



## APA CALIFORNIA NEWS

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**Planning's Future: Trends**

Submissions due September 20, see P3 for details



Planning News & Updates from APA California

MARCYEBER |VP-Public Information



## The 2015 Conference: Rooted in AuthentiCITY

Welcome to the Conference issue of the *CalPlanner*, your glimpse into all that is planned for the upcoming conference in Oakland, where Tom Hanks, Gertrude Stein and Isadora Duncan claim roots. It is a city of 54 sq mi and a median age of 36. So in addition to emphasizing APA California's upcoming annual gathering, the following articles highlight the history of planning in Oakland (or as the locals sometimes say, *Bump City* referring to its rich music and dance culture) as well as several exciting planning efforts currently underway in the Bay Area. By including this material, we hope to illustrate that there is a compelling professional reason to make plans to attend this year's Conference.

The 2015 APA California Conference represents a modified format to offer ample time to secure your CM credits and engage in professional networking, but also to allow for a bit of fun all with minimal impact to your professional schedule. Further there are 16 mobile workshops that will give you a rare opportunity to see local planning efforts at work. But that is not all. There will be dynamic keynote speakers that will enlighten, social events that will enthrall and educational sessions that will enliven your passion as a planner.

Your Local Host Committee, co-Chaired by **Erik Balsley**, **Darcy Kremin**, and **Hanson Hom** along with the Chapter's VP of Conferences, **Betsy McCullough** have been working diligently over the past 18 months to ensure that this is one of the most professionally stimulating and memorable conferences. So if you did not get to go to the APA National Conference this year or you missed last year's APA California Conference, here is your opportunity to witness and experience fantasy as well as real-world planning.

Happy reading and  
I'll see you in Oakland.

MY

## FEATURE | Devan Reiff, AICP and Barry Miller, FAICP

# A Brief History of Urban Planning in Oakland, 1850 - 2015

**Standing in front of the Marriott Hotel at 11th Street and Broadway, it's hard to fathom that 165 years ago all of Oakland was a vast cattle ranch. Since 1850, Oakland has leveraged its geography, weather, transportation, and human spirit to define itself. Its early plans convey an ambition to make Oakland the true "center" of the Bay Area—a counterpart to its neighbor across the Bay. A legacy of planning has shaped today's Oakland, with success evident in some quarters and challenges persistent in others.**

For thousands of years, the native Ohlone people settled the east shore of the San Francisco Bay. Modern Oakland's story began in 1850, when three East Coast gold-seekers and land speculators leased a portion of Rancho San Antonio, a 45,000-acre Spanish land grant to Luis Peralta. The city's founders commissioned a survey of the proposed townsite, naming it "Oakland" for the area's prodigious oak woodlands. The survey established a traditional grid of streets and lots, bound by First, Fourteenth, Market, and Fallon Streets, and conveyed ambitions for wide streets, five squares envisioned as parks, and a Civic Center.

The new California legislature incorporated the town of Oakland in 1852; two years later, the City of Oakland was established. Its first Mayor, founder Horace Carpentier, echoed themes that are as valid today as they were in 1854:

*Constituting as it does the... business center of one of the richest agricultural valleys in the State...Oakland has one of the most advantageous sites...like attractive to the artist and utilitarian... a favorable place ... for residences for families who can escape from the dust and turmoil of San Francisco.*

In 1869, Oakland became the western terminus of the Central Pacific transcontinental railroad. Oakland's population swelled, as goods and people flowed west. Cotton and jute mills, canneries, lumber mills, breweries and other industries thrived along the waterfront.

P4

Washington Street, 1855. Source: oaklandhistory.com



## INSIDE...

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Proposed Apple HQ now under construction. Source Apple Gazette

**FEATURE** | Scott Lefaver, AICP

# Google and the Latest Architecture APP

**The denizens of Silicon Valley's high-tech world, who usually apply their magic skills to the latest app, or network, or even to batteries and self-driving electric cars, have taken on a new challenge: architecture. Seeking to surpass what is currently offered as a workplace campus, the likes of Apple, LinkedIn, and Google are reaching beyond and designing a future workplace based upon their own ideals, needs and image.**

Apple started this new endeavor with their "flying saucer spaceship" design now being completed in Cupertino. The 2.8 million square foot circular structure that can hold 13,000 employees received much press, architectural review and comments, more from curiosity (Is it really a spaceship?) than anything else.

## Then Came Google

In February, with little fanfare, Silicon Valley's largest employer with over \$64.4 billion in liquid assets, announced its latest building adventure: a wildly futuristic, domed, transparent structure, coupled with elements of open, moveable and adjustable design. Mere curiosity stopped and the critics jumped.

Google calls it, "Rethinking Office Space," a project of 3.4 million square feet on four sites totaling 60 acres in Mountain View. The transparent elongated hemispheric-like structures vary in size from 330 square feet to 1.4 million square feet. Photovoltaics are integrated into the glass canopies. Between the buildings, over 30 acres of open space hosts woodlands, wetlands, parks and a green loop for walking and biking.

## How the Press Reacted

The press could not restrain itself. At issue was how to react, study and critique the structure, and who should do the writing. Is this architecture, technology or the stuff of science fiction? Depending on who wrote the article and where the author lived, the view is very different.

Starting with Silicon Valley, an article in the Silicon Valley Business Journal, is decidedly pro-future tech. It is seen as architecture breaking free of its rectangular, boxy past into something completely different, and diffidently not a box. Driven by both the need to conjure an uncharted place and appeal to those who wish to venture into that unknown, Apple and Google hit the mark. Nathan Donato-Weinstein, reporter for the Business Journal puts it this way, "The message seems to be about adaptability: Inside Google's glass-domed buildings, basic building elements—floors, ceilings and walls—attach or detach from permanent steel

frames, forming whole new workspaces of different sizes. With help from small cranes and robots ("crabots") interiors will transform in hours, rather than months." In other words, if you come to work in the morning and your office is no longer, don't see human resources, seek the crabots!

Architecture critic and Los Angeles Times writer Christopher Hawthorne starts his article in the Times with a question: "As an architect, what do you give a company that has everything?" Taking the view of Thomas Heathwick and Bjarke Ingles, the architects hired by Google, Hawthorne answers, "... you begin by covering all of your bases, philosophical, practical and technological," and come up with a design that is, "communitarian, flexible, robotic and dipped in nostalgia all at the same time." Even more important is to, "send a restorative message," and to, "hide the scars inflicted by car culture; bring nature and (small scale) agriculture back to the Silicon Valley landscape," and, "undo the mistakes and loosen the rigidity of modernist office-park architecture and in very clear terms reject the privatized, exclusive posture of the new Apple headquarters ...." Is there a sense of rivalry going on?

The New York Times assigned coverage to its Technology writer, Conor Dougherty. Written just prior to release of the conceptual plans, the article focuses on issues surrounding the explosive growth in the Silicon Valley, the addition of 20,000 jobs at Google since 1999 and its impact on the area: more traffic, higher rents, no housing, reaction by local citizens, and the political potential of 5,000 new Googliters all voting in the local election. Or as Jan Siegel, former Mountain View City Council member stated, "If you brought 5,000 people in and they work for Google and they said, 'we want you to vote for this candidate,' they can own the town."

Even the Chicago Tribune got in their digs in with a wire report stating, "Google on Friday morning dropped off reams of paperwork at Mountain View City Hall detailing the company's whimsical plans to ↗P5

Proposal for Google's new HQ. Source: PC World

**"If you brought 5,000 people in and they work for Google and they said, 'we want you to vote for this candidate,' they can own the town."**



# CALPLANNER IFORNIA

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## 2015 PRODUCTION SCHEDULE

(tentative)

| Issue | Topic    | Articles Due | Released |
|-------|----------|--------------|----------|
| 15 04 | Academia | Sep 30       | Oct 20   |
| 15 05 | Codes    | Nov 09       | Dec 08   |

The production schedule is subject to change. For article and photo specifications, please see guidelines at [www.apacalifornia.org](http://www.apacalifornia.org).

## CALPLANNER ARTICLE SPECS

**15|04 THEME:** Planning's Future: Trends Issue theme subject to change.

**LENGTH:** 700 (min) to 1,200 (max) words

**DOC FORMAT:** working (or open) MS WORD file (.doc or .docx). No PDF's please.

**IMAGES:** include captions and sources for all photos, renderings, drawings, maps, diagrams, etc. submitted.

**IMAGE FORMAT:** 3 X 5 min at 300 dpi (but no bigger than 1MB file size) to be emailed as separate attachment(s). In other words, do not embed images in the WORD document.

**REMARKS:** Article can be written either as a Feature (analysis of the topic), Op-Ed (critique), or First-Person (personal experience with the topic).

**FOR QUESTIONS AND ALL SUBMISSIONS,**  
Please contact Marc Yeber at [myplanning@live.com](mailto:myplanning@live.com)

Additional subscriptions may be purchased for \$22/yr.

Rates for job announcements, display and calling card advertisements can be obtained by visiting APA California at <http://www.apacalifornia.org/?p=15>.

## PLANNING SERVICES DIRECTORY

Calling card advertisements support the publication of CALPlanner. For additional information on placing a calling card announcement and to receive format specifications, please contact Laura Murphy at [nhe2011@live.com](mailto:nhe2011@live.com).

HING WONG, AICP | President

## I Look Forward to Seeing You in Oakland



Summer is the time of year when the days are longer and we acclimate to the warmer weather. This is also when we take time off for vacations to spend with our family, friends, and loved ones. With autumn just a month away, it's a reminder that our Chapter Conference is coming up on October 3-6 in Downtown Oakland.

The APA California Conference reminds me of how fun conferences are – spending time with planners during the day by sharing best practices and lessons learned, and then at night when we get to network and socialize with each other. It is the one place for all California planners to come together – planners from the eight Sections, California Planning Foundation, California Planning Roundtable, Planners Emeritus Network, emerging professionals, students, and many others.

**“According to a University of Wisconsin study, Oakland is the most ethnically diverse city in the United States. At least 100 different languages and dialects are spoken in Oakland.”**

California's “bigness” and diversity has been on full display in the conference preparations, as the local Conference Host Committee had the difficult task of choosing the best of the best from over 300 presentations and 50 mobile workshop proposals submitted. Six core conference tracks relating to this year's conference theme of “Rooted in AuthenticITY” have been developed to help guide and facilitate your conference experience. Conference registration and hotel reservation are online so be sure to sign up soon before mobile workshops, special events, and hotel rooms sell out.

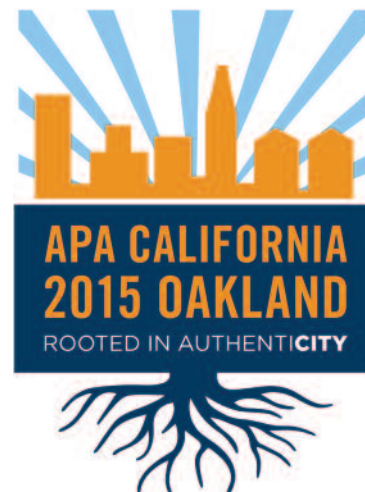
Our profession operates in the realm of politics, which is particularly subject to perceptions – positive or negative, founded or unfounded. Therefore, given that some associate Oakland with negative (sometimes unfounded) perceptions, I thought I would share some positive facts about Oakland. Before I do though, keep in mind that neighborhoods make up all cities and towns; thus, negative perceptions about certain areas can lead to negative perceptions about an

entire city or town. Oakland is no different, especially in relation to crime. Moreover, regardless of perception, we as planners do not give up on our cities, towns, and neighborhoods. We are committed to making great communities happen!

According to a University of Wisconsin study, Oakland is the most ethnically diverse city in the United States. At least 100 different languages and dialects are spoken in Oakland. There are more than 600 churches and temples representing dozens of faiths in Oakland. Oakland has more than 300 restaurants serving a huge variety of cuisine. The 24,000 square-foot Oakland Asian Cultural Center is the largest and most modern facility of its kind in North America. Oakland has over 50 locations in the National Register of Historic Places. Oakland has more artists per capita than any city in the country. Oakland has more than 80 parks with 100,000 acres of parks and trails in the East Bay Regional Park system. The Port of Oakland is one of the five largest container ports in the U.S. Oakland is the only city with a natural saltwater lake, Lake Merritt, wholly contained within its city boundaries. In 2014, APA designated the Uptown neighborhood of Oakland, a neighborhood adjacent to the

conference site, as one of the *Great Places in America*. Prentice Hall's *Places Rated Almanac* ranks Oakland number one in the United States for climate with 260 sunny days per year, on average. Oakland has three professional sports teams: the Athletics, the Raiders, and the 2015 World Champion Golden State Warriors!

Please join me for an exhilarating conference in Oakland in October!





# History of Planning in Oakland

Like today, the young city was diverse. In 1860, Asians, African-Americans and Native Americans were among the 1,500 people living here. By 1870, a settlement of Chinese immigrants formed what is now Chinatown. African-Americans, employed on Pullman railroad cars, settled in West Oakland. A Latino community also formed in West Oakland, and later in the Fruitvale neighborhood. By the late 19th Century, the arrival of European immigrants further diversified the City. In addition, the 1906 earthquake and fire in San Francisco resulted in 150,000 refugees flooding into Oakland seeking relief. The population doubled in ten years as thousands of new residents and businesses permanently relocated to the city.

Mayor Frank Mott (1905-1915) championed Oakland's expansion. He negotiated City control of the waterfront from the railroads, arranged financing for and constructed City Hall (1914), and built parks and public works projects, including Lake Merritt. As early as 1914, the city's first zoning law created residential districts prohibiting industrial uses. Mott also annexed the "Fruit Vale" area and other eastern areas, so that by 1909 the city had its present boundaries.

Mayor Mott commissioned two municipal improvement plans: The Robinson Plan (1906), envisioning a park and grand boulevard around Lake Merritt; and, the Hegemann Report (1915) outlining improvements to passenger and freight transportation in Oakland and

Berkeley, including expansion of the East Bay waterfront. The Board of Port Commissioners formed in 1927 to realize the latter and continues to oversee the Port of Oakland and Oakland International Airport today.

By 1903, the Key Route streetcar and ferry system, at first horse-drawn, then electric, was an active user of Oakland's waterfront, connecting Southern Pacific Railroad passengers to San Francisco. Residential development followed new streetcar lines, defining the layout of the city. Planning for the automotive city started in 1927 with the "Proposed Plan for a System of Major Traffic Highways" by the renowned city planner Harland Bartholomew – the plan is notable for proposing a highway that eventually became Interstate 880.

A municipal reorganization in 1932 brought a new Planning Commission, that produced the 1935 Zoning Ordinance creating seventeen residential, commercial and industrial zoning districts. Meanwhile, the 1936 opening of the Bay Bridge effectively ended the era of mass ferry transportation across the Bay.

The Second World War brought social and economic changes to Oakland. American



Mural at 24th Street; artist Santos Orellana. Source: streetartsf.com



Grand Lake Theater. Source, oaklandhistory.com

military centers operated at the Oakland Army Base, Naval Supply Center, and the Oak Knoll Naval Hospital. Henry Kaiser's companies employed thousands of workers at shipyards in Oakland and Richmond. Oakland's population grew by 100,000.

After the war, planners recognized the overall dislocation of people and deterioration of housing. A 1949 study, "determine[d] the extent of blight in Oakland, and recommended a course of aggressive action for a solution." Additionally, the 1951 *Shoreline Plan* recommended all land between the Eastshore Freeway and the water be dedicated to industrial and Port uses. These patterns would eventually become Jack London Square and the Oakland-Alameda County Coliseum, waterfront centers for sports and entertainment.

In response, the City adopted the 1959 *Oakland General Plan*, its first comprehensive tool to guide future development, including a forecast of 500,000 residents. The 1965 zoning ordinance that followed would implement the *Plan* for the next 45 years. Coinciding the *General Plan*, the Oakland Redevelopment Agency released the 1959 *West Oakland General Neighborhood Renewal Plan*, one of four neighborhood plans, to replace West Oakland's dilapidated housing and factories with middle-income homes and industry to, "reinforce the vitality of the downtown area, creating new job opportunities and a new tax base."

The demographic changes and declining tax base city leaders were responding to were

“The demographic changes and declining tax base city leaders were responding to were complex...”

Oakland, 1900. Source: oaklandhistory.com

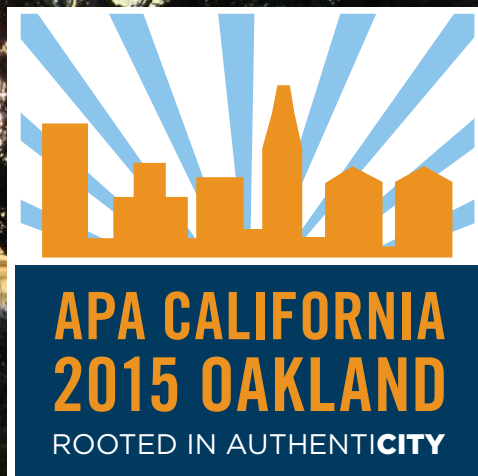








# See You in Oakland!



On behalf of the nearly 100 members of the Conference Host Committee (CHC), we hope you become “Rooted in AuthenticITY” at the 2015 American Planning Association California Conference in Oakland. The Northern Section is excited to be hosting this year’s conference in such a historic, diverse, and evolving city. It has been almost 30 years since the annual conference has been held in Oakland. We hope you can explore the city to see how many of the new laws, practices, and concepts are being implemented.

Our 16 mobile workshops will explore local highlights of planning and sites of interest. Many will be by foot or use public transit to increase their accessibility. To further engage you, this year we will be offering two new presentation formats. First we are offering several 60 minute “salon” sessions that will be open-ended dynamic discussions that will engage you. We also organized 90-minute long workshop/design charrettes about specific planning topics.

Civic engagement is the one of the hallmarks of the citizenry of Oakland. We used this open-minded consultative dynamic in the early phases of our conference planning. At one of the first CHC meetings we had our volunteers provide phrases and words they thought would capture the positive aspects of the city. We then asked CHC members to select the three items that they most liked in a dot exercise. The two most popular items were combined into our conference theme – “Rooted in AuthenticITY.” We then held a logo competition to select our winning logo design.

It is with this open spirit we welcome you to Oakland. On Saturday, the conference will begin with pre-conference sessions, student sessions and professional development presentations in the morning followed by the first professional sessions in the afternoon. After the sessions the always engaging Diversity Summit panel will discuss the

economic and social capital displacements that arise during gentrification.

Saturday evening will end with an exciting outdoor reception at the Oakland Museum of California. Spend time in the open courtyard enjoying local food and drinks, listening to great music, voting on student posters, exploring the terraces that overlook Oakland’s crown jewel – Lake Merritt, and visiting the California Hall of History. Oh, did we mention, this will be an opportunity to meet with 1,500 of your fellow planning colleagues?

Sunday marks the first full day of professional sessions at the conference. Our opening keynote will be about the development of a downtown plan for Oakland by the Regional Planning Director of SPUR, a local Bay Area policy think tank. The evening’s highlight will be the annual CPF auction which

*Conference Co-Chairs, Hanson Hom, Erik Balsey and Darcy Kremin*



helps raise money to provide scholarships to deserving planning students.

As Northern Section is the home of Silicon Valley our Monday lunch keynote will be a moderated discussion between executives of several technology companies regarding the impacts of their operations and workforces on local communities. The evening Consultant Reception recognizes the sponsors that are helping make this conference a reality. We will conclude the conference with a half day of sessions before our closing keynote.

Although we will have lots to keep you involved with conference activities, we encourage you to explore Oakland and the Bay Area. Our host hotel is on top of a Bay Area Regional Transit (BART) station that provides fast, convenient access to other parts of Oakland, Berkeley, San Francisco, and other communities. The Bay Area and the Northern Section, which extends from the Oregon border to the southern edge of Monterey County, offers much to visit. To help you decide what sites should be on your itinerary, conference participants will be provided a Planner’s Guide that highlights the restaurants, shops, and points of interest recommended by CHC members.

The Northern Section is honored to host the annual conference. We hope you have a great time exploring our Section. Our CHC members have been integral to making this a community-based conference. We hope that you engage with your colleagues, the City, and CHC members to become “Rooted in AuthenticITY.”

**Registration is now open!**



# Take Advantage of In-Depth Learning Sessions Conducted by Experts in their Fields at APA California's Pre-Conference Sessions

**Saturday, October 3, 2015 • 8:45 am - 2:45 pm**

**Additional fee: \$75 - Conference Attendees, \$100 Non-Attendees**



**CM | 5.5 | PENDING**

**LUNCH INCLUDED FOR BOTH SESSIONS**

For the third consecutive year, APA California is offering distinct learning opportunities for conference attendees – and for those who are not attending the full conference. Arrive early and attend one of two 6-hour sessions [5.5 CM plus included lunch] on topics relevant to you today. The past two years we have offered sessions on management, urban design, and pro formas. This year we are pleased to offer an enhanced Management Institute where you will hear about tools and strategies for effective management from well-respected managers in positions of planning and government

leadership. Topics of discussion will include what YOU ask to be the focus. In our second session, we have engaged experts at the federal, state and local level to discuss this emerging field in which California is at the cutting edge: resilience planning. Come and hear how agencies are accounting for natural hazards and climate change in local planning processes. Findings and tools that can help you plan for impacts in your jurisdiction - whether you are from the northern or southern part of the state, inland or coastal - will be shared and explored.

## PRE-CONFERENCE SESSION #1

### Management Institute 2015 (CPR Session)

*Presentations include those from members of the California Planning Roundtable (CPR), an APA California affiliated organization devoting time and resources to developing planning managers in California.*



Take your management skills to a new level through intensive and interactive training. Learn from colleagues who have been successful leading their teams in difficult circumstances. They will guide you through a day of inquiry, dialogue, practice and storytelling. You will leave this session informed, reenergized and ready to embrace and manage change.

In this all day session, you will learn about:

- Strategies to better manage people, team, politics and yourself
- Managing change in an ever-changing work environment
- Active listening skills
- The importance of having a strong vision/identity to make external connections and maintain external relationships
- How to make people feel connected either in a one-on-one setting or as a team
- Ways to manage conflict

Participants will receive a pre-conference survey to assess their interests and needs. This session includes an informal lunch with the seminar leaders so you can share your ideas and questions.

## PRE-CONFERENCE SESSION #2

### What the FLUP? Future Land Use Planning for Safe, Smart and Sustainable Communities

Many communities are challenged to meet varying priorities that can at times seem unrelated to natural hazard mitigation or climate adaptation. However, whether you are undertaking economic or community development, urban renewal or infrastructure improvements, environmental restoration or public recreation, you can ensure future investments will be resilient by integrating hazards and climate planning into these efforts.

Built on the success of two Bay Area planning programs: the Association of Bay Area Governments' (ABAG's) Resilience Program and the San Francisco Bay Conservation and Development



Commission's Adapting to Rising Tides (ART) Program, this workshop will walk participants through a road-tested process that can be used to incorporate natural hazards and climate resilience into community planning processes. Findings from a number of Bay Area hazard and climate planning efforts that will resonate with local planners will be shared, and a portfolio of planning tools will be explored both during the session and in a hand-on, engaging lunch-time "tools café."

This workshop will actively engage participants in understanding how they can undertake a stand-alone hazard mitigation and climate adaptation planning effort, or integrate resilience planning components into ongoing efforts. Staff from ABAG's Resilience Program, the ART Program, and their partners including NOAA's Office for Coastal Management, will lead participants through a number of different planning topic areas including:

- Community Engagement: effective approaches that appropriately inform and engages stakeholders and the public
- Risk Assessments: how to plan and conduct a risk assessment in an efficient and effective manner that will lead you to developing priority actions
- Mitigation and Adaptation Actions: selecting and evaluating actions that make a compelling case for creating a resilient community

## OPENING RECEPTION

# Explore California's AuthenticITY!

Kick-off your Conference by attending Saturday night's Opening Reception at the Oakland Museum of California (OMCA). The evening will be a great networking opportunity and provide a fun-filled environment for the Student Poster Competition! Meet the students behind each poster and choose your favorite entry!

Enjoy the beautiful early October weather and stroll through the museum's gardens and courtyard while enjoying locally sourced food and wine and music and entertainment. Watch the sun set on Lake Merritt from one of the museum's many terraces. Don't forget to drop

by the Gallery of California History to examine the state's Roots of AuthenticITY. OMCA's galleries are unique as they have no fixed narrative and are shaped by the surrounding diverse community and urban landscape. It has been an Oakland Institution for over 40 years and is an anchor of the community in Oakland.

Full registration includes one ticket and additional tickets can be purchased for guests. Students can purchase reduced cost tickets. Make sure to participate in what promises to be one of many highlights of this year's Conference!



## OPENING KEYNOTE SPEAKER

# A Downtown for Everyone: A Vision for the Future of Downtown Oakland

**Egon Terplan, Regional Planning Director, SPUR**

CM | 1.0 | PENDING

The Opening Keynote will feature Egon Terplan, the Regional Planning Director for SPUR, a San Francisco Bay Area urban policy think tank and civic group whose mission is to



promote good planning and good government in the Bay Area. Mr. Terplan, who has over 14 years of regional planning and research expertise, will highlight the key findings from SPUR's first comprehensive planning report on downtown Oakland, which will be released in September 2015 just in time for the conference.

SPUR recently expanded its involvement in Oakland planning with the opening of an office in the heart of downtown Oakland. Oakland's increasing importance to the economy and identity of the Bay Area was the driving force for establishing an Oakland base. SPUR recognizes the incredible assets the City can build upon: eight BART stations, direct rail service to Sacramento and San Jose, and AC bus transit; a walkable urban street grid; more affordable housing than San Francisco and San

Jose; a fantastic network of parks; an engaged, sophisticated citizenry; a nationally significant art, restaurant and nightlife scene; a robust manufacturing ecosystem; developable land within walking distance of transit; and anchor institutions like the Port of Oakland (the fifth largest in the nation), among many other assets.

At the same time, SPUR realizes that Oakland faces challenges. It is perched in a paradoxical and highly charged position, dealing with problems of serious poverty — not

enough economic opportunity for its residents, not enough money to cover basic public services — while simultaneously facing fears of rising rents and displacement as job growth in the broader region creates spillover demand for housing. SPUR sees an urgent need for the City to strengthen its capacity to provide public services, to come up with strategies for long-term affordability, and to figure out new approaches to public safety. Finding a way to support Oakland would be an enormous win for the social equity movement as well as for smart growth.

Egon will discuss how SPUR will contribute to the passionate dialogue surrounding the future of Oakland. The organization will provide research and technical assistance with the goal of stimulating an active exchange of ideas. SPUR hopes to bring a regional perspective to Oakland issues and elevate the role of Oakland in regional decision-making. Hear how SPUR hopes to assist Bay Area cities that are searching to invent a new form of urbanism that will provide a sustainable and high-quality life for all residents.

**Sponsored by:**

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## JUST FOR STUDENTS

# APA California Welcomes Our Students

What is available for students California APA Welcomes our Students This year's APA California Conference will provide students with the tools and information to jumpstart their planning careers and begin their involvement with the APA. Registered students can attend the conference on Saturday for free!

The day will begin with a wonderful opportunity to meet current APA staff and volunteers and learn about APA's membership benefits; its divisions, chapters, and boards; and how to be active at the National, state Chapter, or local Section levels. Registered students can also attend the Richard Weaver Scholarship luncheon where the 2015 California Planning Foundation scholarships will be presented and awarded.

Morning and afternoon sessions tailored just for students, and recent graduates, will help you map out your short- and long-term career; provide advice on salary negotiations and other professional skills, and teach you how to write an effective resume. Later in the afternoon, students can attend the Conference's first official professional session blocks and the Diversity Summit.

Finally, the conference offers an exciting

opportunity in the Student Poster Competition. The competition will be held during the Opening Reception and all who attend it will be able to vote on the winning entry! Visit the [conference website](#) for more information on how to complete an entry. Prizes include \$100 for first prize and recognition in the Northern News, a publication of the Northern Section of the California Chapter of the APA.

The conference does not end Saturday night for students! For the low cost of \$50 per day or \$150 for the three remaining days of the conference, students can attend sessions, learn about current planning concerns, and network to establish those all-important connections for professional opportunities.

Students are able to offset these costs by volunteering for 8 hours throughout the conference. We encourage you to volunteer for at least 4 hours as it is yet another way to network with and talk to those working in the field. Please send an email to [volunteers2015@norcalapa.org](mailto:volunteers2015@norcalapa.org) with your name, student or recent graduate status, and request to be a volunteer.

We look forward to seeing you in October!



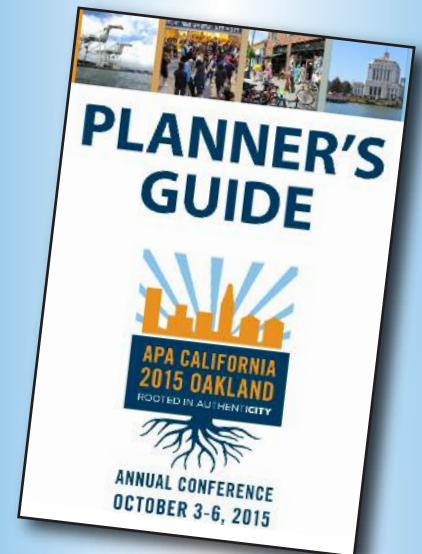
## Young Planners Group Mixer

Come fellowship with other planning leaders of tomorrow! The State Coordinator and Section leaders of the Young Planners Group are hosting a social mixer Sunday, October 4th at Luka's Taproom & Lounge starting at 7:30pm. Luka's is located at 2221 Broadway, which is a short walk from the convention center. Refreshments will be provided along with access to a cash bar. You will not want to miss this event!

## See All That Oakland Has to Offer - Pick up Your Planner's Guide

Are you looking forward to confirming with your own eyes why Uptown Oakland was voted one of APA's 2014 Great Neighborhoods? Our Planner's Guide is your go-to source of information for the local attractions and restaurants that are so authentically Oakland.

The Oakland Marriott City Center is centrally located within Oakland and the Bay Area. It sits near a BART Station which provides service to San Francisco, Berkeley, and surrounding communities. AC Transit, Alameda County's transit provider, runs several buses from downtown to communities within the County. The ferry is also a short walk away in Jack London Square. Highways are nearby. With so many accessible transportation options, how do you know where to go when you break away from the conference or decide to later explore the area?



The Planner's Guide will provide sightseeing, restaurant, and shopping recommendations from the CHC in several Oakland neighborhoods and surrounding cities. In addition, the guide will provide a brief overview of the attractions within the entire Northern Section – from the Oregon Border down to Big Sur. The neighborhood profiles are also currently available through the Northern Section's website if you want to start planning your visit today!

Written by planners, the Planner's Guide will highlight issues we face in the region as we continue to grow. A printed copy of this essential guide will be provided to you at registration. We hope you use it to explore all the great areas in the Northern Section.



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**Michael Baker**  
INTERNATIONAL



## SATURDAY, OCTOBER 3

### CONFERENCE-AT-A-GLANCE

The Conference-at-a-Glance is subject to change.

The most current information can be found on the website at [www.apacalifornia-conference.org](http://www.apacalifornia-conference.org) and on the mobile app prior to the conference, and in the registration area when the conference begins.

|   |   |   |
|---|---|---|
| 8:30 am - 10:00 am                              | Student Registration  | Junior Ballroom 1   |
| 8:30 am - 10:00 am                              | <b>Meet with APA California!</b> Come meet the staff and volunteers that make APA California possible. Coffee and light refreshments provided. (students only)  | Junior Ballroom 1   |
| 8:30 am - 6:00 pm                               | <b>Mobile Workshop #1</b> - Walkable Small Towns in Sonoma County<br>Additional \$75 fee applies, includes lunch  | CM   7.5   PENDING<br>Leave from Washington Street at 8:15 am |
| 8:45 am - 2:45 pm                               | Pre-Conference Session #1 - Management Institute 2015 (CPR Session)<br>Additional \$75 fee applies for conference attendees, \$100 non-attendees, includes lunch  | CM   5.5   PENDING<br>Room 210                                |
|   | Pre-Conference Session #2 - Future Land Use Planning for Safe, Smart and Sustainable Communities<br>Additional \$75 fee applies for conference attendees, \$100 non-attendees, includes lunch                                       | CM   5.5   PENDING<br>Room 211                                |
| Student Session Block #1<br>10:00 am - 11:30 am | Show Me the Money: Salary Negotiations for Planners (CPF Session)   | Junior Ballroom 4   |
|   | It's Plandamonium Out There: How to Use APA Resources for Career Advancement  | Junior Ballroom 3   |
|   | Planning Your Planning Career: The Early Years  | Junior Ballroom 2   |
| 10:00 am - 4:00 pm                              | Chapter Board Meeting   | Room 208  |
| 11:45 am - 1:00 pm                              | <b>The Richard Weaver Scholarship Luncheon</b> - (students only)  | Skyline Room  |
| 12:00 noon - 7:00 pm                            | Conference Attendee Registration  | Atrium Foyer  |
| Student Session Block #2<br>1:15pm - 2:45 pm    | Choose Your Own (Career) Adventure  | Junior Ballroom 3   |
|   | Getting to the Local Shopping District: Travel Patterns in the Temescal Neighborhood of Oakland   | CM   1.5   PENDING<br>Junior Ballroom 2                       |
|   | CPF Resume Clinic (W)   | Junior Ballroom 1   |
| 1:30 pm - 4:30 pm                               | <b>Mobile Workshop #2</b> - The Three Faces of Lake Merritt: Exploring the Crown Jewel of Oakland - Additional \$25 fee applies   | CM   2.5   PENDING<br>Leave from Washington Street at 1:15 pm |
| Session Block #1<br>3:00 pm - 4:30 pm           | Big Wins from Big Losses: Leveraging Disasters to Achieve the Community Vision (S)  | CM   1.0   PENDING<br>Room 201                                |
|   | Building Better Streets through Better Data: A Panel on Innovative Approaches to Tackling Pedestrian Safety   | CM   1.5   PENDING<br>Junior Ballroom 2                       |
|   | Placemaking on a Suburban Corridor: Walkability through Nodal Development   | CM   1.5   PENDING<br>Room 202                                |
|   | Retooling the Outreach Toolkit  | CM   1.5   PENDING<br>Room 203                                |
|   | CEQA Under Senate Bill 375: Set To Streamline?  | CM   1.5   PENDING<br>Room 204                                |
|   | Bringing the Sharing Economy Home   | CM   1.5   PENDING<br>Room 205                                |
|   | Paradigm Shift in Water Use - Reworked Local & Global Water Policies & Programs   | CM   1.5   PENDING<br>Room 206                                |
|   | The Future of the East Bay: Cooperation, Competition and Prosperity   | CM   1.5   PENDING<br>Junior Ballroom 4                       |
|   | Cap and Trade and Disadvantaged Communities: How to Engage Residents and Plan Projects that Get Dollars and Make Sense (W)  | CM   1.5   PENDING<br>Junior Ballroom 1                       |
|   | Out of the Mud: The Evolution of Treasure Island  | CM   1.5   PENDING<br>Room 207                                |
| 4:45 pm - 6:15 pm                               | <b>Diversity Summit</b> - Gentrification Mosaic: Conversations on Displacement of Economic and Social Capital   | CM   1.5   ETHICS   PENDING<br>Grand Ballroom                 |
| 6:30 pm - 10:00 pm                              | <b>Opening Reception and Student Poster Competition: Oakland Museum of California</b> - Stroll through the gardens enjoying authentic Oakland food and beverages. The California History gallery is open for your viewing pleasure. |   |



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## SUNDAY, OCTOBER 4

### CONFERENCE - AT - A - GLANCE

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|  |  |   |
|--|--|---|
| 7:00 am - 6:00 pm                              | Conference Attendee Registration   | Atrium Foyer  |
| 7:00 am - 8:00 am                              | Commission and Board Representative Breakfast (open only to invited Commission and Board members)  |   |
| 7:00 am - 8:15 am                              | Continental Breakfast  | West Ballroom   |
| 8:00 am - 11:00 am                             | Exhibitor Set-up   | East Ballroom   |
| 8:00 am - 12:00 noon                           | <b>Mobile Workshop #3</b> - From Vision to a Thriving Neighborhood: Cultural Vibrancy and Economic Vitality in Mission Bay<br><i>Additional \$35 fee applies</i> | CM   2.5   PENDING<br>Leave from Washington Street at 7:45 am |
| 8:15 am - 9:45 am                              | <b>Opening Keynote</b> - A Downtown for Everyone: A Vision for the Future of Downtown Oakland, Egon Terplan, Regional Planning Director, SPUR                    | CM   1.0   PENDING<br>West Ballroom                           |
| <b>Session Block #2</b><br>10:00 am - 11:30 am | Transit Oriented Development Implementation Strategy: A Case Study of the SANDAG Regional Challenge (PEN Session)  | CM   1.5   PENDING<br>Room 201                                |
|  | New Prescriptions for Health Considerations in Planning and CEQA   | CM   1.5   PENDING<br>Room 202                                |
|  | 3 Corridors, 3 Unique Neighborhoods, 3 Unique Solutions: Richmond's Livable Corridors Initiative   | CM   1.5   PENDING<br>Room 203                                |
|  | SB 743 Legislative Intent vs. CEQA Practice  | CM   1.5   LAW   PENDING<br>Rooms 210, 211                    |
|  | Beyond CEQA Consultation: Bringing the Native Voice Into Planning  | CM   1.5   PENDING<br>TBD                                     |
|  | A Discussion About Innovative Planning Models to Preserve Agriculture and Our Rural Legacy (S)   | CM   1.0   PENDING<br>Room 205                                |
|  | Can Coastal Smart Growth Also be Safe Growth? (S)  | CM   1.0   PENDING<br>Room 206                                |
|  | Regional Equity and Sustainability from the Ground Up: Tapping Community Wisdom in Land Use & Transportation Planning  | CM   1.5   PENDING<br>Room 207                                |
|  | Three Resilient Cities: Applying the Concept of Resiliency to Land Use Planning and Decision Making.   | CM   1.5   PENDING<br>Grand Ballroom A, B, C                  |
|  | How to Get Things Done (Strategic Thinking in the Planning Profession) (W)   | CM   1.5   PENDING<br>Room 208                                |
|  | Setting Firm Roots: Innovative Partnerships for Healthy Development  | CM   1.5   PENDING<br>Junior Ballroom 1, 2                    |
|  | Demystifying Density at All Scales   | CM   1.5   PENDING<br>Junior Ballroom 3, 4                    |
|  | Planning for Diversity: Tools, Resources & Best Practices from the Field   | CM   1.5   PENDING<br>Grand Ballroom F, G, H                  |
| 10:00 am - 2:30 pm                             | <b>Mobile Workshop #4</b> - Green Infrastructure Bay Area: Green Infrastructure Takes Root in the East Bay - <i>Additional \$50 fee applies, includes lunch</i>  | CM   3.5   PENDING<br>Leave from Washington Street at 9:45 am |
| 11:00 am - 7:00 pm                             | Exhibit Hall Open  | East Ballroom   |
| 11:45 am - 1:00 pm                             | <b>APA California Awards Luncheon</b>  | West Ballroom   |
| <b>Session Block #3</b><br>1:15 pm - 2:45 pm   | Tribal Cultural Resources and CEQA Roundtable: Time to Get Ready for AB 52   | CM   1.5   LAW   PENDING<br>Junior Ballroom 1, 2              |
|  | Passing The AICP Exam: Who Wants to be a Certified Planner?  | Room 201  |
|  | Rising Seas: Adaptation Planning for a Watery-Filled Future  | CM   1.5   PENDING<br>Room 202                                |
|  | Next Generation Specific Plan for Vallejo: Top 5 Tips for Getting One for Your Community   | CM   1.5   PENDING<br>Room 203                                |

Session Block #3 continued on page 12



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## SUNDAY, OCTOBER 4

## CONFERENCE - AT-A-GLANCE

The Conference-at-a-Glance is subject to change.

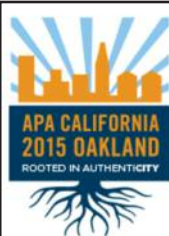
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Session Block #3 continued from page 11

|                                       |  |  |
|---------------------------------------|--|--|
| Session Block #3<br>1:15 pm - 2:45 pm | Food Cities: Planning for the Regional Economy   | CM   1.5   PENDING<br>Junior Ballroom 3, 4                                   |
|                                       | Bay Area Sustainability: Wicked Planning and Conflict Identification at Local and Regional Scales  | CM   1.5   PENDING<br>Rooms 210, 211   |
|                                       | Health Indicators in Local Decision Making   | CM   1.5   PENDING<br>TBD  |
|                                       | Forecasting for the Curious or Fearful   | CM   1.5   PENDING<br>Room 205   |
|                                       | Creating a Cultural EcoDistrict for Generations to Come  | CM   1.5   PENDING<br>Room 206   |
|                                       | The Ecological City: A Design Workshop (W)   | CM   1.5   PENDING<br>Room 208   |
|                                       | Latino Urbanism: La Salud y el Etorno Fisico (Health and the Physical Environment) (S)   | CM   1.0   PENDING<br>Grand Ballroom A, B, C                                 |
|                                       | Thinking Inside the Box: New Solutions to Affordable Housing   | CM   1.5   PENDING<br>Grand Ballroom, F, G, H                                |
| 1:15 pm - 6:00 pm                     | Parklets and Pedestrian Plazas: Demonstrating and Learning from Interim Urban Design Strategies (S)  | CM   1.5   PENDING<br>Room 207   |
|                                       | <b>Mobile Workshop #5</b> - How Black Panthers and South Asians are Sharing Histories, Reclaiming the Streets, and Building New Movements<br>Additional \$50 fee applies | CM 2.75 + CM 1.5 ETHICS   PENDING<br>Leave from Washington Street at 1:00 pm |
| 1:15 pm - 5:00 pm                     | <b>Mobile Workshop #6</b> - Mural Art and Historical Downtown Hayward Tour<br>Additional \$35 fee applies  | CM   3.0   PENDING<br>Leave from Washington Street at 1:00 pm                |
|                                       | <b>Mobile Workshop #7</b> - Missing Middle Housing<br>Additional \$40 fee applies  | CM   3.0   PENDING<br>Leave from Washington Street at 1:00 pm                |
| 2:45 pm - 3:15 pm                     | Afternoon Break, <b>California Planning Foundation (CPF) Silent Auction</b>  | East Ballroom  |
| 3:00 pm - 5:00 pm                     | <b>PEN Meeting</b>   | Room 212   |
| Session Block #4<br>3:15 pm - 4:45 pm | What Do Decisionmakers Really Want from Staff Reports and Presentations? (Commission and Board Session)  | CM   1.5   PENDING<br>Room 201   |
|                                       | Climate Action Planning: Silver Bullets, Buckshot or Blanks?   | CM   1.5   PENDING<br>Room 202   |
|                                       | Planning Concepts of Native American Villages  | CM   1.5   PENDING<br>Room 203   |
|                                       | The Los Angeles River: Recalibrating the Role of Water, Infrastructure and Place   | CM   1.5   PENDING<br>Room 204   |
|                                       | You Want to Put What Where? Siting Housing in Difficult Circumstances  | CM   1.5   PENDING<br>Room 205   |
|                                       | New Contexts for Aging and Livable Communities   | CM   1.5   PENDING<br>Room 206   |
|                                       | Think Like a Futurist // Use TrendLab + to Debate VMT Trends   | CM   1.0   PENDING<br>Room 207   |
|                                       | Going Downtown: New Centers for Suburban Communities   | CM   1.5   PENDING<br>Rooms 210, 211   |
|                                       | All In! Outreach Strategies for Engaging Diverse Populations   | CM   1.5   PENDING<br>Junior Ballroom 1, 2                                   |
|                                       | Express Clinics - Healthy Planning Tools for Diverse Communities (W)   | CM   1.5   PENDING<br>Room 208   |

Session Block #4 continued on page 13

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## SUNDAY, OCTOBER 4

### CONFERENCE-AT-A-GLANCE

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Session Block #4 continued from page 12

|                                       |   |  |
|---------------------------------------|---|--|
| Session Block #4<br>3:15 pm - 4:45 pm | Spirited Discussion: Planning for Wine, Beer, and Spirits Tasting Rooms           | CM   1.5   PENDING<br>Junior Ballroom 3, 4         |
|                                       | APA California 2015 Legislative Update  | CM   1.5   LAW   PENDING<br>Grand Ballroom A, B, C |
|                                       | Infill Residential Development and Air Quality                                    | CM   1.5   PENDING<br>Grand Ballroom F, G, H       |
| 5:00 pm - 7:00 pm                     | California Planning Foundation (CPF) Reception and Live Auction<br>Grand Ballroom |  |
| 7:30 pm - 9:30 pm                     | Young Planners Group Mixer. Luka's Taproom & Lounge, 2221 Broadway, Oakland       |  |

## MONDAY, OCTOBER 5

|  |   |   |
|--|---|---|
| 7:00 am – 6:00 pm                            | Conference Attendee Registration  | Atrium Foyer  |
| 7:00 am – 8:00 am                            | Continental Breakfast   | East Ballroom   |
| 7:00 am – 6:30 pm                            | Exhibit Hall Open   | East Ballroom   |
| 7:45 am – 11:45 am                           | <b>Mobile Workshop #10</b> - East Bay in Motion: Innovative Public Transportation Technologies - Additional \$45 fee applies <b>CM   3.0   PENDING</b><br>Leave from Washington Street at 7:30 am |   |
| <b>Session Block #5</b><br>8:00 am – 9:30 am | Housing in the New Millennium   | <b>CM   1.5   PENDING</b><br>Room 201                     |
|  | Sustainable Groundwater Management Comes to California: Time for Planners to Get Their Feet Wet   | <b>CM   1.5   PENDING</b><br>Room 202                     |
|  | Hazard Mitigation Planning: Developing Roots for Community Resilience   | <b>CM   1.5   PENDING</b><br>Room 203                     |
|  | Hear Me! Gen Z'ers with Millennial's Voices (\$)  | <b>CM   1.0   PENDING</b><br>Room 204                     |
|  | Incremental TOD Strategies: Downtown Petaluma SMART Station Area Plan   | <b>CM   1.5   PENDING</b><br>Room 205                     |
|  | Affordable Housing and Sustainable Communities: What Does it Take to Integrate Housing and Transportation?  | <b>CM   1.5   PENDING</b><br>Room 206                     |
|  | Between a Rock and a Hard Place: Navigating the Challenges of Hillside Development  | <b>CM   1.5   PENDING</b><br>Room 207                     |
|  | Flying Unicorns - Managing Your Social Media Expectations   | <b>CM   1.5   PENDING</b><br>Junior Ballroom 1, 2         |
|  | Advancing Equity in Innovation Economies  | <b>CM   1.5   PENDING</b><br>Rooms 210, 211               |
|  | Action Required In the Next Year: What California Cities Need to Know to Comply with New CEQA Transportation Guidance (W)   | <b>CM   1.5   PENDING</b><br>Junior Ballroom 3, 4         |
|  | Fixing Up Your Project; Strategies and Tools for Revising and Retooling Previously Approved Projects  | <b>CM   1.5   LAW   PENDING</b><br>Grand Ballroom A, B, C |
|  | Vision Zero: Roots for Policy Change, Improved Public Health, and Safe Streets  | <b>CM   1.5   PENDING</b><br>Grand Ballroom F, G, H       |
|  | Rethinking Local in Global Context: Experiments and Lessons in Cross-Cultural Collaboration and Participatory Design (W)  | <b>CM   1.5   PENDING</b><br>Room 208                     |
| 8:00 am - 12:00 noon                         | <b>Mobile Workshop #8</b> - Pedaling the Path of Progress Additional \$45 fee applies includes lunch <b>CM   3.0   PENDING</b><br>Leave from Washington Street at 7:45 am                         |   |
| 8:00 am - 11:45 am                           | <b>Mobile Workshop #9</b> - San Francisco Central Waterfront Transformation Additional \$45 fee applies <b>CM   2.25   PENDING</b><br>Leave from Washington Street at 7:45 am                     |   |



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## MONDAY, OCTOBER 5

### CONFERENCE - AT-A-GLANCE

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|   |   |   |
|---|---|---|
| <b>Session Block #6</b><br>9:45 am - 11:15 am | Local Solutions for Affordable Housing: Legal Issues, Technical Approaches and Programmatic Responses   | CM   1.5   LAW   PENDING<br>Junior Ballroom 1, 2      |
|   | Oakland Makers: Planning for New and Creative Innovative Industries   | CM   1.5   PENDING<br>Room 201                        |
|   | Physical & Social Integration: Planning for a Truly Mixed-Income Community  | CM   1.5   PENDING<br>Room 202                        |
|   | Taking it to the Streets: When Communities Take Immediate Action to Improve Their Own Neighborhoods (S)   | CM   1.0   PENDING<br>Room 203                        |
|   | Planning the Seed: Create a Thriving Downtown or Destination  | CM   1.5   PENDING<br>Room 204                        |
|   | Better Together: Advancing Adaptation Planning Through Regional Collaboration (S)   | CM   1.0   PENDING<br>Room 205                        |
|   | Live, Work, Play, Learn!: The Social Determinants of Health Model for Healthy Community Development (CPR Session)   | CM   1.5   PENDING<br>Rooms 210, 211                  |
|   | Building a Bridge: ULI and APA  | CM   1.5   PENDING<br>Room 206                        |
|   | Engaging Youth as a Spatial Activist in the Planning of HOPE San Francisco Housing (W)  | CM   1.5   PENDING<br>Room 208                        |
|   | Ethically Navigating Shifting Roles of the AICP Planner in the Environmental Permitting Process   | CM   1.5   ETHICS   PENDING<br>Grand Ballroom A, B, C |
| <b>Session Block #7</b><br>1:15 pm - 2:45 pm  | Lessons Learned from the Emerald Triangle: Marijuana Cultivation Impacts and Policy-Making  | CM   1.5   PENDING<br>Grand Ballroom F, G, H          |
|   | To Infinity ... and Beyond: Exploring Post-2020 GHG Reductions  | CM   1.5   PENDING<br>Room 207                        |
|   | How Can Leadership Skills Help Planners Minimize Hostile Public Opposition and Increase Civility? (CPR Session)   | CM   1.5   PENDING<br>Junior Ballroom 3, 4            |
|   | Plenary Lunch - Planning 2.0: The Drivers of Regional and Global Change and Land Use Innovation - Representatives from Google, Sungevity, Salesforce and Cisco will discuss the future of the live-work-play environments that both inspire innovation and connect the workforce with surrounding neighborhoods to create complete communities. | CM   1.0   PENDING<br>West Ballroom                   |
| <b>Session Block #7</b><br>1:15 pm - 2:45 pm  | Got a College? New Town/Gown/Industry Collaboration   | CM   1.5   PENDING<br>Room 201                        |
|   | 4% vs. 9% Project Location: How Can We Improve LIHTC Project Selection Process and Outcomes?  | CM   1.5   PENDING<br>Room 202                        |
|   | From Sharing the Road to Sharing the Bikes - How to Create a Bikeshare System that Works in Your City   | CM   1.5   PENDING<br>Room 203                        |
|   | Y-PLAN Youth Action Exchange: Engaging Youth as Critical Actors in Bay Area Planning and Policy Making (S)  | CM   1.0   PENDING<br>Rooms 210, 211                  |
|   | Transforming Union Station and the City   | CM   1.5   PENDING<br>Room 204                        |
|   | 5 Innovations in Communicating Sea Level Rise Risks to the Public   | CM   1.5   PENDING<br>Room 205                        |
|   | Utilizing Integrated Utility Systems to Deliver Restorative City Goals  | CM   1.5   PENDING<br>Room 206                        |
|   | Avoiding Demolition of Historic Resources/Sustaining and Strengthening Neighborhood Character   | CM   1.5   PENDING<br>Room 207                        |
|   | Resilience is the New Black - What Do We Mean by Resilience Planning, and Aren't We Doing it Already?   | CM   1.5   PENDING<br>Junior Ballroom 1, 2            |
|   | Trends, Opportunities, and Challenges for Integrating Green Infrastructure with Urban Design in the San Francisco Bay Area (W)  | CM   1.5   PENDING<br>Room 208                        |

Session Block #7 continued on page 15

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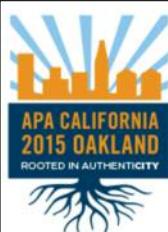
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## MONDAY, OCTOBER 5

### CONFERENCE-AT-A-GLANCE

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Session Block #7 continued from page 14

|                                       |  |   |
|---------------------------------------|--|---|
| Session Block #7<br>1:15 pm - 2:45 pm | Designing Protected Bikeways within Urban Streetscape Projects:<br>Successful Collaboration Between Cities and Caltrans      | CM   1.5   PENDING<br>Junior Ballroom 3, 4                    |
|                                       | General Plan Update – Keeping It Real, Current and Relevant  | CM   1.5   PENDING<br>Grand Ballroom A, B, C                  |
|                                       | Current Planning Issues in California High-Speed Rail  | CM   1.5   PENDING<br>Grand Ballroom F, G, H                  |
| 1:15 pm – 5:15 pm                     | <b>Mobile Workshop #11-</b> Discovering the Bay Bridge and Industrial Arts by Bike - Additional \$45 fee applies             | CM   2.5   PENDING<br>Leave from Washington Street at 1:00 pm |
| 1:15 pm – 5:15 pm                     | <b>Mobile Workshop #12-</b> Birth of the Cool... Land Use Planning! Additional \$45 fee applies                              | CM   3.5   PENDING<br>Leave from Washington Street at 1:00 pm |
| 1:15 pm – 4:45 pm                     | <b>Mobile Workshop #13-</b> Walking the Rainbow: A Tour of San Francisco's Castro Street - Additional \$35 fee applies       | CM   2.5   PENDING<br>Leave from Washington Street at 1:00 pm |
| 2:45 pm - 3:15 pm                     | Afternoon Break  | East Ballroom   |
| Session Block #8<br>3:15 pm - 4:45 pm | It's a Gas - Producing BioEnergy from Organic Waste in California  | CM   1.5   PENDING<br>Room 201                                |
|                                       | The City in Words: The Year's Best Books on Planning   | CM   1.5   PENDING<br>Junior Ballroom 1, 2                    |
|                                       | Our Passion, Our Sports, Our Teams are Going Green   | CM   1.5   PENDING<br>Room 202                                |
|                                       | NOAA's Office for Coastal Management and the NOAA Digital Coast - Increasing Resilience Along the California Coast (\$)      | CM   1.0   PENDING<br>Room 203                                |
|                                       | Neighborhood Violence, Criminal Justice, and the Planner's Role  | CM   1.5   PENDING<br>Room 204                                |
|                                       | Tribal Consultation 101: Practical Approaches to Successful Tribal Consultations from Local & Tribal Government Perspectives | CM   1.5   PENDING<br>Room 205                                |
|                                       | why-PLAN? Engaging Young People and Schools as Critical Actors in Building Healthy, Equitable, and Vibrant Communities       | CM   1.5   PENDING<br>Room 206                                |
|                                       | Purposeful APA Travel: Learning and Exchanging from International Planning Tours   | CM   1.5   PENDING<br>Rooms 210, 211                          |
|                                       | The New Faces of Transportation - Recent Trends in Transit and Taxi Service Delivery   | CM   1.5   PENDING<br>Grand Ballroom F, G, H                  |
|                                       | Sustainability Jeopardy! (W)   | CM   1.5   PENDING<br>Room 208                                |
|                                       | Building Consensus for Sustainable Streets   | CM   1.5   PENDING<br>Room 207                                |
|                                       | Manifest Density: A Reality Check for The Sustainable Communities Strategy   | CM   1.5   PENDING<br>Grand Ballroom A, B, C                  |
|                                       | Establishing Your Roots in Planning Technology   | CM   1.5   PENDING<br>Junior Ballroom 3, 4                    |
| 5:00 pm - 6:00 pm                     | <b>California Planning Roundtable Meeting</b>  | Room 207  |
| 5:00 pm - 6:30 pm                     | <b>Consultant's Reception</b>  | East Ballroom   |
| 7:00 pm - 8:30 pm                     | <b>Section Directors and Local Section Board Mixer</b><br>District, 827 Washington Street, Oakland                           |   |
| 6:30 pm - 9:00 pm                     | Exhibitors' Tear Down  | East Ballroom   |



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**TUESDAY, OCTOBER 6**

## CONFERENCE - AT-A-GLANCE

*The Conference-at-a-Glance is subject to change.*

*The most current information can be found on the website at [www.apacalifornia-conference.org](http://www.apacalifornia-conference.org) and on the mobile app prior to the conference, and in the registration area when the conference begins.*

|  |   |   |
|--|---|---|
| 7:00 am – 6:00 pm                              | Conference Attendee Registration  | Atrium Foyer  |
| 7:00 am - 8:00 am                              | Continental Breakfast   | West Ballroom   |
| <b>Session Block #9</b><br>8:00 am - 9:30 am   | Vibrant Streets Start at the Edges  | CM   1.0   PENDING<br>Room 201  |
|  | The Dark Side of Planning: How Cities Can Open Their Eyes to Light Pollution  | CM   1.5   PENDING<br>Room 202  |
|  | Authenticity and Innovation: Oakland's Specific Plan Success Stories  | CM   1.5   PENDING<br>Junior Ballroom 1, 2                            |
|  | Stand Up To The Bullies   | CM   1.5   PENDING<br>Room 203  |
|  | The Art of Community Revitalization   | CM   1.5   PENDING<br>Room 204  |
|  | Climate Action Planning and Urban Greening: Weaving Together Health, Resilience and Equity                            | CM   1.5   PENDING<br>Room 205  |
|  | TOD = Transit Oriented Displacement? Innovative Methods to Detect and Prevent Displacement Associated with TOD        | CM   1.5   PENDING<br>Room 206  |
|  | Time Management for Harried Planners  | CM   1.5   PENDING<br>Room 207  |
|  | Popping Up in a Neighborhood Near You: Pop-Up and Temporary Retail  | CM   1.5   PENDING<br>Junior Ballroom 3, 4                            |
|  | Bus Rapid Transit - Basic Design Information for Non-Transit Planners (W)   | CM   1.5   PENDING<br>Room 208  |
|  | Getting Graphic: Visualization Strategies for Today's Planning  | CM   1.5   PENDING<br>Rooms 210, 211                                  |
|  | Parking and Driverless Vehicle Innovations and Their Impact on Cities   | CM   1.5   PENDING<br>Grand Ballroom A, B, C                          |
|  | After Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners                              | CM   1.5   LAW   PENDING<br>Grand Ballroom F, G, H                    |
| 8:00 am - 11:45 am                             | <b>Mobile Workshop #14</b> - A Tale of Two TODs<br><i>Additional \$35 fee applies</i>                                 | CM   3.0   PENDING<br><i>Leave from Washington Street at 7:45 am</i>  |
| 8:00 am - 11:30 am                             | <b>Mobile Workshop #15</b> - Innovations in Downtown Planning<br><i>Additional \$35 fee applies</i>                   | CM   2.75   PENDING<br><i>Leave from Washington Street at 7:45 am</i> |
| <b>Session Block #10</b><br>9:45 am - 11:15 am | Using Public Benefit Bonus Policies to Generate Community Support for Plans and Funding for Unmet Needs               | CM   1.5   PENDING<br>Room 201  |
|  | Innovations in Social Equity Analysis at a Regional Level: A Comparative Look across the State                        | CM   1.5   PENDING<br>Room 202  |
|  | A Cyclist, a Health Advocate and a Planner Walk into a Bar.... The Power of Interdisciplinary Mobility Planning Today | CM   1.5   PENDING<br>Room 203  |
|  | How Silicon Valley Tech Companies and Millennials are Changing Workplace Districts and Transportation Patterns        | CM   1.5   PENDING<br>Junior Ballroom 1, 2                            |
|  | San Francisco's Pier 70: Transforming an Historic Shipyard into a Complete Neighborhood                               | CM   1.5   PENDING<br>Room 204  |
|  | San Francisco's Sustainability Districts: Translating Policy Into Action  | CM   1.5   PENDING<br>Room 205  |
|  | Connected Cities: Planning for Fiber, Broadband, and WiFi   | CM   1.5   PENDING<br>Room 206  |

Session Block #10 continued on page 17

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TUESDAY, OCTOBER 6

## CONFERENCE - AT-A-GLANCE

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Session Block #10 continued from page 23

|   |   |   |
|---|---|---|
| Session Block #10<br>9:45 am - 11:15 am | Planning Across Borders   | CM   1.5   PENDING<br>Room 207                                |
|   | Growth Without Gridlock: How Mountain View is Changing the Silicon Valley Commute   | CM   1.5   PENDING<br>Rooms 210, 211                          |
|   | If You Plan It Will They Come? Lessons Learned in Community Engagement (W)  | CM   1.5   PENDING<br>Room 208                                |
|   | Drones, Phones, and Automobiles   | CM   1.5   PENDING<br>Junior Ballroom 3, 4                    |
|   | Ethics Jeopardy: Testing What We Know About Ethics  | CM   1.5   ETHICS   PENDING<br>Grand Ballroom A, B, C         |
|   | Annual CEQA Update  | CM   1.5   LAW   PENDING<br>Grand Ballroom F, G, H            |
| 9:45 am - 4:45 pm                       | <b>Mobile Workshop #16</b> - Company Town 2.0: How Facebook and Google are Rethinking the Corporate Campus -<br>Additional \$75 fee applies, includes lunch | CM   6.0   PENDING<br>Leave from Washington Street at 9:30 am |
| 11:30 am - 1:00 pm                      | <b>Closing Plenary Lunch</b>  | West Ballroom   |
| 1:15 pm - 5:00 pm                       | <b>California County Planning Directors' Meeting</b>  | Room 208  |

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# MOBILE WORKSHOPS

Go to [www.APACalifornia-conference.org](http://www.APACalifornia-conference.org) to register. To add a Mobile Workshop to an existing registration review your conference confirmation for instructions or email [reg@hpnglobal.com](mailto:reg@hpnglobal.com).

Experience "AuthentiCITY" first hand by participating in one of our exciting mobile workshops. Details of the for each are located on the conference website.

## MW #1 - Walkable Small Towns in Sonoma County

*Additional \$75 fee applies, includes lunch*

CM | 7.5 | PENDING

Workshop participants will visit four small towns in Sonoma County that have used creative planning and design to create walkable downtowns and distinctive public spaces.



## MW #2 - The Three Faces of Lake Merritt: Exploring the Crown Jewel of Oakland

*Additional \$25 fee applies*

CM | 2.5 | PENDING

Planning for Lake Merritt requires delicately balancing environmental, recreational, and development objectives. This "walking workshop" shows how this balance is being achieved.



## MW #3 - From Vision to a Thriving Neighborhood: Cultural Vibrancy and Economic Vitality in Mission Bay

*Additional \$35 fee applies*

CM | 2.5 | PENDING

Mission Bay, once an underutilized rail yard, has transformed into a thriving neighborhood. This walking tour will explore the challenges and how the district rode the waves of recession.



## MW #4 - Green Infrastructure Bay Area: Green Infrastructure Takes Root in the East Bay

*Additional \$50 fee applies, includes lunch*

CM | 3.5 | PENDING

The East Bay is home to exciting green infrastructure projects that remove pollutants from stormwater while enhancing the public realm. Local experts will describe design issues, benefits, funding, maintenance and plans pertaining to the "mainstreaming" of green infrastructure.



## MW #5 - How Black Panthers and South Asians are Sharing Histories, Reclaiming Streets, and Building New Movements

*Additional \$50 fee applies*

CM 2.75 + CM 1.5 ETHICS | PENDING

This tour will visit important historic sites in Berkeley where South Asian radicals have been fighting for social justice for over 100 years and in North Oakland where the Black Panther Party created a number of community programs.



Connecting Hands of  
Restorative Justice

## MW #6 - Mural Art and Historical Downtown Hayward Tour

*Additional \$35 fee applies*

CM | 3.0 | PENDING

Learn how local artists have been enlisted to drive revitalization efforts, foster economic development, build civic pride and beautify downtown Hayward.



## MW #7 - Missing Middle Housing

*Additional \$40 fee applies*

CM | 3.0 | PENDING

Participants will explore neighborhoods of Oakland on foot to document and identify the range of housing types referred to as Missing Middle Housing – duplexes, fourplexes, bungalow courts, and mansion apartments – that are compatible with single family contexts.



## MW #8 - Pedaling the Path of Progress

*Additional \$45 fee applies, includes lunch*

CM | 3.0 | PENDING

Pedal your way through Oakland and utilize new infrastructure improvements, explore recent and proposed developments, and discuss policies and plans that aim to create more walkable, bikeable, and transit friendly environments.



# MOBILE WORKSHOPS

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## MW #9 - San Francisco Central Waterfront Transformation

*Additional \$45 fee applies*

CM | 2.25 | PENDING

The tour will explore San Francisco's Mission Bay neighborhood that has been an innovation center for over 100 years and is today home to some of the City's top makers and incubator industries.



## MW #13 - Walking the Rainbow: A Tour of San Francisco's Castro Street

*Additional \$35 fee applies*

CM | 2.5 | PENDING

This tour will visit San Francisco's recently redesigned Castro Street. This bustling street has long been a center of LGBT community life in the City and the larger Bay Area. Participants will learn about the neighborhood's history and take a behind the scenes look into the street's reconstruction.



## MW #10 - East Bay in Motion: Innovative Public Transportation Technologies

*Additional \$45 fee applies*

CM | 3.0 | PENDING

Two local public transit agencies have been working to create sustainable and innovative transit systems. The tour will take participants on a behind the scenes look into BART's Oakland Airport Connector, AC Transit's zero emission demonstration program, and the East Bay's first bus rapid transit project.



## MW #14 - A Tale of Two TODs: Oakland's Fruitvale and MacArthur BART Stations

*Additional \$35 fee applies*

CM | 3.0 | PENDING

This tour will visit two transit-oriented development (TOD) projects at two BART Stations. The workshop will cover the planning and implementation of the TODs, lessons learned, and the evolution of TOD projects in Oakland over the past decade.



## MW #11 - Discovering the Bay Bridge and Industrial Arts by Bike

*Additional \$45 fee applies*

CM | 2.5 | PENDING

This bike tour will explore the planning and engineering history of the Bay Bridge. Participants will also learn about efforts to build Gateway Park at foot of the Bay Bridge as well as the artistic reuse of the steel from the old Bay Bridge at American Steel Studios.



## MW #15 - Innovations in Downtown Planning

*Additional \$35 fee applies*

CM | 2.75 | PENDING

Berkeley is revitalizing its downtown as a vibrant, walkable transit-oriented center. The tour will focus on urban innovations across several planning disciplines.



## MW #12 - Birth of the Cool . . . Land Use Planning!

*Additional \$45 fee applies*

CM | 3.5 | PENDING

A walking tour of Uptown, one of America's hippest neighborhoods will highlight its food, music and art. The tour will focus on the City of Oakland's efforts to improve the area and discuss the complex framework of programs used to partner with private investors on revitalization efforts.



## MW #16 - Company Town 2.0: How Facebook and Google are Rethinking the Corporate Campus

*Additional \$75 fee applies, includes lunch*

CM | 6.0 | PENDING

This tour will visit the world headquarters of tech giants Google and Facebook. Learn how planners, real estate professionals, and municipalities are planning for the tech industry's growth in terms of office space, transportation, recreation, and amenities.





JOHN TERELL, AICP | VP Policy & Legislation  
 SANDE GEORGE | Lobbyist  
 LAUREN DEVALENCIA Y SANCHEZ | Lobbyist

# APA California Legislative Update

## Summer Break

Legislators have left for summer recess and will be returning August 17th for the last, and busiest, month of the 2015 Session. The Legislative Review Teams held a conference call on August 5th to discuss hot bills still moving through the legislature.

Below is a list of key planning bills that APA California is actively lobbying. To view the full list of hot planning bills, copies of the measures, up-to-the minute status and APA California positions, please continue to visit the legislative page on APA California's website at [www.apacalifornia.org](http://www.apacalifornia.org).

Please remember to join us for the Legislative Update Session at the 2015 APA California Conference!

## AB 2 (Alejo) Community Revitalization Authorities

This bill would authorize local agencies to form a Community Revitalization Authority (CRIA) within a community revitalization and investment area. A CRIA would be authorized to invest the property tax increment of consenting local agencies (other than schools) and other available funding to improve conditions leading to increased employment opportunities, including reducing high crime rates, repairing deteriorated and inadequate infrastructure, and developing affordable housing. The language is substantially the same as AB 2280 from last year, which APA California supported. The Governor vetoed the bill last year because the new provisions were within the former redevelopment statutes, so the bill was reintroduced this year in an entirely new area of the code with the hope that the Governor this time will sign this important redevelopment alternative.

**APA California Position:** Support

**Location:** Senate Appropriations Committee

## AB 35 (Chiu & Speaker Atkins) Affordable Housing Funding

This bill would increase the amount of the state Low Income Housing Tax Credit by \$300 million, which would create access to approximately \$600 million in new federal resources for the state with the goal to create thousands of new affordable homes and jobs. APA supports new funding sources for affordable housing.

**APA California Position:** Support

**Location:** Senate Appropriations Committee

## AB 57 (Quirk) Cell Tower Permitting

This bill references the shot clock section of the 2009 Federal Communications Commission Ruling on wireless infrastructure siting. The shot clock timeframes are 90 days to

approve an application for collocations and 150 days to approve an application for brand new sites. However, this bill would go beyond the Ruling by adding a deemed approved provision to brand new sites – something that the FCC denied twice. Also, the bill doesn't clearly state the ability to toll the clock or address how CEQA review completion could affect the timeframe, even though it is referenced in other sections of the Ruling. The bill has been heard in three policy committees and APA, along with many others, continue to oppose the bill. While members have passed the bill out of their committees on the assumption that the bill would be amended to address the concerns of our opposition, the author still has not done so. If this bill should pass, carriers could essentially run the clock out to get permit approval, even if important aspects of the application are not complete. Unfortunately this could force jurisdictions to deny the application in order to meet the shot clock deadline, rather than work with carriers to get to a viable, safe and esthetically appropriate design.

**APA California Position:** Oppose

**Location:** Senate Floor

## AB 266 (Bonta) Local Regulation of Medical Marijuana

This bill would allow a county or city to administer and enforce medical marijuana dispensaries and cultivation. Previous legislation in this area has often sought to pre-empt local zoning and planning restrictions. APA California believes local governments should continue to have a prominent role in any framework for medical marijuana in our communities.

**APA California Position:** Support

**Location:** Senate Appropriations Committee

## AB 718 (Chu) Right to Use Vehicles for Human Habitation

This bill would prohibit local governments from prohibiting or otherwise penalizing by impoundment or other method, the act of sleeping or resting in a lawfully parked motor vehicle as a way of dealing with the absence of adequate shelter beds in California. As recently amended, it would provide specific exemptions to still allow a law enforcement officer to arrest, cite, or otherwise penalize an occupant of a motor vehicle for any criminal activity or violation of the vehicle code; enforce any criminal activity or violation of the vehicle code by the occupant of the motor vehicle; and enforce local ordinances that restrict the use of public streets for vehicle storage. Because the bill states the vehicle must be "a lawfully parked motor vehicle", the bill does not prevent local governments from establishing local parking regulations to address the hours a vehicle can

be parked on the street, or from prohibiting overnight parking unless a vehicle obtains a residential permit. The bill does appear however to prohibit local ordinances that prohibit people from using a vehicle parked or standing on any city street or parking lot as living quarters either overnight, or day-by-day, consistent with the US Court of Appeals for the Ninth Circuit in June 2014 in *Desertrain v. City of Los Angeles*. In that case, the court found that LA's ordinance paved the way for law enforcement to target the homeless and was therefore unconstitutionally vague. Also, the way the bill is written, it's not clear whether or not the bill applies to public and/or private streets and parking lots. APA California has asked for clarification from the author's office.

**APA California Position:** Oppose but reviewing recent amendments

**Location:** Senate Floor

## AB 744 (Chau) Elimination of Parking Minimums

AB 744 as originally drafted would have eliminated parking minimum requirements for density bonus housing projects, special needs housing and senior housing if the housing is near a transit rich area. APA shares the author's goal to encourage infill housing by not overburdening development near active transit. However, APA requested several amendments to target the no minimum parking mandate in the bill to 100% affordable housing projects where studies have shown residents do have fewer cars, ensure the housing had parking alternatives available to residents and access to unobstructed transit near the housing so reduced parking would not negatively impact surrounding uses with spillover parking, and allow cities and counties to still require parking minimums up to the current Density Bonus parking minimums based on a recent traffic study. However, the Legislature pushed the author to include some parking minimum for even 100% affordable projects to ensure projects would not be entitled to "no parking" P22



## California Planning Foundation Seeking Donations: Contributions Fund Scholarships for Future Planners

**WE NEED YOUR HELP** to ensure that young people drawn to planning are able to fund their education. For summer of 2015, we set a fundraising goal of \$5,000. We need individual donors and

Secure credit card and PayPal donations can also be made online at:

<http://www.californiaplanningfoundation.org/donations.html>.

All donations will be acknowledged at the CPF Auction (September 15, 2014 at the APA California Planning Conference in Anaheim, CA), and will receive a special "thank you" on the CPF website (<http://www.californiaplanningfoundation.org/>). All Sustaining Level Sponsors receive scholarship-naming privileges for their donation. All Corporate Sponsor level donations and Friend of CPF level donations include the placement of a calling card advertisement and link to your homepage on the CPF website. CPF donations are tax deductible and a copy of CPF's W-9 Tax Identification Certification will be sent to you with a donation letter/receipt for your tax and accounting purposes.



American Planning Association  
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## California Planning Foundation 2015 Frank Wein Scholarship Auction

### CPF 2015 FRANK WEIN SCHOLARSHIP AUCTION DONATIONS

*Yes! I'd like to donate the following item:*

Please provide complete item description below: Estimated Value: \$ \_\_\_\_\_

**PLEASE NOTE:**

Auction/raffle item **descriptions and electronic images** of items must be submitted and delivery of all items must be made to Ted Holzem by 5:00 pm, Monday, September 28 (or 10:00 am on Sunday, October 4, if delivery is made at the Conference site).

☐ Please contact me for pick-up/drop-off options ☐ I will bring item to Oakland

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No. \_\_\_\_\_ Contact Person: \_\_\_\_\_ Website: \_\_\_\_\_

**Please return form to: Ted Holzem, Mintier Harnish, Planning Consultants, 1415 20th St., Sacramento, CA 95811  
916.446.0522 • [ted@mintierharnish.com](mailto:ted@mintierharnish.com)**

### DONATE OR BECOME A CPF SPONSOR

The California Planning Foundation (CPF) is a nonprofit, charitable corporation established to further the professional practice of planning in California. CPF achieves this goal by giving annual scholarships and awards to university students in financial need, who have demonstrated academic excellence at planning programs throughout California. Another vitally important CPF activity is the sponsorship of workshops, publications and other continuing educational and professional development programs. All members of APA California are automatically members of the CPF. Although APA California members pay annual dues to belong to APA California and the national American Planning Association, there are no separate dues to belong to CPF. Individual donors and corporate sponsors help us continue this important tradition of supporting student planners and CPF activities.

*Yes! I'd like to become a Donor or a Sponsor of the California Planning Foundation: (check appropriate box)*

#### DONOR LEVELS

- ☐ Friend of CPF: \$300 or more ☐ Financial Aid Associate: \$200 or more ☐ Student Advocate: \$100 or more  
☐ Scholarship Supporter: Less than \$100 (all CPF donations are greatly appreciated)

#### SPONSOR LEVELS

For companies and organizations, please consider becoming an annual Sponsor of CPF by joining or renewing at one of the levels below, or please consider joining at the Sustaining Level to sponsor a reoccurring CPF scholarship over the next five years (please check one).

- ☐ Sustaining Level Sponsor - \$5,000 minimum (donation is awarded over the next 5 years)  
☐ Platinum Level Sponsor - \$2,000 or more ☐ Gold Level Sponsor - \$1,500  
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**Please return form to: Laurie Gartrell, CPF Treasurer, 401 B Street, Suite 800, San Diego, CA 92101  
Or pay online at [www.californiaplanningfoundation.org/donations/html](http://www.californiaplanningfoundation.org/donations/html)**

**DOWNLOAD THE DONATION FORM TOO!**



CAROL D. BARRETT, FAICP | CPF President

## CPF Needs Auction Items for Conference Reception Fundraiser

The California Planning Foundation (CPF) is a nonprofit, charitable corporation with the goal of furthering the professional practice of planning in California. **WE NEED YOUR HELP** to ensure that young people drawn to planning are able to fund their education. Last year, CPF awarded over 51 scholarships totaling more than \$50,000 to planning students throughout California. Our primary fundraising activity is the annual Frank Wein Scholarship Auction held at the APA California Conference. This year the auction will be held in Oakland, on Sunday, October 4, 2015.

We are looking for anything to auction, such as:

- gift basket
- catered dinner
- meal in a restaurant
- weekend at your Tahoe cabin or beach house
- day of consulting services
- career counseling session
- family heirloom that it's time to pass on

We also need:

- planning books
- art work
- movie tickets
- bottles of wine

Every member of APA is a member of CPF so please help! To donate an item, please fill out the donation form and send to Ted Holzem at [ted@mintierharnish.com](mailto:ted@mintierharnish.com) or (916) 446-0522.





## ➤ P20 APA California Legislative Update

parking”, which the author and sponsors agreed to accept. As a result, the bill as now amended includes APA’s suggested amendments except for alternative parking requirements, and prohibits local governments from requiring minimum parking ratios:

- Greater than 0.5 spaces per bedroom for a development that includes, at least 20% low income or 11% very low income housing units and is within one-half mile of a major transit stop.
- Greater than 0.5 spaces per unit for a development that is entirely composed of low or very low income rental housing units and is within ½ mile of a major transit stop.
- Greater than 0.5 spaces per unit for a development that:
  1. Is a senior citizen development renting to individuals 62 years of age or older;
  2. Is entirely composed of low or very low income rental housing units, and;
  3. Has paratransit or is located within one-half mile of a bus line that runs at least eight times per day.
- Greater than 0.3 spaces per unit for a development that:
  1. Is a special needs housing development, defined as a development for the benefit of persons with mental health needs, physical or developmental disabilities, or those at risk of homelessness;
  2. Is entirely composed of low or very low income rental housing units, and;
  3. Has paratransit or is located within one-half mile of a bus line that runs at least eight times per day.

These ratios include parking set aside for guests and handicapped spaces. AB 744 also allows a local government to impose a parking ratio up to the ratios allowed in current law, for developments that receive density bonuses if the local government makes findings that a higher parking ratio is needed, based on findings in any parking study conducted for the area in the past seven years that demonstrates the need.

With these amendments APA withdrew our request for parking alternatives for these projects, and supported the bill as amended by the author.

**APA California Position: Support**  
**Location: Senate Floor**

### **AB 771 (Speaker Atkins) Historic Preservation Tax Credit**

This bill would allow a 20% - 25% tax credit for expenses incurred for rehabilitation of a certified historic structure or a qualified residence. APA California supports incentives to preserve historic buildings in California.

**APA California Position: Support**

### **Location: Two-Year Bill**

### **AB 806 (Dodd) Wireless Antenna Permitting Exemptions**

This bill was recently gutted and amended to exempt strand mounted antennas used for video, voice or data service from additional permitting requirements as long as they are attached to communications infrastructure constructed with state permitting requirements. The author amended the bill right before the policy deadline so it will be a two-year bill. He stated that the bill is needed because local governments are considering adopting regulations to require additional permits for this equipment. APA California has reached out to the author to understand the issue and asked the Legislative Review Teams for feedback on the bill.

**APA California Position: Review**

**Location: Two-Year Bill**

### **AB 1303 (Gray) Map Act Extension for Disadvantaged Cities and Counties**

This bill, an urgency measure, would provide for an automatic 24-month extension for unexpired subdivision maps approved after January 1, 2002, and not later than July 11, 2013. It would also require the extension of an approved or conditionally approved subdivision map approved on or before December 31, 2001, upon application by the subdivider at least 90 days prior to the expiration of the map, authorizing the extension to be approved, conditionally approved, or denied if the map is determined not to be consistent with applicable zoning and general plan requirements in effect when the application is filed. These extensions however would only apply to counties that meet the following criteria: The annual mean household income within the county is less than 80% of the statewide annual mean income; the county’s annual non-seasonal unemployment rate is at least 3% higher than the statewide annual non-seasonal unemployment rate; or the poverty rate within the county’s population is at least 4% higher than the statewide median poverty rate.

**APA California Position: No Position**

**Location: In Senate Appropriations Committee**

### **AB 1344 (Jones) Charter School Siting**

This bill would establish a process for school districts to override local zoning ordinances in the siting of charter schools at the charter school’s request. While public schools are able to do this under current law, charter schools don’t go through the same state oversight as public schools when applying for permits. Charter schools also are not required to notify the local jurisdiction that they plan to override local zoning. If this bill moves in 2016, it will need to be amended to ensure that the city or county is notified of the process and is part of the discussion with the school district and charter schools before such overrides are authorized.

**APA California Position: Oppose**

**Location: Two-Year Bill**

### **AB 1335 (Speaker Atkins) Building Homes and Jobs Act**

This bill would enact the Building Homes and Jobs Act. The bill would impose a fee of \$75 to be paid at the time of the recording of every real estate transaction, except housing purchases, to be used as an ongoing source of funding for affordable housing. Given the loss of redevelopment and federal housing funding, APA California is supportive of the Speaker’s efforts to find a permanent source of funding for the construction of affordable housing. She has expressed support for including a bill to provide a permanent source of affordable housing funding as part of any package approved pursuant to the Special Session on Transportation and Health Funding.

**APA California Position: Support**

**Location: Two-Year Bill**

### **AB 1500 (Maienschein) CEQA Exemptions for Homeless Complex Projects**

This bill would have exempted “homeless complex projects” from CEQA. While APA is supportive of streamlining approval of projects that would assist the homeless population, especially given that there are very few emergency shelters in California, the original definition of “homeless complex” in the bill went far beyond emergency shelters. The bill did not require other facilities, affordable housing or other undefined related projects providing services to the shelters — that would have also been exempted from CEQA — to be on the same property, within close proximity, or tied exclusively to the emergency homeless shelters — they could have been stand-alone projects. Nor were there any requirements that such facilities remain in service to the emergency shelters for any specific length of time in order to receive the CEQA exemption. APA California made suggestions to the author to help narrow the definitions in the bill. The bill was amended to change “homeless complex projects” to “priority housing project”, remove from the CEQA exemption buildings that provide services to the homeless, narrow the definition of low-income housing, and require the projects requesting the CEQA exemption to retain their original uses and services to receive the exemption.

**APA California Position: Support as Amended**

**Location: Two-Year Bill**

### **SB 122 (Jackson and Hill) CEQA Reform**

This bill will allow for a concurrent preparation of the administrative record at the request of a project applicant and with the consent of the lead agency. APA California supports this option but suggested that the bill be amended to exclude emails that could eventually become part of an administrative record from the requirement to be posted on-line, as this would require a huge amount of staff and lawyer time to stay on pace. That amendment was not accepted, but given that this process is at the discretion of the lead agency, feasible processes for posting should be able to be

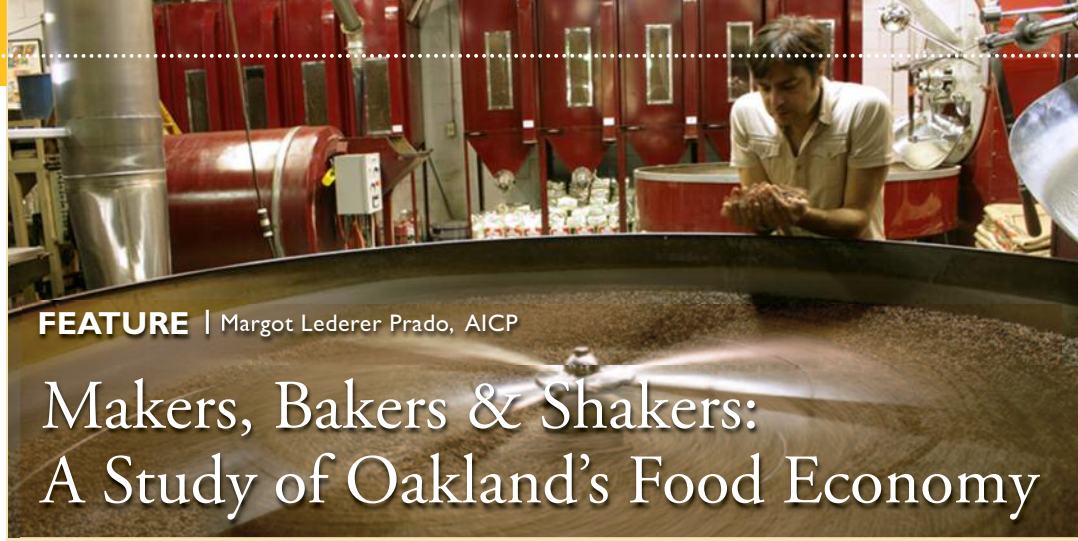
## APA California Legislative Update

put in place that are directly related to the administrative record. SB 122 will also require lead agencies to submit environmental documents to OPR and require that those documents be available on-line to the public. This will improve public access to these documents, although APA suggested to the author further streamlining strategies that could be accomplished once the website is up and running. The bill also originally stated the intent of the Legislature to enact legislation establishing a public review period for a final environmental impact report – an extra 30-day review. To eliminate opposition to this proposal, the bill was amended to remove this intent language. However, APA would support a remedy that will address the problem of written comments submitted to the lead agency late in the CEQA process or during the final hearing. These late comments do not allow adequate time for the lead agency to review and analyze what can be volumes of material that in many cases could have been provided much earlier in the process. **APA California Position: Support if Amended**  
**Location: Assembly Appropriations Suspense File**

### **SB 379 (Jackson) Climate Adaptation in General Plan**

SB 379 requires cities and counties to review and update their safety elements to address climate adaptation and resiliency strategies applicable to the city or county. APA worked with the author and stakeholders to ensure that applicable climate adaptation and resiliency strategies are addressed at the local level. We suggested that rather than starting with a brand new process, however, that the bill be amended to allow cities and counties to tier off of the existing Hazard Mitigation Plan (HMP) process when it is amended every five years, adding planning-related strategies in the Safety Element as appropriate and including the HMP as a reference. The bill was amended to make that change, and for cities and counties that do not have an HMP, the bill was amended to require the Safety Element to be reviewed and updated as necessary beginning on or before January 1, 2022, rather than tying it to the next Housing Element revision. Equivalent local Climate Action Plans or other climate adaptation documents or plans were also added to the types of documents that can be used to meet the SB 379 requirements. In addition, this bill has sparked a parallel effort with the Office of Emergency Services to ensure that planning and building departments in the future will be at the table when the HMP's are being updated or adopted to better coordinate this process in the future.

**APA California Position: Support as Amended**  
**Location: Assembly Appropriations Committee**



**FEATURE** | Margot Lederer Prado, AICP

## Makers, Bakers & Shakers: A Study of Oakland's Food Economy

*Roasting beans at Mr. Espresso.*

Oakland is making powerful history with its nationally-known dining scene, rich with innovative chefs, a 185% surge in “brick & mortar” restaurants in the past five years, and a reputation for local creative chefs with multiple locations in Oakland, food trucks, food pods, popup restaurants and multi-ethnic cuisine that reflects the 100+ languages spoken by the City's diverse resident groups. There are over 1,700 restaurants in Oakland employing more than 7,000 people (InfoUSA 2013). The Oakland Food Economy is worth over \$1 billion in gross sales (Info USA 2013). What is lesser known is the magnitude of the similarly escalating number, quality, and impact nationally of Oakland's specialty food & beverage manufacturing and distribution firms.

Specialty foods earned a record-breaking \$88.3 billion in national sales in 2013, Specialty Food Association. PitchBook, a private financial database, and new food companies attracted close to \$570 million in venture capital over

the past five years. In Oakland, such firms attracting capital include Revolution Foods and Blue Bottle Coffee. Altogether there are over 200+ food & beverage companies in Oakland, many more are actively in start-up mode in shared commercial and home kitchens. Oakland's food/beverage history stretches back 150 years, starting with its rich native setting of hills, stream, horticultural farm and field. By 1865 Oakland was the destination terminus of the transcontinental railway and location of the Port of Oakland. A food logistics hub from its early days, Oakland expanded in the turn of the century as a food processing center, with canneries, butcheries, and breweries in landmark waterfront industrial areas. As the City grew in population, so did its culinary traditions expanded with its diverse population.

Today Oakland is a destination culinary center for the West Coast, and is challenging other neighboring cities' reputations as the “go to place” for innovative dining and specialty food and craft beverage production. Its cluster of specialty food & beverage manufacturers compete for space in a city where industrial land is sought after by artists, artisan & advanced manufacturing and new Maker industries. While competing, the professional food & beverage community thrives best as a strong and connected cluster through local networking, maintaining common relationships for the good of the entire sector.

The Oakland Food eco-system also includes its important logistics and warehouse sector, without which such production business could not flourish. Offering a cornucopia of California agriculture, with the Port of Oakland serving as the West Coast “Cool Port”, serving as the primary door for high demand, food & beverage exports to Asia, including nuts & fruits, wine and meat products. Another area in which Oakland excels is as a leader nationally in food justice, food security, and accessibility with leadership provided by the Oakland Food Policy Council founded in 2009. OFPC works to establish an equitable and sustainable food system.

As a diverse city, dedicated to achieving economic and social equity, Oakland Food & Beverage entrepreneurs are a unique feature of our landscape, and one the brightest spots in our economy.

*Margot Lederer Prado, AICP is Senior Economic Development Specialist for the City of Oakland.*

*Making bars at Oakland Chocolate Company.*



*Morgan-Ale Industries.*





## History of Planning in Oakland

complex: between 1955 and 1966, 150,000 white families moved out of Oakland to the new suburbs of Alameda County; while some middle-class African Americans had their first opportunity to buy homes in east Oakland neighborhoods. Over time, the city used federally-financed urban renewal and eminent domain powers to divide West Oakland, displacing thousands of African-American residents to construct elevated BART tracks and three regional freeways. Replacement housing followed a decade later, but not always for the residents who were forced to relocate.

The 1966 *Central District Plan* sought to concentrate new office and retail development around three planned BART stations and the new Grove-Shafter Freeway (Highway 24). The *Plan's* largest impact was the demolition of twelve city blocks on Broadway (from 10th to 14th Streets), for the eventual construction of the private "City Center," Convention Center and Federal Building. As neighborhood and community groups emerged in the 1960's and 1970's to contest urban renewal plan, the City adopted the *Oakland Policy Plan* (1972), redefining its ambitious policies on housing, jobs and employment, and parks. This Plan would guide development for two decades.

In 1989 and 1991, Oakland suffered back-to-back natural disasters that shook the city to



Latham Square at Telegraph and Broadway, 1950.

its core. The 1989 Loma Prieta earthquake killed 42 people in Oakland, destroyed the Cypress Freeway, and damaged much of downtown and the city's older building stock. Two years later, the 1991 Oakland Hills firestorm killed 25, destroyed 3,300 homes, and caused \$1.5 billion in damage. At the same time, the City was beset by record homicide rates, high unemployment, and an unrelenting economic recession. It was time for serious soul-searching about Oakland's future.

1992 was a turning point in the city. A non-profit organization called Sharing the Vision spearheaded a citywide strategic plan to craft a new vision for Oakland. This process precipitated a ten-year effort to overhaul the General Plan, including a new *Historic Preservation Element* (1994), the *Open Space,*

*Conservation, and Recreation Element* (1996), the *Land Use and Transportation Element* (LUTE, 1998), and the *Safety Element* (2004).

The resulting General Plan laid the groundwork for two decades of planning initiatives including: the *Estuary Policy Plan*, transforming the now-fading industrial waterfront to a series of vibrant mixed-use districts; Mayor Jerry Brown's "10K" initiative financing new residential development in downtown to attract 10,000 new residents; and major transit investment plans along the city's commercial corridors. The city completed its first pedestrian and bicycle plans during this era, created the *Lake Merritt Master Plan*, and pioneered transit-oriented development at Fruitvale station. Large-scale reuse plans were also drawn up for the Oakland Army Base and Oak Knoll Naval Hospital.

Between 2009 and 2011, Oakland replaced its 1965 regulations for its industrial areas, downtown, and for residential and commercial districts, with new regulations that implemented the LUTE's policies. The adoption of contemporary zoning shifted the city's long-range planning focus to a series of Specific and Area Plans. Each of these plans, covering the Central Estuary, Coliseum area, Lake Merritt BART, the Broadway corridor and West Oakland, anticipates the next wave of Oakland's growth.

Today, Oakland's inherent assets, such as the Broadway corridor, are attracting new investment, businesses and residents, and BART ridership has never been higher. AC Transit's Bus Rapid Transit system is under construction on International Boulevard, replicating the Key Route streetcar. With the new Schaaf administration, and the Downtown Specific Plan underway, the challenge ahead is ensuring that the growth resulting from these plans is inclusive and sustainable, benefitting all Oaklanders.

Devan Reiff, AICP is a Planner in Long Range Planning for the City of Oakland; Barry Miller, FAICP is a consultant specializing in General Plan preparation for California municipalities

“Today, Oakland's inherent assets, such as the Broadway corridor, are attracting new investment, businesses and residents, and BART ridership has never been higher.”

San Francisco Oakland Bay Bridge, East Span



STEVEN A. PRESTON, FAICP | Chapter Historian, South

## Sherman W. Griselle, FAICP 1925 - 2015

Sherman W. Griselle, FAICP, a former President of the California Chapter and a founding faculty member of the urban and regional planning program at Cal Poly, Pomona, has passed. He was 89.

He served for thirty months in the U.S. Army during WWII, with nine months in the European Theater of Operations with the 741st Railway Operating Battalion supplying the front lines.

After the war, he worked in Chicago and then went to Michigan State University on the G. I. Bill. He graduated from MSU with a B.S. in Landscape Architecture, B.S. in Urban Planning, and MUP in Urban Planning. He was a member of Phi Kappa Phi Honor Society.

But it was his 44-year career in planning for which most of us will remember him.

Griselle worked as a planner in Lansing,



During the 1970s, Griselle was notable for leading the Coalition for Los Angeles County Planning in the Public Interest. The Coalition successfully sued the County of Los Angeles over inconsistencies in its general plan (the Thomas Decision" after the trial judge, David A. Thomas) that opened up significant swaths of significant environmental lands to development. In December, 1977 the Court of Appeal found in favor of the plaintiffs, granting a writ of mandate and injunctive relief against the county (76 Cal.App.3d 241)

A generation of Cal Poly planners remember Griselle's general plan studios, classes in planning implementation and professional practices. During his tenure the program grew to be one of the largest planning programs in the country.

Griselle was awarded the title of Professor Emeritus on June 3, 1987. He was named a Fellow of the American Institute of Certified Planners on March 10, 2001.

As a child, he enjoyed many years on a farm in Ohio, and much of his environmental passion came from that experience. When he retired, he purchased a 72 acre ranch west of Paso Robles and lived 26 years in the home he built on top of the hill. "Sherm loved family friends, country and life," said his daughter, former Monrovia Community Development Director Alice Griselle. "His generosity, humor and kindness were extended to all he met."

**“As a child, he enjoyed many years on a farm in Ohio, and much of his environmental passion came from that experience.”**

Michigan 1954-55, as a planner for the Tulsa Metropolitan Area Planning Commission 1956-60, as the Director of Planning for Downey from 1960 to 1966, and as a professor of Urban Planning at California State Polytechnic University from 1966 to 1988 (where he served as founding chairman of the program from 1966-72).

Griselle's presence was felt throughout the Chapter from the late 1960s through the

1980s. He was President of the California Chapter of the American Institute of Planners, 1971-1972. During his tenure the Chapter's operations moved from the Bay Area to Southern California, part of an ongoing discussion that resolved itself when the Chapter established its permanent offices in Sacramento. The Chapter offices were located in the historic Bradbury Building downtown, where many memorable Chapter events were held.

## Another California Chapter Member Joins the APA National Leadership



Joining Bill Anderson, FAICP, Past President, Kurt Christiansen, AICP, Region VI Director and Marissa Aho, AICP, Commissioner, Region VI, among others, **Shane Burkhardt** has been recently elected to the position of Chair of the American Planning

Association's (APA) Chapter President's Council and Advisor to the APA Board of Directors. In this role, Shane will serve on the APA Board of Directors and APA's Development and Budget Committee. He will Chair the Chapter President's Council (CPC), which is one of the five leadership components of APA.

The CPC helps build the capacities of APA's 47 chapters and represents them in National APA matters. Shane has had an active long-standing tenure with APA and

currently serves as Vice-Chair of the Chapter Presidents Council, Co-Chair of the APA/AICP Taskforce on Students and New Planners, which is focused on changes to the emerging professionals program, and serves on both the APA Membership and Governance Committees. Shane is currently the Manager of Community Planning and Urban Design in the Irvine, CA office of Michael Baker International.





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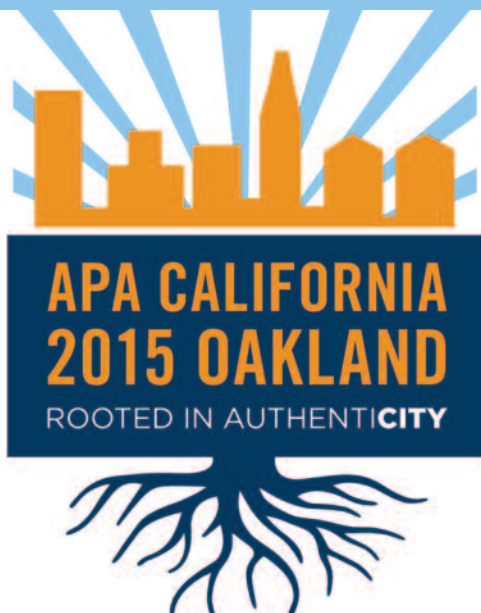
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