



Greening Silicon Valley

Holly Pearson, AICP

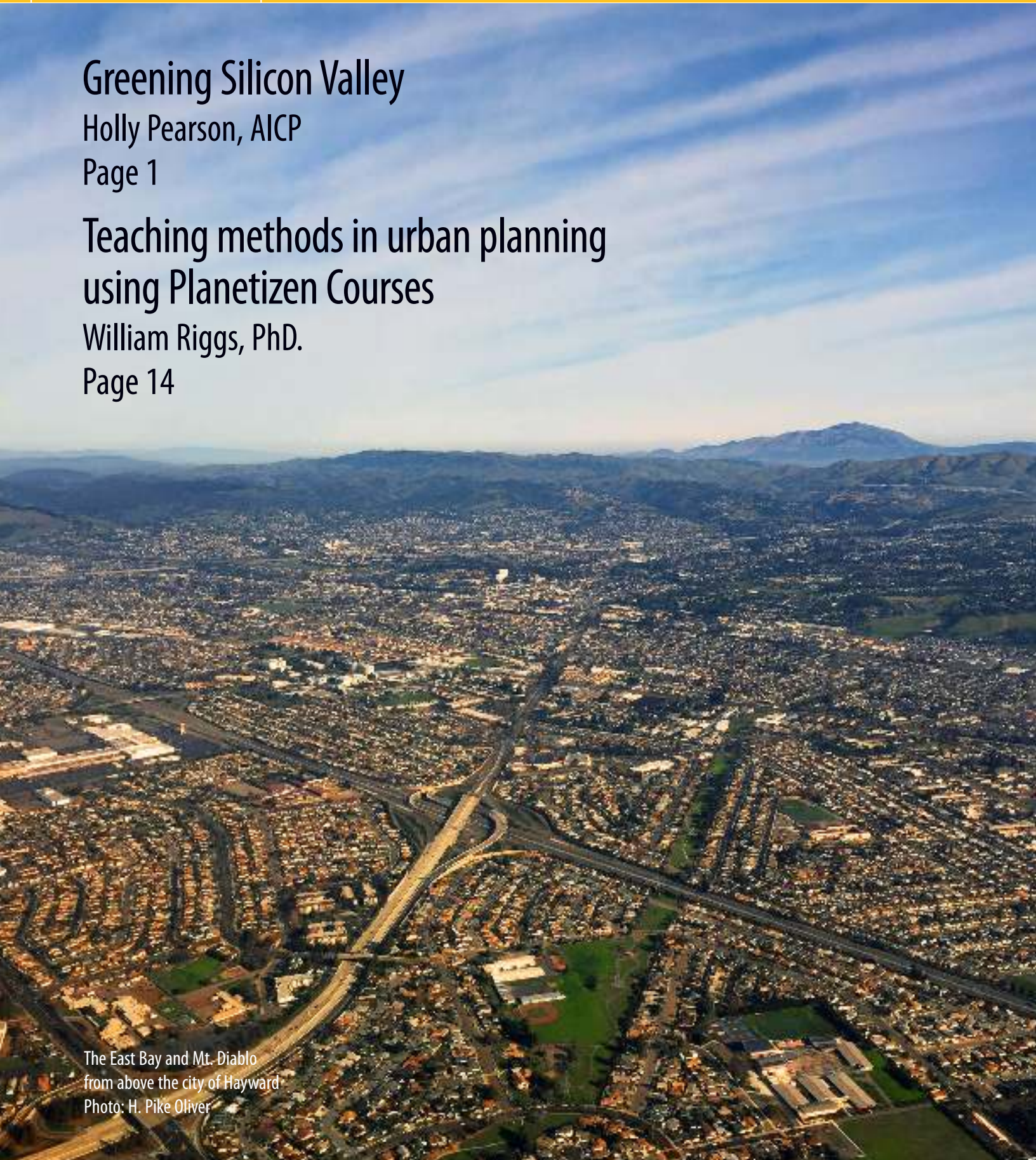
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Teaching methods in urban planning using Planetizen Courses

William Riggs, PhD.

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The East Bay and Mt. Diablo
from above the city of Hayward
Photo: H. Pike Oliver





Greening Silicon Valley

Sustainable Silicon Valley is working with cities, counties, and private companies to promote smart solutions in the areas of energy, carbon, and water

Holly Pearson, AICP, Sustainability Director with APA California's Northern Section, recently spoke with Cynthia Clark, Chief Development Officer at Sustainable Silicon Valley (SSV), to explore ways to connect planners in the South Bay and beyond with local sustainability initiatives. SSV engages in educational activities and policy advocacy, and also sponsors events and carries out projects.

The organization was founded in 2000 as a project of the California Environmental Protection Agency and became an independent nonprofit in 2004. SSV is structured as a membership organization. Several local jurisdictions in Silicon Valley are members, including the county of Santa Clara and the cities of Palo Alto, San Jose, and Santa Clara, and the town of Atherton.

In the face of an uncertain future water supply, the Intelligent Water REuse Initiative, one of SSV's current efforts, seeks to optimize water resources in Silicon Valley. Water reuse consists of treating on-site wastewater for non-potable purposes such as irrigation, toilet flushing, and cooling tower blow-down. This increases the overall water supply so that more is available for residents and businesses, without drawing too much from natural habitats. Water reuse is an important strategy in Silicon Valley, since Santa Clara County imports about 55 percent of its water — the majority coming from the Sacramento Delta.

Planning and implementing systems that capture and recycle water on site is a solution that holds promise for shifting toward small-scale water conservation and efficiency and promoting local self-sufficiency with respect to water.

As part of the Intelligent Water REuse Initiative (<http://bit.ly/2lJ5t1h>), SSV recently participated on a task force convened by the Santa Clara Valley Water District to create a model ordinance to allow and facilitate efforts by local jurisdictions to encourage water reuse

in new residential and commercial development. The ordinance addresses gray water and rainwater capture in addition to on-site reuse.

SSV is also working with the County of Santa Clara to incorporate on-site water reuse into its Civic Center master plan. For this project, SSV looked for guidance to the San Francisco Public Utilities Commission, a regional leader in promoting water reuse in buildings.

In addition to engaging with local governments, SSV partners with large technology companies in Silicon Valley to plan and implement sustainable systems for water, energy, and carbon for their buildings and campuses. These companies are very forward thinking, said Clark, and enthusiastic about providing new, leading-edge solutions for sustainable facilities.

SSV has recently been working with Facebook and the city of Menlo Park on developing a blackwater system for the Facebook campus expansion, including obtaining the necessary permits and working with the Regional Water Quality Board to ensure compliance with environmental and public health standards. As part of this effort, SSV



An onsite graywater reuse system that is part of a Tel Aviv apartment complex. System design: <http://www.ayala-aqua.com>. Photo: <http://bit.ly/2kRCmJr>

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Find JOBS and EVENTS CALENDAR at norcalapa.org

"In California's commuter rail drama, nobody's a winner. If the Federal Transportation Authority ultimately rejects the \$647 million grant to Caltrain [approval is needed before March 1], the Bay Area's future viability as an economic powerhouse could be at risk. Caltrain would 'continue to operate with diesel, would not be able to accommodate job growth, and trains would be overcrowded.'

"Caltrain has drawn up contracts with equipment manufacturers in Utah, Florida, Virginia, Wisconsin, Colorado, and beyond; nearly 10,000 jobs across the U.S. hinge on the FTA's decision. Big investments here pay dividends to lots of other places.

"Guess who won't lose? High-speed rail, the likely target of these shenanigans. Setting back the electrification of the Caltrain corridor in HSR's planned 800-mile spine is a frustration, but doesn't halt the HSR project. There's little the federal government can do to stop high-speed rail construction (which is already transforming Fresno). The project is not currently seeking federal funding, and state funds are sufficient to shepherd the project through another several years of construction.

"Blocking Caltrain's money would hurt local commuters, including those working at Silicon Valley's most powerful businesses. It would set back the state's environmental aspirations. It would throw into question thousands of manufacturing jobs — the very jobs Mr. Trump is intent on creating. And it would do very little to harm the project that many California Republicans despise."

—Laura Bliss, CityLab, <http://bit.ly/2ITLRYb>



Director's note

Sharon Grewal, AICP

Capitalizing on our Diversity

The California Chapter Conference theme this year is “Capitalizing on our Diversity.” Diversity within our profession is essential to finding a common and encompassing community vision, and APA is committed to fostering diversity. We must increase social equity, diversity, and minority participation if we are to better serve minority populations. The **Northern Section Diversity Program** is committed to promoting diversity and equity within our communities as well as focusing on planning issues that concern our diverse populations. The Section’s diversity program connects our members with other planning professionals who share common passions, challenges, and experiences. Please email our Planning Diversity Directors Miroo Desai, AICP, and Cindy Ma, AICP, at diversity@norcalapa.org for more information and ways to get involved.

We continue our **Speaker Series** with a March 8th session on Tactical Urbanism. Tactical urban demonstrations are low-cost, temporary changes to the built environment that can help the public and decision-makers better understand impacts on their community. Alta Planning + Design is hosting the session at their Oakland and San Jose offices with a webinar option. To join us for this session in person or via webinar, please visit <http://bit.ly/2kKfpI8>. **AICP|CM 1.0**

In our corner of the world, the most prestigious means of acknowledging extraordinary planning work and devoted professionals is through **Northern Section’s Awards Program**. We enhanced this year’s program by simplifying the Section application process and adding new **Local Awards** categories: Planning and Health; Social and Environmental Justice; Planning and Food Systems; and Great Places. Nominations for Section Awards are now open. See [page 12](#) for details or go to <http://norcalapa.org/programs/awards>. Nominations must be submitted by **Monday, March 20, 2017**.

Separately, our APA California chapter is pleased to announce the 3rd annual **Great Places in California Awards. Nominations** are now open. See [page 10](#) for details or visit <http://bit.ly/2kKwIIX>.

Mark your calendars for Saturday, March 4, when San Jose State University’s Department of Urban and Regional Planning and the Urban Planning Coalition convene their sixth annual **Symposium**. The symposium will focus on the development of **Urban Villages in San Jose**, one of 12 major development strategies in the Envision San José 2040 General Plan adopted in 2011. Urban villages are walkable, bicycle-friendly, transit-oriented, mixed-use settings that provide both housing and jobs in support of the General Plan’s environmental goals. Panel discussions will address economic development, housing, and transportation related to urban village development in San Jose, with a common emphasis on progress — past, present, and future. See [page 11](#) for details. **AICP|CM 4.0**

We continue our longstanding partnership with the **Association of Environmental Planners (AEP)** by co-sponsoring social and networking opportunities in the North Bay and San Francisco. Visit our website (<http://bit.ly/LtpX2X>) for details and to register.

Our Section also continues to pursue partnerships with other agencies and local organizations to promote planning and build strong connections for our membership. If you would like to provide feedback, ideas, or names of organizations that would be interested in partnering with APA, please contact me at director@norcalapa.org. Your involvement is invaluable, and I encourage you to visit our calendar, <http://bit.ly/LtpX2X>, to see what’s being offered in the coming weeks.

At our Retreat on January 21st, the Northern Section Board appointed **Sophie McGuinness** as Administrative Director; **Afshan Hamid, AICP**, as Director of Professional Development; and **Sarah Allen, AICP**, as East Bay Regional Activity Coordinator. We enthusiastically welcome them to the Board. You’ll find photos and brief bios on the next page. If you would like more information regarding our committees and vacant board positions, or if you’re interested in getting involved, please contact me at director@norcalapa.org. ■

Who's where



Sarah Allen, AICP, has joined APA California–Northern Section's board as Regional Activity Coordinator (RAC) for the East Bay. Allen, who has 10 years of planning experience, began her career with the city of Lafayette's planning department as an intern and rose through the ranks as planning technician and assistant planner. Now an associate planner, she works with both current and long-range planning projects, including the development of residential design guidelines. Allen holds a bachelor's degree in sociology from Sacramento State University.



Don Bradley, AICP, Ph.D., now serves on the board of APA California–Northern Section as Planning Commissioner (he is a planning commissioner in San Carlos) in addition to his longtime role as AICP Director, in which he has guided 650 candidates to an overall 97 percent pass rate in the national AICP exam. Dr. Bradley has worked in Los Angeles, North Carolina, Michigan, and for the U.S. Air Force and U.S. Navy in both teaching and professional planning, and his work has taken him to Ethiopia, Venezuela, South Korea, and China. He received APA California Northern's Recognition of Excellence award in 2010 and the California Planners Emeritus Network Honor award in 2008.



Steven Buckley is now planning manager for the city of Berkeley. He most recently was planning manager for the city of Walnut Creek (2012–2017) and before that was principal planner in Berkeley for just under three years. He “explored civil engineering and architecture before discovering urban planning,” and holds a BS in city and regional planning from Cal Poly, San Luis Obispo. Buckley was editor of *Northern News* from 1992 to 1994.



Christopher Corbett, a former member of APA California Northern, is now Senior Planner for Africa Projects at Covenant Engineering GmbH, Nürnberg, Germany. From 1995 until a hasty exit from Libya in 2011, Corbett worked in the Middle East — including in Tripoli, Doha, and Dubai — with various A&E consultancies including AECOM from 2008 on. He earlier worked on FEMA post-disaster recovery projects in Louisiana. Corbett holds a bachelor's degree in geography and a master's in urban planning, both from the University of Washington (Seattle). His first job as a planning professional was at the Ministry of Planning in Hamilton, Bermuda.



Afshan Hamid, AICP, a senior planner with the city of Concord, has been appointed Northern Section's Professional Development Coordinator, with responsibility for the Section's professional development program for the continuing education of practicing planners. From 2001 to 2014, Hamid was an architect with Skidmore, Owings and Merrill; principal planner for the Village of Arlington Heights, northwest of Chicago; and an urban designer and planner with the city of Walnut Creek. She holds an M.Arch in architecture and urban planning from MIT and a BA in fine arts and industrial design from the University of Illinois at Chicago.

(continued on next page)



Julie Hawkins, AICP, was recently appointed planning commissioner for San Luis Obispo County. Her professional work since 2013 is in facilities planning and capital projects at Cal Poly, San Luis Obispo, where she shapes campus development from plan to project. Before that, Hawkins was a part-time instructor at San Jose State University and a senior planner at Foster City and M-Group. She holds a bachelor of science in environmental studies from UC Santa Barbara, and a master of city and regional planning from Cal Poly, San Luis Obispo.



Hanson Hom, AICP, has retired from the city of Sunnyvale, where he had been director of community development and assistant city manager for downtown planning. He has been a planner more than 35 years, having served with the Port of Oakland and the cities of Vallejo, Hayward, Alameda, and San Leandro. At Sunnyvale, Hom oversaw the drafting of several innovative specific plans adopted in 2016. He also managed downtown development, including the long stalled Town Center mixed-use redevelopment. Hom, who was APA California–Northern Section Director in 2011 and 2012, is Vice President for Conferences for APA California and a member of the California Planning Roundtable. He holds a BA in landscape architecture from UC Berkeley, a master in urban and regional planning from San Jose State, and an MA in public administration from Cal State, East Bay. His immediate plans are to do some travelling.



Sophie McGuinness has joined APA California–Northern Section's Board as Administrative Director. She recently relocated to the Bay Area from Melbourne, Australia, and is a planner with the Alameda County Community Development Agency. In her home state of Victoria, McGuinness was a senior associate, associate, and planning law attorney for several private firms, representing private and government clients in planning and environmental law transactions. She holds a bachelor of arts in politics, sociology, and geography and a bachelor of laws from Monash University, Melbourne. McGuinness was admitted to the Supreme Court of Victoria and Federal Court of Australia in 2009. ■

San Francisco's "corporate shuttles are here to stay. Those behemoth buses carrying people back and forth to Silicon Valley tech campuses have been assailed by critics as a harbinger of gentrification and an engine of congestion. They've been embraced by car-free tech workers as a vital transportation link to Silicon Valley at a time when public transit is not a convenient option. Now, after a unanimous vote by the San Francisco Municipal Transportation Agency board of directors, a pilot program has become permanent. The vote means 17 operators that shuttle nearly 10,000 workers to Silicon Valley every weekday can continue to use a network of 125 Muni bus stops and white curb zones in exchange for paying a small fee and complying with updated city regulations. SFMTA officials say an average of 360 to 390 shuttle buses are on the streets of San Francisco each weekday."

—Bryan Goebel, KQED News, <http://bit.ly/2kOuHLR>

In memoriam

Walter Cohen, Bay Area planner, dead at 67



Northern News has learned of the death of Bay Area planner Walter Cohen, January 11, of cancer.

Mr. Cohen was director of program development for the San Jose Redevelopment Agency for five years (1982–87), after which he was director of planning and community development for the city of Mountain View (1987–92). He then founded The Enterprise Group, a practice specializing in owner representation on large-scale real estate development projects. He was director of Oakland's

economic development agency from 2009–2011 and had been a senior vice president at Cushman & Wakefield since January 2015. Steve Rubenstein, writing in the San Francisco Chronicle, described Mr. Cohen as “a city planner who knew how to plan and a municipal adviser whose advice was always sound.”

“He liked the minutiae and the down-and-dirty details of city policy, and he understood how to navigate the fine points. ‘I am a generalist,’ he said in a statement some years ago. ‘My foundation is in community building, working through challenges and recommending solutions.’ Mr. Cohen is survived by his wife of 26 years, architect Allison Williams, and by his sons, Selby and Nate, all of San Francisco.” ■

Where in the world



Photo: Zack Atlas (Answer on [page 13](#).)

Pretty much expected; still a blow. “The Trump administration’s newly minted Transportation Secretary Elaine Chao has put the brakes on \$647 million for Caltrain to go electric. Caltrain carries about 60,000 riders a day between the South Bay and San Francisco, but its diesel-driven trains are both costly to operate and slow. Officials see electrification as a way both to increase ridership and save money on operating costs. Caltrain has already spent \$150 million on planning to go electric, but without the federal and matching funds, the overall \$1.98 billion project will go into limbo.” —Matier & Ross, *San Francisco Chronicle*, <http://bit.ly/2lxbv4Z>

Planning news from near and far

Excerpts linked to the original articles

San Francisco: You can stall affordable housing with \$578 and a simple form

Mission Local, February 20, 2017

Laura Wenus, <http://bit.ly/2lFjigV> • 2060-2070 Folsom Street could be stalled for as long as six months because a neighbor of the project recently paid \$578 to file a request for a discretionary review of the 127-unit, nine-story project at 17th and Folsom. “[The] form, filed on Feb. 8, triggers a new hearing of the seven-member planning commission.”

“[The neighbor] writes in the request that she only learned of the project a month ago [and] fears that a new eight-story building ... would exacerbate sewer overflows in a neighborhood that has long experienced flooding.

“Reviews like this cause delays. Planning Commissioner Dennis Richards said that construction cannot go forward until a review is finished. He estimated that given the current back-

log of cases, it could take between four and six months for the case to be heard. After that hearing, the decision could still be appealed, adding even more time. ‘It puts the entire project in jeopardy, because the funding structure nationally, at the state level, and locally is just so precarious right now,’ said Sam Moss, Executive Director of Mission Housing Development Corporation [which along with the Chinatown Community Development Center is sponsoring the development].

“[The neighbor’s] other major concern was the lack of parking. Zoning, however, does not require parking in the building and the developers have no plans to install it, in part because of the sewer issue — an underground parking garage would get flooded.”

Berkeley considers stackable ‘Microunits’ to house the homeless

CityLab, February 17, 2017

John Metcalfe, <http://bit.ly/2lXaSPd> • “If Berkeley gets its way, its homeless population could someday be living in 160-square-foot ‘microunits’ that can be stacked into larger structures. The city council has unanimously voted to explore the feasibility of a ‘rapid and cost-effective’ deployment of these units, which would also be available to seniors, disabled people, and the extremely poor. The goal is to site them on an unspecified parcel of city land, possibly in a stack of 100 that reaches up four stories. The rent for the units is \$1,000 a month, which would be paid by the city and is well below Berkeley’s average apartment rent of \$3,233.

“[Developer] Panoramic has already built a couple of microunit developments in San Francisco, including a car-free one with 160 wee apartments [at 1321 Mission at 9th

Street]. Its owner, Patrick Kennedy, has stated he wants to provide 5,000 homeless people in the Bay Area with units in five years.”

You can find more information on microunits at www.panoramic.com.



The Panoramic at Mission and Ninth, San Francisco.

Image: Google StreetView, June 2016

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Meet a local planner

By Siân Llewellyn, AICP

Elizabeth Shreeve, AICP, ASLA,
is a principal at SWA Group.

How did you get into planning?

I found I loved natural systems science when I was getting my undergraduate degree in geology from Harvard College. I also really like art. The art building was on one side of campus and the geology building was on the other side. The Graduate School of Design (GSD) was in between the two. It can be really cold in Boston, so I would frequently walk through the GSD building to get to my classes. Through the years, I saw a lot of student work there and realized that landscape architecture was a good mix of art and science. Plus, landscape architects created places where people live. By my senior year I knew I wanted to be a landscape architect; and through landscape architecture, I came to planning.

While I was in undergrad I had an internship at an established landscape architecture firm called Sasaki. This was great grounding with one of the established firms in landscape architecture and planning. After I graduated, I moved to San Francisco and got a job at EDAW, another one of the well-established names in the business. I wanted to get a graduate degree, so in 1983 I moved back to Boston and enrolled in the GSD. After receiving my master in landscape architecture, I moved back to San Francisco and got a position with an architecture firm. It was there I realized I was a planner by nature.

Why do you say a planner by nature?

As much as I like the detail, I find I like to look at the big picture. My inclination is to start farther out than most landscape architects and architects. I'm interested in the economics, land use, transportation, and the cultural patterns that drive a project — setting the context before I get to the site-specific details.

I enjoy writing and framing the problem, but I'm also very interested in built projects. I didn't want to write plans that sat on shelves, but rather to write plans and work on projects that were actually being realized.



I thought the best thing for me was to be a planner in a design firm. This is where I could bring the most value.

I love to draw but there are many people who can draw so much better than I. My mind tends to go first to form-giving but always within the bigger picture.

What happened next?

When I decided to leave the architecture firm 33 years ago and try something new, I went to SWA, the firm I am still with today. Calvin Platt was a partner in SWA; he was

returning to their Sausalito office and he recruited me. He was an architect who worked as a planner and his approach really cemented my direction. He was an amazing man and a great mentor. He was so knowledgeable about the development process and he had a great relationship with clients. He understood how our work on their projects could bring value. He was very active in the Urban Land Institute. Calvin Platt died last year and those were big shoes to fill. I sort of took over his duties in that organization — in fact, I'm the vice chair of ULI's Sustainable Development Council and will be the chair starting this summer. I owe him a great deal.

So when did you get your AICP?

I never studied planning in college because at the GSD policy planning was at the Kennedy School and joint classes weren't really offered. Because of that, I thought they were really two different things. It wasn't until I practiced in the real world that I realized how connected they were.

I decided to study for the AICP only a couple of years ago. I loved studying for the exam. It stitched together so much of my work, I wish I would have done it earlier. It made me realize, you should go ahead and get those credentials!

Tell us about some of your favorite projects?

Several years ago I worked on a project in Tulsa for the George Kaiser Family Foundation; they have a mission to

(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.

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

break the cycle of poverty. We were hired to look at an area of north Downtown Tulsa, now known as the Brady Arts District. At the time the area was struggling with disinvestment. The project started out at the urban design level but became a design project. There was a lovely street grid and a nice collection of historic buildings. We identified a block for a public park. That led to the design of the park, which became Guthrie Green, named after the adjacent Woody Guthrie Archives. The park plans were unveiled in 2010 and it opened in 2012. An interesting aspect of the park is that we designed it so that underneath the park is a geo-thermal exchange system that provides heating and cooling for the adjacent nonprofit arts organizations, helping them to reduce their operating costs.

The park and the adjacent arts buildings have completely changed the scene in that part of Tulsa. I went back in 2015 because it was shortlisted for an award. The place was hopping — families sitting, picnicking with kids, playing, and enjoying the space as if it were a beach. There was a movie night in the evening — Tulsa gets a lot of use out of that open space. It is so thrilling when you get to see a project like that come to life.

I understand you have a sideline business?

Yes, I write children's books. I've always been a big reader, and I have enjoyed reading stories to my three sons. My husband owns and operates two toy stores, so I've seen a lot of children's books in the stores. When my mom died suddenly a few years ago, the stories started to come into my head. As a tribute to her, I wrote them down; a publisher bought the stories and brought them together with an illustrator. It's really not so far from telling the stories of projects and places that I do for work. The storybook writing has helped in my professional work, making me establish project narratives and tell a story with my planning and design projects.

Do you have any advice for planners starting out?

One, I would recommend that people study for the AICP exam early and not wait as I did! Get your credentials or licenses — studying for them can help you clarify what you really want to do. You should also get very involved in the organizations of your industry: APA, SPUR, ULI, etc. These organizations will help you in your professional life and bring you friends.

Two, communication skills are very important for what we do: writing, drawing, speaking, and addressing a group. All of these are crucial — don't dither; figure out how to communicate clearly and get to your point quickly.

Three, don't be afraid to learn things that don't immediately fall within your profession. Learn about transportation and how a developer constructs a pro forma. These skills will make you better understand why things are done the way they are.

And finally, travel — go out there and expand your horizons.

(continued on next page)



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Meet a local planner (continued from previous page)

Which are your three favorite cities?

San Francisco — I take the ferry to work and every time I cross the bay I have a little love affair with the city.

New York City — Still always “the City” to me, having grown up on Long Island. It’s like its own country — different parts are like different states — such diversity in only five boroughs.

Kiev — A tough choice because I love so many cities, but Kiev is a really cool place to visit. I went there for a project. It’s a layered city; its history has been laid down in so many layers. There’s been a settlement there for more than a thousand years. Old historic sections abut completely modern parts of town — the variety is striking. And there is a witchcraft museum that you have to see. It’s a great city to visit.

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

2017 Great Places in California

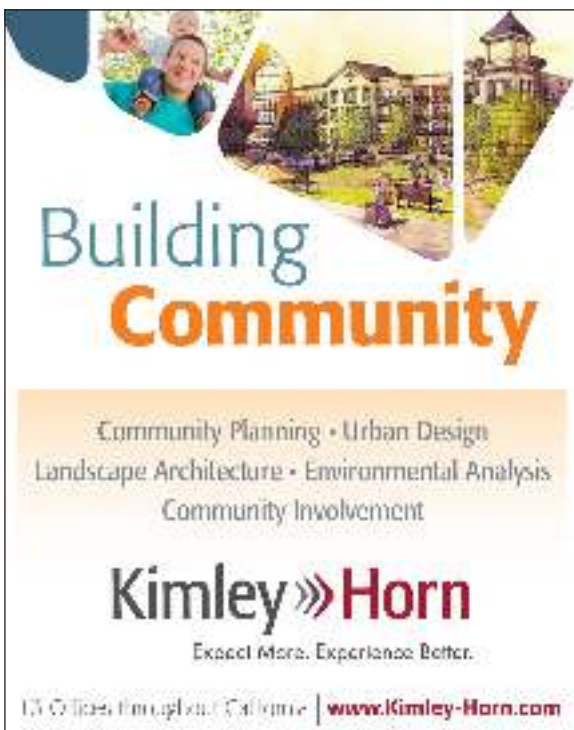
APA California is now accepting nominations for its third annual Great Places in California Awards. “A Great Place in California is one that exemplifies character, quality, and excellent planning. It can be anywhere, from the beach to the mountains, from a large city to a small community. It can be a vibrant downtown, a suburban gathering place, a historic small town, a public park, or preserved open space. Most important, it must be a place where people want to be.”

Three awards will be made in 2017. Nominations — due **Friday, March 17** — can be submitted at <http://bit.ly/2lmieyZ>.

For questions please contact Greg Konar, AICP, VP Marketing and Membership, gregok@cox.net. ■

“Take a walk. While driving is the main mode of transportation around Santa Clara County and its 15 cities, Palo Alto claims the most employees 16 years and older who walked to work in 2016: 5.4 percent, according to the Public Health Department’s ‘Walking for a Healthier Santa Clara County’ report.”

—Palo Alto Weekly, <http://bit.ly/2IWKLYU>



Greening Silicon Valley (continued from page 1)

has also sponsored educational meetings on how to address the regulatory challenges associated with blackwater systems.

Menlo Park also amended its zoning ordinance to require new buildings with 250,000 square feet or more to use an alternate water source, such as graywater, for non-potable applications — a considerable advance in sustainable water resources management in Silicon Valley. In drafting and enacting the ordinance, the City followed Facebook's lead, demonstrating that Silicon Valley companies are driving innovation not only in technology, but also in responsible and efficient use of natural resources.

For more information or to get involved in SSV's work, contact Cynthia Clark at cclark@sustainablestv.org.

Holly R. Pearson, AICP, is an urban planner who has worked with local government agencies and community organizations in the San Francisco Bay Area as well as in Canada and Latin America. She is Northern Section's Sustainability Committee Chair. You can reach her at holly@hollypearson.net. ■

Urban Villages in San Jose

Where are we now and where are we headed?

Mark your calendars for Saturday, March 4, when San Jose State University's Department of Urban and Regional Planning and the Urban Planning Coalition convene their sixth annual Symposium on the SJSU campus. **AICP|CM 4.0.**

- The symposium will focus on the development of urban villages in San Jose, one of 12 major development strategies in the Envision San José 2040 General Plan adopted in 2011.
- Urban villages are walkable, bicycle-friendly, transit-oriented, mixed-use settings that provide both housing and jobs in support of the General Plan's environmental goals.
- Panel discussions will address economic development, housing, and transportation related to urban village development in San Jose, with a common emphasis on progress — past, present, and future.
- Breakfast, refreshments, and lunch will be provided.
- Panelist information and other details will be announced. For updates and more information, and to register, go to <http://bit.ly/2lZ8Uhr>.

You can read more about San Jose's urban villages at <http://bit.ly/2lZbunI> or watch a 4-minute video at <https://youtu.be/81uSC06nDQI>. ■



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Call for nominations— Get recognized by the APA Northern CA Section!

Northern Section is officially opening a call for nominations for Section Awards. In previous years, several Northern Section winners went on to garner State Awards. Let's keep up the tradition and recognize the best in planning.

The Section Awards Categories for 2017 are:

New local (Section only) awards categories

Planning and Health
Social and Environmental Justice
Planning and Food Systems
Great Places
Emerging Planner

Project Awards

Opportunity and Empowerment
Comprehensive Plan — Large and Small Jurisdictions (2 awards)
Implementation — Large and Small Jurisdictions (2 awards)
Innovation in Green Community Planning
Economic Planning and Development
Transportation Planning
Best Practices
Grassroots Initiative
Public Outreach
Urban Design
Communications Initiative
Advancing Diversity and Social Change
Planning Landmark
Hard-won Victory

Awards for people, agencies, and firms

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Planning Agency (public sector)
Planning Firm (private sector)
Emerging Planning and Design Firm
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Planning Pioneer
Distinguished Service
Distinguished Contribution
Section Activity
Planning Emeritus Network (PEN)

We are excited to announce a new, revamped application:

- Shortened criteria
- No reference letter required
- New Section-only categories
- Email-only submission

Get all the details, rules, and applications at <http://bit.ly/1qWlZgb>.
The deadline for nominations is Monday, March 20, 2017.

For more information, please contact Awards co-Directors
Florentina Craciun, AICP at fcraciun@mbakerintl.com or
Carmela Campbell, AICP at CarmelaC@unioncity.org ■



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Call for Awards jurors

Northern Section is seeking jurors to serve on the **2017 Awards** panel. If you are interested, email your résumé and a cover letter stating why you want to serve on the jury to awards@norcalapa.org by **Wednesday, March 8, 2017**. Jurors will be required to review the submitted applications and provide feedback at an in-person meeting on Friday, April 21, 2017, from 9:00 am to 3:00 pm in Oakland (location TBD). As a thank you for your service, you will receive a free ticket to the Awards reception event scheduled for Friday, June 2, 2017, from 6:30 pm to 9:30 pm in Oakland (location TBD). ■

UC Berkeley expands Multimodal Transportation Training series

California is at the forefront of making transportation systems multimodal, integrated, interconnected, context-sensitive, safe, and sustainable. UC Berkeley Tech Transfer's courses in multimodal transportation can help you transform communities to accommodate various travel modes beyond the motor vehicle and achieve the quality of life that you desire for future generations.

Six fee-based training courses — mostly online, and all approved for **AICP CM** credits — are available in March, April, May, and June (see <http://bit.ly/2lWryGJ>). All of the courses are subsidized for California local agency employees under the Caltrans Cooperative Training Assistance Program. ■

Answer to Where in the world (Page 6)

Trinidad, Cuba. Looking northwest from *Museo Historico* (the street in the center foreground is *Callejon de Peña*) to *Parque Natural Topes de Collantes*. The tower at the right (northeast) is *Museo Nacional de la Lucha Contra Bandidos*. Photo: Zack Atlas.

"How cities reclaim wastelands. Cities don't just throw stuff away: They also recycle, often in wildly inventive ways. Here are a few reminders that no space needs to be wasted forever."

—Andrew Small, *CityLab*, <http://bit.ly/2lzTDX5>

Teaching methods in urban planning using Planetizen Courses

Virtual strategies hold promise for maintaining and expanding curricula in a future of constrained fiscal and space resources

William Riggs, PhD; Cal Poly, San Luis Obispo

The following is condensed from a longer white paper.

A growing body of research in the educational field shows that many individuals — whether they study English, math, or city planning — have different learning styles that evolve as they become accustomed to varied formats of non-parallel, digital information. The traditional ways we instruct others have not changed as significantly, and in some situations, how we relay information does not best match learning styles — for example lecturing from a PowerPoint rather than engaging in a deep discussion following a movie, story, or anecdote.

In this context, the Department of City and Regional Planning at Cal Poly, San Luis Obispo, engaged in a pilot project in 2015 using Planetizen Courses to leverage online learning and video-conferencing technology to supplement and enhance the in-classroom experience. In theory, students would use the online modules to gain formative information that would then be applied to real-world scenarios in the classroom. This would be similar to how a practicing urban planner might apply lessons to a particular project after watching an online tutorial or attending a conference

Method

Using online videos and quizzes from Planetizen Courses, a cohort of approximately 100 students engaged in a

redesigned course that used a virtual lab environment to relay technical or computer-based skills. During the lab, students would interact virtually with their peers and with the instructor — the idea being that they would push themselves and become what educators call “self-regulated learners.”

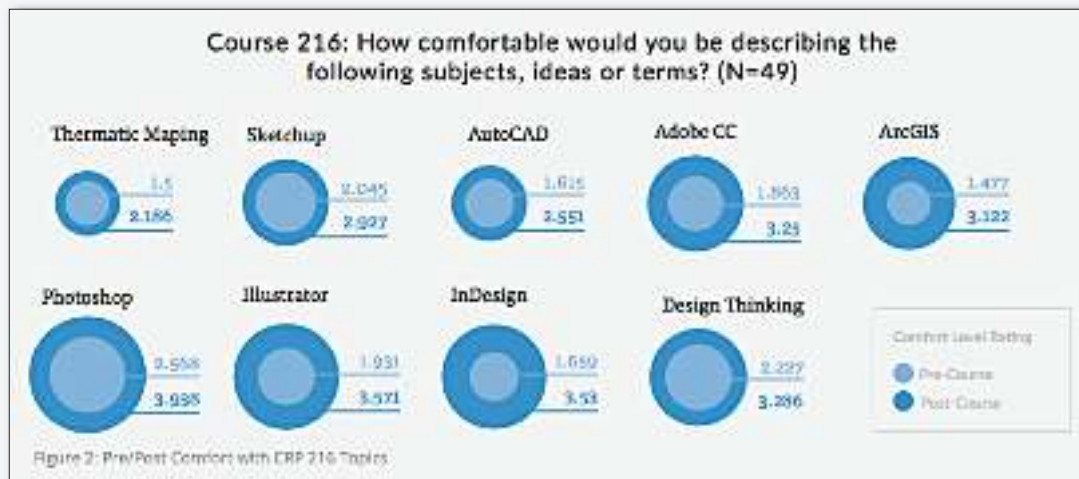
Relevant courses were selected to match the curriculum from the Planetizen Courses website and then integrated with the Cal Poly online learning management system “PolyLearn,” within which students could view the course syllabus and track all daily, weekly, and term-long assignments. Each week, students were required to watch one or two Planetizen courses that served either to underscore or enrich in-class lectures. Each Planetizen course had an associated quiz to ensure completion. These were uploaded to PolyLearn for grading. Results were gathered using pre/post surveys, time spent online, and academic performance.

Results

The majority of students reported liking the (online) lab modules, saying that they contributed to learning. Students enrolled in both CRP 216, Computer Applications for Planning, and CRP 213, Population Economic & Housing Methods, dramatically increased



(continued on next page)



their comfort level in every subject covered by the course, illustrating that online integration could be an effective medium for teaching.

The results further showed that the more time a student spent using Planetizen Courses, the better the student performed overall — indicating that hybridization can allow for students to engage in self-organized or self-regulated learning. Individuals could learn at their pace and in their own space, potentially allowing for high-level (or “liminal”) thinking.

Lessons

The evaluation indicates that this kind of hybridization empowers learners to engage in self-directed exploration and problem solving. Hybridization also ensures that students have the necessary skills to complete class-related tasks on their own in the future. And the virtual course allowed valuable space to be allocated to other campus users.

On balance, students appreciated and even craved the format of the course, and felt it would be helpful for scheduling other classes and activities, suggesting the online courses may be helpful for student retention. Students also appreciated the fact that they had the opportunity to accrue real-world experience with the courses, as many Planetizen Courses counted for AICP certification maintenance credit. A subset of students appeared to have underestimated the amount of work required as part of the online course, and/or also over-estimated their self-motivation — a factor worth considering in wider application of hybrid instruction.

Conclusion

Overall, the pilot was successful in helping increase learning while easing the burden on computational facilities/lab spaces. Students could complete labs online and not only gain computational skills, but also round out those skills with additional learning modules. While more work is needed to assess and compare longer-term performance and retention from courses with virtual components, these results indicate that online curricula can be effective — whether used to expand classroom content or to provide professional development opportunities in a planning department. Virtual strategies hold promise for maintaining and expanding curricula in a future of constrained fiscal and space resources.

The complete paper is available at <http://bit.ly/2I5qUGq>.



William (Billy) Riggs, PhD, is an Assistant Professor of City and Regional Planning and a leader in the area of transportation planning and technology, with more than 50 publications. Dr. Richard Florida featured his work in *The Atlantic*. Dr. Riggs is also the principal author of Planetizen's Planning Web Technology Benchmarking Project. He can be found on Twitter @williamwriggs. ■

For downtown Morgan Hill, age is a good thing

Steve Matarazzo

Recently, I purchased my daughter's first car in Morgan Hill. The Ford Store had the perfect used car for what my wife and I wanted (a small tank) and what my young daughter was willing to accept.

Morgan Hill is just over the hill (Mt. Madonna) from where I live in Aptos. Coincidentally, I worked for the Morgan Hill community development and redevelopment department — one of the best professional experiences of my career — from the late 1970s through the mid-1980s. As the community development and redevelopment director, I helped start a redevelopment agency and guided the redesign of the downtown area — with the assistance of landscape architect George Girvin.

My wife and I drove over the hill to inspect, and ultimately purchase, a 2008 Ford Escape. Afterward, we stopped for dinner in downtown Morgan Hill.

In the 1980s, when I was a young planner, 30 years seemed like an eternity — but that's not eternity for a city. Downtown Morgan Hill, now approximately 30 years into its transformation as a pedestrian-oriented, well landscaped urban destination, has never been more alive! The downtown has a casual elegance and inviting charm that emulate other tony towns in Silicon Valley, and the bistro where we dined at a sidewalk table was fantastic.

Rebuilding the downtown and underdeveloped neighborhoods of Morgan Hill was part of an overall land use strategy started by local citizens and politicians in the mid-1970s. At the same time, a successful grass-roots campaign instituted local growth control in response to rampant residential development that was straining public infrastructure and the school system. By the late 1970s, the citizenry approved a residential development control

system (modeled after Petaluma's RDSCS) and elected a growth management slate to the city council — a council that took a lot of heat for supposedly limiting economic development and thereby hurting the city. However, the opposite occurred.

The story of Morgan Hill is one of redemption for a forward-thinking city council that advocated change and the planners who made it happen. Despite some public outcry, backlash, frustration, and (sometimes) social ostracism, we now know we were right in advocating for change. Council members who supported redevelopment and growth management at a time of economic boosterism must now feel vindicated.

Of course, the Silicon Valley economic engine also had a lot to do with the city's success. But the visual and economic facts remain that Morgan Hill — with wise planning and infrastructure investment — positioned itself for the great economic expansion of Silicon Valley. Meanwhile,



(continued on next page)

For downtown Morgan Hill, age is a good thing
(continued from previous page)

south Santa Clara County slowly gentrifies as high-tech employees migrate there.

Others may go to Morgan Hill to enjoy the urban scene and pedestrian-activated downtown experience. I now go there and muse, “I was so much older then, when I was young” (from Eric Burdon and the Animals, 1967, <http://bit.ly/2lzDH70>).

Steve Matarazzo retired as city manager of Sand City in March 2014; he is currently planning director at UC MBEST (Monterey Bay Education, Science and Technology) Center at the former Fort Ord. Matarazzo holds a bachelor’s degree in environmental studies from UC Santa Barbara and a master’s degree in urban and regional planning from San Jose State University.

“Cities that have risen from ruins. Whether leveled by wars or earthquakes, cities don’t tend to stay wastelands forever. Each tragedy has its silver lining, however faint. When a city is destroyed beyond recognition, the need to rebuild presents an opportunity — a blank slate — for the community to redraw the physical landscape, to make it stronger and grander than it was before.” *CityLab* looks at the destruction and rebuilding of Chicago, San Francisco, Tokyo, Warsaw, Dresden, and Beirut (with before and after photos).

—Linda Poon, <http://bit.ly/2kRPh9q>

APA Los Angeles urges vote against Measure S

News, APA California—Los Angeles,
February 15, 2017, <http://bit.ly/2l9Bvke>

“On March 7, 2017, Los Angeles-area voters will be asked to make decisions on a critical ballot measure pertaining to planning and development policy, as well as the processes used to approve plans and specific projects. Measure S [aka the Neighborhood Integrity Initiative] seeks to significantly restrict the City’s flexibility to change zoning and parking requirements by placing a two-year moratorium on zone changes and general plan amendments that result in more intense use.

“APA Los Angeles urges you to vote AGAINST Measure S. APA Los Angeles acknowledges that our metropolitan area is both suffering an affordable housing crisis and realizing an opportunity to improve its transportation system, and that many communities are experiencing dramatic change. However, after careful deliberation and evaluation of **APA’s National Policy Guides on Collaborative Planning (1998), Planning for Sustainability (2000), Homelessness (2003), Housing (2006), and Smart Growth (2012)**, the Board has decided to oppose Measure S. This decision is based on concerns that land use initiatives and referenda in general, and Measure S in particular, 1) undermine local planning authority as a cornerstone value in our system of government, given California’s strong community input process; and 2) dis-acknowledge the value of professional planners, whose **Code of Ethics** requires a conscientiously attained concept of the public interest with special concern for the long-range consequences of present actions, and special attention to the interrelatedness of decisions. APA supports inclusive citizen participation at all levels of planning, but also affirms that effective comprehensive planning is the primary means of implementing policies that promote efficient and sustainable development. The City of Los Angeles has already committed to a 10-year update for all Community Plans and is studying the funding needed to accelerate the update cycle to six years.

“Land use initiatives have a decades-long history in California. APA Los Angeles believes that this history demonstrates the tool’s deficiencies in creating communities of lasting value; balancing the varied interests and viewpoints that emerge as a community plans its future; and comprehensively addressing the impacts of today’s actions on tomorrow’s communities. Indeed, APA Los Angeles believes that the City’s history of land use initiatives has significantly contributed to the challenges that our communities face today.” ■

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Mexico City, parched and sinking, faces a water crisis

The New York Times, February 17, 2017

Michael Kimmelman, <http://nyti.ms/2lrZ6iL>

• “For many cities around the world, adapting to climate change is a route to long-term prosperity. But adaptation can also be costly and slow.

“When Mexico City’s Grand Canal was completed at the end of the 1800s, it was a major feat of engineering: 29 miles long, with the ability to move tens of thousands of gallons of wastewater per second. It promised to solve the flooding and sewage problems that had plagued the city for centuries.

“Only it didn’t. The canal was based on gravity, and Mexico City was sinking, collapsing in on itself.

“It still is, faster and faster [nine inches per year in some places], and the canal is just one victim of what has become a vicious cycle. Always short of water, Mexico City keeps drilling deeper for more, weakening the ancient clay lakebeds on which the Aztecs first built much of the city, causing it to crumble even further.

“It is a cycle made worse by climate change. More heat and drought mean more evaporation and yet more demand for water, adding pressure to tap distant reservoirs at staggering costs or further drain underground aquifers and hasten the city’s collapse.”

Limiting the impacts of sea level rise along city waterfronts

San Francisco Public Press, January 30, 2017

Kevin Stark, <http://bit.ly/2mgHe7h> • “San Francisco is partway through a years-long process of proposing elaborate — and incredibly expensive — engineering fixes to the looming prospect of sea level rise. But the current sketches of a future city buttressed by dikes, levees, and seawalls, which could cost tens of billions of dollars over coming decades, overshadow an increasingly accepted alternative: moving away from the waterfront.

“Some experts in climatology, urban planning, and demographics argue that physical barriers offer only the illusion of protection and that cities should accept that some neighborhoods will need to be abandoned.

“In an interview with New York Magazine’s Andrew Rice, Klaus Jacob, a research scientist at Columbia University’s Lamont-Doherty Earth Observatory, said city

officials should not be allowing development in areas that will see dramatic flooding in just a few decades.

“Around [San Francisco] Bay, according to planning documents from cities and press reports, at least 27 large developments were approved or under construction on thousands of acres of prime waterfront land that could be underwater by 2100.

“And San Francisco’s Southern Bayfront Strategy encourages developers to build 20,000 new homes and up to 5 million square feet of offices on open space in Mission Bay, Dogpatch, Hunters Point, Candlestick Point, and other neighborhoods on the city’s eastern waterfront.

“But levees are effective only until they fail. Will local governments encourage people to move away from rising waters?”

(Continued on next page)

Seattle upzones for housing. “The city council has unanimously approved an upzone that will pave the way for the University District to become Seattle’s next high-rise neighborhood. In the works for years, the legislation raises maximum heights, allowing buildings to climb to 320 feet on some blocks near a light-rail station opening in 2021. In the months leading up to Tuesday’s vote, critics raised concerns about the upzone turning the U District into an upscale neighborhood and pushing out poor renters. Proponents said the upzone would help the U District absorb more residents and jobs, sensibly concentrating growth near the University of Washington and light rail.” —*Daniel Beekman, Seattle Times*, <http://bit.ly/2kXKpPR>

The 10 fastest-gentrifying U.S. cities

Realtor.com, January 23, 2017

Yuqing Pan, <http://bit.ly/2kN9Tkh> • “[Gentrification is] sweeping through some cities like an economic tsunami. It affects lives and fundamentally alters neighborhoods. But long-term homeowner residents can benefit because home values and business values go up.

“We looked at cities whose population was 50,000 or more between 2000 and 2015. We examined Census Tracts in lower-income areas with home values that had the potential for gentrification (excluding wealthier communities that had already arrived.) Then we compared home values, residents’ income, and education levels in the years from 2000 to 2015 to assess which cities were seeing the biggest turnaround.

[The top 10 cities are Charleston, SC, which has achieved 62.5 percent of its gentrification potential; Asheville, NC; Washington; Portland, OR; Denver; Nashville, TN; **Sacramento, CA**; Jersey City, NJ; **Long Beach, CA**; and Austin, TX.]

“No. 4 Portland has achieved only 33.9 percent of its gentrification potential. Gentrification [has been occurring] in the city’s African-American community since the 1960s. Now, for the first time, white middle-class families are also being priced out.

“**No. 7 Sacramento** is seeing an influx of young professionals and well-off empty-nesters, but has achieved only 26.5 percent of its gentrification potential. Midtown, a former hard-knock neighborhood, has been taken over by stylish white-linen restaurants and pricey new condos. Gentrification has also hit Oak Park, a historically black neighborhood.

“**No. 9 Long Beach** has achieved 22.4 percent of its gentrification potential. The previous industrial hub with rundown buildings is now a residential community, with boutiques, craft breweries, and restaurants.”

San Diego: City council approves urban forestry plan

The San Diego Union Tribune, January 24, 2017

David Garrick, <http://bit.ly/2keLm9P> • “A five-year ‘urban forestry’ plan aims to help the city meet the goals of its ambitious climate action plan over the next two decades.”

Noemi Wyss writes in **CP&DR**: “The San Diego City Council unanimously approved a five-year urban forestry plan that would significantly increase the city’s stock of street trees, especially those in low-income and urban areas. The city’s Climate Action Plan calls for increasing the percentage of San Diego covered in trees from 13 to 35 percent over the next 20 years. Those who favor the plan say it will boost property values, improve air and water quality, enhance wildlife habitat, and shrink energy costs by reducing the heat island effect. The city is using a \$750,000 grant from the California Department of Forestry and Fire Prevention to plant 500 trees in urban areas. The next step for the city is creating an updated tree inventory of the existing urban forest to create a better strategy.” <http://bit.ly/2l9q0HK>

(Continued on next page)

Build new, or stuff them in? “Stuffing a bunch of 30-somethings into bunk beds is one solution to the ‘missing middle’ in the housing market — a gap in apartments accessible to young people without kids. Seattle is building housing in an effort to meet the demand fueled by out-of-towners flocking in for jobs. Writing in the *Seattle Times*, Mike Rosenberg noted that the housing market explosion is driving up rents — 43 percent over the last four years. And the new units coming on the market will be largely luxury apartments, he added, instead of the low-rise, mid-density units that aren’t quite profitable enough. The result, Rosenberg noted, ‘won’t help lower-income renters much, and some middle-class renters are turned off by the mundane similarity of many of the new buildings.’”

—Kelly Clay, CityLab, <http://bit.ly/2kKPGPy>

Los Angeles: Density bonus of little effect

Los Angeles City Controller, January 23, 2017

<http://bit.ly/2jss4il> • City Controller Ron Galperin has released an audit on “Income-Restricted Affordable Housing Units in Los Angeles: A Review of the City’s Density Bonus Incentives and Overall Oversight.” The review found density bonus incentives have had minimal impact in incentivizing private developers to include affordable housing in their projects. The audit also highlights the lack of adequate tools to ensure income-restricted units are going only to those who qualify.

Noemi Wyss writes in **CP&DR**: “The audit — to determine how well the ‘density bonus’ program was

performing since its inception in 2008 — found that 21 percent of new multifamily projects of five units or more, built between 2008 and 2014 (169 of 790 projects) utilized some aspect of the density bonus program — resulting in 4,463 units designated as affordable. However, just 329 of these units were created in market-rate projects throughout the city — ‘an arguably minimal impact when considering the city’s overall affordable housing needs,’ said the Controller. The rest of the units were in entirely affordable housing projects.” <http://bit.ly/2l9q0HK>

League of Cities weighs in on State Housing Assessment

League of California Cities, January 24, 2017, <http://bit.ly/2jspE2S>

Noemi Wyss writes in **CP&DR**: “The League of California cities recently weighed in on the Draft 2025 Housing Assessment ‘California’s Housing Future: Challenges and Opportunities.’ The draft discusses the serious need for more affordable housing, the full range of required housing, and an analysis of the economic impact of where housing is located.” <http://bit.ly/2l9q0HK>

From the League: “The League’s comments highlight some areas of concern, which include the following:

- “The draft report disproportionately focuses on local government’s role in the planning, zoning, and permitting process, but fails to examine or acknowledge the fundamental private market forces that contribute greatly to housing production or lack thereof.
- “While some discussion of affordable housing resources is provided, surprisingly, the report makes no mention of how the elimination of redevelopment agencies in 2011 contributed to the loss of over \$1 billion annually in affordable housing resources. Moreover, despite the scope

of the described affordable housing crisis, the report conveys the Administration’s opposition to any expenditure of additional state General Fund dollars on affordable housing.

- “Concerns are also raised with several apparent conclusions presented in the report on the role of local government in the development of housing which lack sufficient supporting research and evidence.
- “Inconsistent messaging. Some areas of the report state that a one-size-fits-all approach to housing does not work in California because of the state’s diverse needs and markets. In other areas, however, the report advocates for top-down land use policies and changes that could affect all California cities.

“Cities are encouraged to carefully review the full report and provide written comments to HCD **by Saturday, March 4**. Comments and questions can be submitted via email to sha@hcd.ca.gov.” ■

New solo drivers were only 5 percent of all new trips to downtown Seattle since 2010. “A new report from the nonprofit *Commute Seattle* reveals that the share of downtown commuters who drive alone dropped from 35 percent in 2010 to 30 percent last year. Tom Fucoloro at Seattle Bike Blog explains why that’s so impressive: Downtown Seattle added 45,000 jobs since 2010. But only 2,255 new drive-alone trips were added to downtown streets. The other 95 percent of commute trips were absorbed by transit, walking, biking, telecommuting, and shared car trips.” —Angie Schmitt, *Streetsblog USA*, <http://bit.ly/2kKCWsh>

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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.

APA California Northern publishes *Northern News* 10 times each year in PDF for the exchange of planning ideas and information. Current and back issues are available for download at <http://bit.ly/JOV1Kn>. Entirely the effort of volunteers, the News is written and produced by and for urban planners in Northern California. Circulation (downloads per issue) 4,000.

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