighborhoods."

To add a swimming pool, chop down a tree

California Today, *The New York Times*, May 12, 2017

Mike McPhate, <http://nyti.ms/2rBUSV0> • "It can seem a small price for an upgrade to the family home. Bit by bit, however, such modifications have resulted in a sort of death by a thousand cuts to Southern California greenery, according to new research from the University of Southern California.

"For the study, published in *Urban Forestry and Urban Greening*, researchers examined satellite images of single-family neighborhoods in the Los Angeles basin's 20 largest communities. They recorded the loss of trees, shrubs, and grass on single-family lots between 2000 and 2009.

"All told, the researchers found a nearly 11 percent decrease in greenery.

"Almost no single area was spared, with the severest declines in Baldwin Park, 55 percent, and Compton, 41 percent. On the low end, Pasadena lost 14 percent and Glendale 15 percent.

"Trees purify the air, provide wildlife habitat, filter storm runoff, and generally make the world a prettier place. That's why Los Angeles has sought aggressively to plant new ones.

"One question raised by the study is whether cities should also focus harder on preserving what they've already got."

(Continued on [page 18](#))

Gather data on existing land uses and building conditions, assess transportation and mobility in the area — particularly along 13th Street — and employ an Asset-Based Community Development approach to uncover and build on existing neighborhood strengths. Two, collaborate with residents and business owners to determine the neighborhood's top planning priorities — last documented by city planning reports in 2002. Three, assist in conceptualizing, designing, and implementing a parklet at 13th and Jackson Streets, adjacent to a popular doughnut shop. Four, design, set up, and execute a Community Open House where residents could critique the assessment findings.

Data collection

Students used a variety of methods to collect data. They interviewed residents and business owners, met with community representatives, attended Northside Neighborhood Association meetings, reviewed past and current City documents, prepared a series of demographic maps using Esri's Community Analyst, created a Northside documentary video, collected field data using Survey 123— a smart-phone app — and hosted community focus groups around what community members love or wish to change.

Identifying priorities

After the interviews, surveys, focus group discussions, and conversations with stakeholders, several neighborhood planning priorities emerged: One was to revitalize 13th Street. Residents' concerns and suggestions included making the street more pedestrian-friendly, reducing the undesirable impacts of auto repair shops, and fostering daily destinations to neighborhood cafes, restaurants, and retail. A second priority dealt with the area's large homeless population. Community members hoped to address the needs of the homeless, but also minimize their negative impact on the area.

The students quickly became aware of a third issue: Northside residents were suffering from "planning fatigue." The City adopted a 13th Street Neighborhood Improvement Plan in 2002. Community members were very involved in the plan and had hoped to see positive changes in the neighborhood. But years passed with little or no change. Some residents and business owners doubt redevelopment will ever occur and feel the City forgot



Northside's Backesto Park. 13th Street runs along the west (left) side of the park. Image: Google Maps.

them. Still, they want to see a pedestrian-friendly, vibrant, and active 13th Street. In an effort to recognize the planning fatigue, the graduate students decided to create an active open space that the community could enjoy, while also calming traffic along a moderately busy street. They decided to design and build a parklet.

The parklet

Students discussed the preliminary idea with the City. After getting a green light, they worked to secure funding and received a generous donation from the Knight Foundation. The students then began collaborating with HMM Architects — a local firm — on a conceptual design.

HMM hosted a charrette where several architects engaged in a one-hour competition to design the best parklet. A design was selected, and the students then met with contractors who could help with construction.

While gathering specific submittal materials for necessary permits, the students hit an unexpected City roadblock. The City had concerns with CUC being listed as the applicant, even though this stipulation was never mentioned in prior discussions. The CUC offered to assuage City concerns — by using already secured funding, providing insurance, and signing the required agreements — but the City was unwilling to budge. As a result, the permanent parklet had to be postponed.

(continued on next page)



The student team. Top row, l-r: Kyle, Kevin (faculty), Peter, Sascha, John, Melanie, Mike, Shiferaw, Carly, Jeremiah, Nicole. Bottom row, l-r: Aaron, Lore, Rick (faculty), Anthony, Sneha, Jennifer. Photo contributed by a Northside resident.

The students were able, however, to obtain permits for a temporary “pop-up parklet.” They had only a week to plan the temporary event and secure furniture, landscape, and umbrellas to create an inviting outdoor open space. The pop-up parklet was installed on the same day as the Community Open House, which allowed CUC members and students to answer questions from passersby.

Students used this opportunity to ask residents if they support a parklet. Overall, the parklet received very positive feedback, including from Mayor Sam Liccardo who stopped by, and from an adjacent tenant who wanted to see a permanent parklet.

Open house

An outdoor Community Open House was held at Backesto Park on April 29. Northside residents, business owners, and other community stakeholders were invited to review information the students collected over the course of the semester.

More than 40 residents attended. They enjoyed a barbeque while reviewing aerial photos, images of existing street conditions and land uses, data on pedestrian/bicycle incidents in the area, transit maps, the neighborhood priorities lists, and demographic maps.



A Northside resident examines “Where do you live” panel at “open house” in Backesto Park. Photo: Aaron Matthews, SJSU.

(continued on next page)

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.



SJSU planning students further engage Northside, attempt tactical urbanism *(continued from previous page)*

The graphics stimulated community discussion and furthered the gathering of additional data. Students also presented a video that captured Northside's beauty and diversity. The film, "The Gateway to City Hall," features interviews with residents and community stakeholders, footage of the neighborhood, and highlights of the neighborhood's assets. The 12:26 video can be viewed at <https://youtu.be/B6Zk-PXQiqA>.

Next steps

Overall, the students achieved their objectives. They collected data, engaged the community, presented their findings, received feedback on the parklet, and continued to enhance the relationship between the community and the university. All of the findings (including those from previous semesters) are to be compiled in a single and comprehensive Community Assessment Report by August. The report will be available at goo.gl/Jck3BH, the university's urban and regional planning website. And CommUniverCity will continue to work with Northside, focusing on community engagement, building on neighborhood assets, and striving to bring about a permanent parklet.

Carly Panos is working as an assistant city planner for the city of Mountain View while she earns her MUP at San Jose State University. Her focus is transportation planning and real estate development. She holds a B.A. in environmental studies and planning and a B.S. in business administration, both from Sonoma State University. You can reach her at carly.panos@gmail.com. ■

Where in the world

Photo: Aliza Knox
(Answer on [page 14](#))





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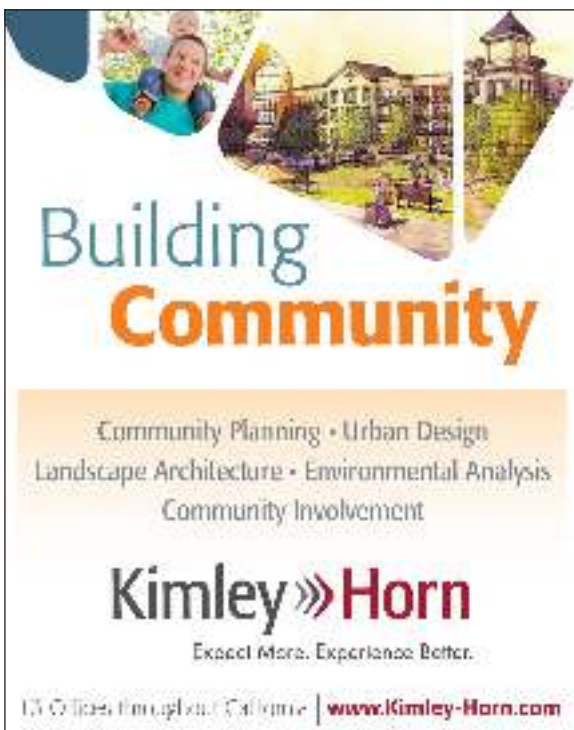
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Amazon will make room for homeless in Seattle headquarters

Janine White, Next City

Like the polished sales pro that it is, online retailer Amazon has been teasing development plans for its downtown Seattle campus for years and getting lots of media attention every step of the way. Designs have been described as “wild” and “odd-looking,” but the announcement that the company will set aside nearly 50,000 square feet of space for a homeless shelter at its headquarters is hitting a different note.

Mary’s Place will manage 65 rooms that are expected to house 200 homeless women, children, and families when its designated tower (renderings at <http://bit.ly/2qewD1K>) opens to Amazon employees in 2020. The nonprofit currently has a shelter in a former hotel that Amazon owns; that will be torn down to make room for a new office building.

“We’ve loved being Amazon’s neighbor, and now the opportunity to move into their headquarters permanently is truly a dream come true. This unique, first-of-its-kind shelter will remind families that they matter and that their community wants to help them succeed,” said Marty Hartman, executive director of Mary’s Place in a press release, <http://bit.ly/2qewJCx>.

Next City’s Jen Kinney reported on Seattle’s homelessness crisis and possible solutions in 2016 (<http://bit.ly/29Qs0ED>), writing, “Seattle has embraced Housing First, and boasts several innovative and successful models. But given the scope of the need and the time it would take to build enough permanent housing, residents and advocates are saying there is still a need for provisional shelter, for options that fall somewhere between emergency shelter and permanent housing.” By one count in 2016, the number of homeless people in the Seattle area increased by 19 percent over the previous year (<http://bit.ly/2qeqtPd>).

According to the *Seattle Times*, the new shelter will be Amazon’s biggest local give:

“It’s a big step up for a company that until a few years ago was considered aloof vis-à-vis local civic matters. It also comes in the wake of other high-profile engagements, from a big donation to the University of Washington computer-science center to giving space on its campus to FareStart, another prominent local nonprofit.”

As *Business Insider* notes, the move brings good press to a company “that anti-gentrification activists have criticized ... for driving up real estate costs and making downtown less diverse.”

A version of this article appeared in *Next City*, May 11, 2017, <http://bit.ly/2qez1Fy>. Republished with permission.

As executive editor, **Janine White** oversees Next City’s daily content. Her experience includes an A&E weekly and a daily newspaper. Most recently, she served as executive editor and online news editor at *Philadelphia* magazine. You can reach her at janine@nextcity.org ■

Answer to Where in the world (Page 12)

Yangon, Myanmar. Photo: Aliza Knox.





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Meet a local planner *(continued from page 8)*

I met with the City of San Mateo's community development director and he explained his desires for the department. I also met with the city manager. Together they are shifting the organization to a High Performance Orientation (HPO), one that will create an innovative and collaborative city government. It's quite a challenge to change the mindset of an organization, but they are up for it and I decided to join them.

So now, as San Mateo's new deputy community development director, I've come back full-circle to the community connection. I'm looking forward, and hoping to take advantage of all the opportunities that come.

How do you balance your work and home life?

I try to live by the philosophy a mom friend shared with me: When you are at work be present at work; when you are at home, be present at home. I have a two-year old son, so I have to work for that balance. I have lots of backing; my husband is a full partner in support of our family and my parents are our backbone.

Balance seems simple, but it is tough to do. I don't believe in multitasking; I don't think you can achieve your best that way. I am far from the perfect role model, but when my son is up I try to focus on him, or on him and my husband. They get 110 percent of my attention when I'm not working.

What advice do you have for planners starting out?

My late uncle, who passed away way too early, left behind a note with some advice that I always pass on, "Your attitude determines your altitude." If you carry that with you, you will really be able to do great things. I keep it in mind when dealing with angry folks at the counter or facing a group of unsettled people at a public meeting — it's my attitude that they will read.

I even kept attitude in mind when I was going through the permitting for my house remodel! On either side of the planning desk, you get more accomplished with a good attitude.

Name your three favorite cities

Florence, Italy — for its walkability, culture, architecture, cobblestone streets, public transportation. It has everything!

Maui, Hawaii — it's not a city, it's an island and a place we love to visit. I love the climate, being able to relax completely — pure ease, lush greenery. The road to Hana is gorgeous and the food there is great.

Manhattan, NY — we will always go back there. Walking and public transit are so easy. Walk and walk and walk some more, and there's always something new to see. Such a variety of culture, so many Mom and Pop restaurants. We travel for food, so we keep a spreadsheet of restaurants we want to try!

All interviews are edited. Interviewer Siân Llewellyn, AICP, lives in San Francisco and is Director of Urban Development at Hatch. ■



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Who's where



Terry Blount, AICP, was recently appointed to the APA California–Northern Section Board as the California Planning Foundation liaison. He is the assistant community development director for the city of Mountain View. Blount previously served in planning leadership positions for several cities, including Berkeley and Martinez. He holds a master of city and regional planning from the University of North Carolina at Chapel Hill, and a BS in geography from the University of Minnesota. Blount was APA California's Vice President for Professional Development, 2015–2016.



Rebecca Fleischer was recently appointed to the APA California–Northern Section Board as San Francisco Regional Activity co-Coordinator (RAC). She is a marketing associate at Circlepoint, where she manages design proposals, responds to public agency requests for proposals and qualifications, and updates Circlepoint's web content. Fleischer holds an MS certificate in international planning and urban design from University College London, an MS in community and regional planning from the University of Texas at Austin, and a BA in advertising and international relations from Syracuse University. In her free time, she attends APA happy hours, embarks on mini Muni adventures around San Francisco, and plays classical violin. ■

San Diego County faces long-term threat. "Rich suburbs have no more room and are experiencing low population growth. Meanwhile, the highest growth in San Diego County is in lower middle-income Vista, far north of central San Diego, where population grew 3 percent in 2016. These two trends show how poor transportation and growth-restricting zoning limit the county's access to good jobs. California's four largest cities posted strong population growth in 2016, but most nearby cities, relatively dense and urban ones, didn't. In San Diego, El Cajon — the county's densest city at 6,900 people per square mile — grew only 0.5 percent. The two richest cities, Solana Beach and Del Mar, grew 0.3 percent and 0.6 percent respectively." —Alon Levy, *Voice of San Diego*, <http://bit.ly/2qxsjuN>

Fountain Alley follow-up: Prototype showcase

April's *Northern News* led with an article by Jason Su (<http://bit.ly/2oiJJXr>) about his experience as a Knight Foundation fellow working to invigorate Fountain Alley in downtown San Jose.

These photographs taken on May 15th by Juan Borrelli, AICP, capture “Design for all” installations. Sponsors include San Jose State University, San Jose Downtown Association, the Knight Foundation, CommUniverCity, and Local Color.



California case may add new climate obligations for planners

Bloomberg BNA, Energy and Climate Report, May 10, 2017

Carolyn Whetzel, <http://bit.ly/2qevQ0W> • “Regional planning agencies and developers may need to consider California’s climate goals as part of ... long-range projects as the state’s highest court weighs whether environmental reviews must be consistent with the governor’s greenhouse gas targets.

“The decision [this fall] from the California Supreme Court could also ... test a governor’s ability to drive state climate policy through executive orders.

“At issue is ... how the San Diego Association of Governments analyzed greenhouse gas emissions impacts in its first regional transportation plan [and state-required] strategy for sustainable communities. The plans must be designed to meet regional targets to reduce [vehicular] emissions.

“The Supreme Court is reviewing whether San Diego’s environmental analysis of its plan must be consistent with an executive order issued by former Gov. Arnold Schwarzenegger aimed at reducing greenhouse house gas emissions 80 percent from 1990 levels by 2050 (*Cleveland Nat’l Forest v. San Diego Ass’n of Gov’ts*, Cal., No. S223603, 5/4/17).

“A ruling that planning agencies’ environmental reviews must be consistent with the executive order would raise the question of whether other projects and developments would also need to consider the 2050 climate goal, Phillip H. Babich, an environmental litigator at Reed Smith LP in San Francisco, told Bloomberg BNA May 9. ... Forcing regional planners to incorporate the 2050 climate goal into their environmental reviews conflicts with California Environmental Quality Act rules ... Babich said.”

For federal climate change research, visit city of Chicago’s website

Next City, May 8, 2017

Kelsey E. Thomas, <http://bit.ly/2rdA4mI> • “Chicago Mayor Rahm Emanuel had a swift response to President Donald Trump’s administration pulling climate change information from federal websites: The city has posted the deleted content on its own domain, and called on other mayors to do the same.

“... [B]urying your head in the sand doesn’t erase the problem,’ Emanuel said in a statement. ‘We are going to ensure Chicago’s residents remain well informed about the effects of climate change.’

“The city of Chicago launched the new online section (<http://bit.ly/2qv0BPh>) — dubbed in a press release ‘Climate Change is Real’ — over a weekend. It includes information from decades of EPA research and background on the basic science behind climate change, the different ways in which weather is impacted by increased greenhouse gas emissions, and actions the federal government has taken to reduce the impact.

“‘While this information may not be readily available on the agency’s webpage right now, here in Chicago we know climate change is real and we will continue to take action to fight it,’ the site’s banner states.

“Chicago’s website addition builds on several climate efforts Emanuel has announced in recent months, including a plan to power all of Chicago’s buildings with renewable energy by 2025 and the city’s recently implemented 7-cent tax on disposable carry-out bags, which, according to the city, is already having an impact.”

SF fund will help South of Market residents avoid displacement

San Francisco Examiner, May 12, 2017

Joshua Sabatini, <http://bit.ly/2qvcbdg> • “San Francisco plans to use \$10 million in development fees to purchase small properties in the South of Market neighborhood to prevent tenants from being displaced.

“The money is the result of a special charge to developers in the Rincon Hill area that flows into the so-called SOMA Community Stabilization Fund, created ... to help residents survive economic pressures as a result of new

development. The funding is allocated based on the recommendations of a community advisory committee.

“On May 11, the Board of Supervisors Budget and Finance Committee approved putting \$10 million of the SOMA fund into the Small Sites Program to pay for purchasing yet-identified sites in the neighborhood. The Mayor’s Office of Housing, which oversees the fund, said it has one site it cannot disclose yet that it intends to make an offer on.”

(Continued on next page)

The Napa River lives

San Francisco Chronicle, April 27, 2017

John King, <http://bit.ly/2qrek7h> • “When this rainy season’s biggest storms hit the Bay Area in January, Napa’s year-old Oxbow bypass was put to the test. It passed with flying colors.

“Waters from the Napa River surged over the willow-fringed bank of the bypass, spilling across young lawns and a plaza into recently restored wetlands, where they collided with the amplified rush of Napa Creek.

“In other words, it performed exactly as predicted back in 1998, when Napa County voters approved a half-cent sales tax to fund their portion of a multifaceted flood control project through the city of 80,000.

“Since 2000, nine bridges have been rebuilt, including two entrances to downtown Napa from the east. They sit several feet above the bridges they replaced, so as not to impede the river when heavy storms and high tides converge.

“New retaining walls downtown include elaborate walkways, replacing a haphazard collage of steep banks and blackberry thickets. At Veterans Memorial Park, the walkway widens to become a paved amphitheater — one the river can spill into when needed.

“Oxbow bypass didn’t open until 2015, seven years after the project was supposed to be done. The budget soared past \$500 million from an initial estimate of \$220 million, due in part to the cost of purchasing 53 mobile homes and 44 structures along the river’s path.

“Federal money slowed down after Republicans won a majority in the House of Representatives in 2010, causing pricey construction delays.” ■



Amphitheater at Veterans Memorial Park, Napa. Photo: Naphtali H. Knox, FAICP

Menlo Park is fastest growing Bay Area city. “With one notable exception — Menlo Park — the Bay Area cities that grew the most last year were suburbs where housing tends to be more plentiful and more affordable, a trend that helps to explain the perennially jammed roads and freeways. East Bay cities such as Dublin, Brentwood, and Hercules; Rio Vista in Solano County; and Gilroy in southernmost Santa Clara County were among the cities with the greatest growth in 2016.” —Katy Murphy, *The Mercury News*, <http://bayareane.ws/2qxuNch>

Bike path gets vista point. “The Alexander Zuckerman Bicycle-Pedestrian Path opened across the brand-new eastern span of the Bay Bridge on Sept. 3, 2013. But it took until last October for Caltrans to open the path to its full promised length to Yerba Buena Island. That changed with the recent dedication of a vista point on Yerba Buena Island and the path’s new seven-day-a-week schedule, <http://bit.ly/2rvtCYj>. The \$2 million vista point — with financing split 50-50 between the San Francisco County Transportation Authority and the Bay Area Toll Authority — gives those who roll and stroll across the bridge a commanding view of the Port of Oakland and the southern reaches of San Francisco Bay. The facility includes drinking fountains, benches, restrooms, and bike racks.” —Dan Brekke, *KQED News*, <http://bit.ly/2rvkx1M>

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