

APA CALIFORNIA NEWS

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American Planning Association
California Chapter

Making Great Communities Happen

HOLLYWOOD CAL PLANNER IFORNIA

Planning News & Updates from APA California

MARCYEBER | VP-Public Information

Change is in the Air

This issue of the **CalPlanner** is themed 21st Century Transformation of Commercial and Industrial Zones. Along with the regular APA California Chapter news, highlights and announcements, you will find stories of rejuvenation and rebirth that are occurring in several California cities. This topic is apropos since the Chapter is well underway in transforming its communications efforts with an average of 5,000 members. From our recently launched new website and redesigned **CalPlanner** to our News Flash and member-only LinkedIn Discussion Board, we have been retooling to better deliver relevant and timely content by way of a more valued and effective means. But we have not made this happen solely with the efforts of the Chapter staff and Board of Directors. From all the planners who contribute

CALPlanner Jul | Aug Theme:

Planning in the OC

Submissions due June 10, see P3 for details

tent to the seasoned experts who provide institutional history, we have been able to organize and offer a wide variety of information and programming that informs and enhances the entire profession. So THANK YOU to all who have submitted an article, proposed an educational session or simply guided us as we navigate 21st Century planning challenges. Your contributions have been and continue to be invaluable to the membership and insightful towards the profession as a whole.

With that said, our efforts to transform are far from complete. **We still need YOUR editorial contributions, shared insight and general feedback.** In fact, we are seeking assistant editors to help identify content and contributors for both this publication as well as the website. For more information, please contact me at myplanning@live.com

Happy Reading. MY

FEATURE | David DeGrazia with Marc Yeber, ASLA

From Pickford-Fairbanks to Oprah Winfrey, an Historic Studio Lot Rises Again

When one thinks of the entertainment industry, the Los Angeles Metropolitan Area, or more specifically Hollywood, conjures up celluloid illusions that span more than a century.

It is an economic engine in California and the nucleus for much of the region in terms of film and television production as well as tourism. However the industry has transformed significantly over the past century saddling some studio lots with economic stagnation and outdated facilities. Such was the case with The Lot, formerly the "Pick-Fair" Studios and more recently Warner Hollywood Studios, in West Hollywood, the only remaining studio lot in the City. For many years, the Lot languished, frozen in time and limited by an outdated footprint and constrained by established development surrounding the campus.

Now nearly 20 years later from receiving its initial entitlements for new development and rehabilitation, Oprah Winfrey's television network OWN has recently announced it would move its headquarters to a new office building at the Lot. Her network operations will join Will Ferrell's Funny or Die Studio and other notable production companies. This 11-acre historic studio campus is located on the east side of City of West Hollywood near the intersection of Santa Monica Boulevard and La Brea Avenue and the eastern most entrance to the City. Over the years, the project has gone by many names with several owners. Originally, the studio was built in 1919 by silent-movie maker Jesse Hampton. A short time later, he sold the lot to screen stars Mary Pickford and Douglas Fairbanks, Sr. who renamed it Pickford-Fairbanks

Studio. It eventually became known as the United Artists Studio when the pair teamed up with Charlie Chaplin and D.W. Griffith to form United Artists. Classic films including "West Side Story," "The Manchurian Candidate," "The Apartment", and "Some Like it Hot" were filmed during this period.

In 1980, the lot was purchased by Warner Brothers who changed the name to Warner Hollywood Studios. During this time Aaron Spelling Productions came to the studio and produced many popular television series including The Love Boat, Dynasty, and the pilot for Beverly Hills 90210. In 1993, the City approved a Comprehensive Development Plan and Development Agreement for the studio, giving Warner Hollywood Studios 15 years to complete the plan for the redevelopment and expansion of

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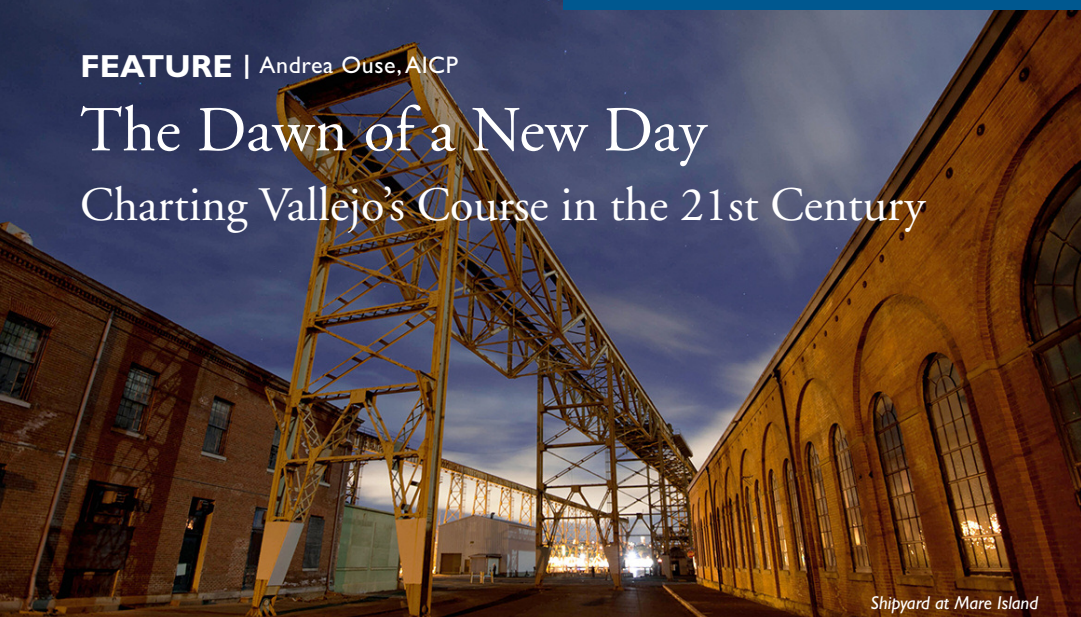
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FEATURE | Andrea Ouse, AICP

The Dawn of a New Day

Charting Vallejo's Course in the 21st Century



Shipyard at Mare Island

Nestled in rolling foothills, where the Carquinez Strait meets San Pablo Bay, is the City of Vallejo. Undeniably, Vallejo has possessed a varied and intriguing history. Since 1775, when General Mariano Vallejo found his favorite horse had survived drowning in the Carquinez Strait by swimming to an island, then naming the spot "Isla de la Yegua" (Mare Island) in her honor, to the City's brief tenure as a state capital, Vallejo has moxie in its DNA.

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Despite Vallejo's storied and illustrious history, it is a city that has had little investment into community-wide planning. As a city with 150 years of oversight and influence compliments of the United States Navy, there was little incentive to establish its identity outside of the warm embrace of the Federal government. With a General Plan that is well over 30 years

old and numerous developer-sponsored specific/master plans, the city had been positioned in reactive mode for decades pertaining to development and land use policy. The enormous ground shift in Vallejo's core values, from prosperous military town to one whose character was left largely undefined, requires a considerable commitment to define its next chapter.

Not surprisingly, Mare Island continues to be a driving force in the community from a long-range planning perspective. The 5,250-acre island is, quite simply, a microcosm of greater Vallejo, with wildly unkempt regional open space areas, a remarkable inventory of historic buildings, areas of successful adaptive reuse, a thriving arts community, a private graduate school specializing in healthcare-related disciplines, modern residential subdivisions, and the confounding 150-acre North Mare Island. Where one may consider the largely City-owned North Mare Island area to contain an urban character that suggests more post-apocalyptic badlands than the low-intensity industrial park land that is contemplated in the Mare Island Specific Plan, Vallejo's community consid-

“The enormous ground shift in Vallejo's core values, from prosperous military town to one whose character was left largely undefined, requires a considerable commitment to define its next chapter.”

BROOKE PETERSON, AICP | President

Transforming APA California



Now is a time of sea change at APA California. While last year we concentrated on effecting systematic changes to operations and services, we are now focused upon an ambitious set of priorities to propel the organization and its members into the 21st century.

In today's message, I want to highlight three strategies driving APA California organizational transformation. One, we will strive to cultivate leaders in our profession. We are developing new opportunities to train and raise up leaders. We will be offering specialized training at the Annual Conference in Anaheim for Young Planners, Planning Commissioners, and expand our pre-conference intensive workshops. We are also committed this coming year to greater coordination with our affiliated organizations, Young Planners Groups, Students, Planners Emeritus Network, California Planners Roundtable and California Planning Foundation and others to leverage the expertise and of our most seasoned planning professionals. We are looking to partner with them to develop a leadership institute, increase participation on our events, and pursue other opportunities to better equip our members to be leaders in change management, innovators, and risk takers.

Two, we will endeavor to identify advocates and potential partners. While we believe APA California plays a key role in the planning profession, we also recognize that there are other organizations making similar efforts to build great communities. We believe that through partnership with these organizations, we will strengthen our message, expand professional development opportunities, and inspire greater impact in our communities.

Third and lastly, we continue to increase the transparency and accountability of the governance and administration of the organization. We will embed better communication to our members and to the public in everything we do. We want to enhance our profile and visibility such that APA is THE authority on planning to members, as well as non-members who we want to recruit, and other aligned professionals and decisionmakers who we want to familiarize with APA. We have widely expanded the resources and improved the quality of information available on our website. We now offer an Annual Report which communicates who is involved in the leadership and operation of the organization, what your leaders and staff have accomplished, and our annual budget and expenditures. We have already this year completed a major re-

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CALPLANNER CALIFORNIA

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(tentative)

| ISSUE | TOPIC | ARTICLE | E-BLAST |
|---------|----------------|---------|---------|
| Jul Aug | Conference | June 10 | Jul 8 |
| Sep Oct | Urban Design | Aug 4 | Sep 8 |
| Nov Dec | Mobility | Oct 6 | Nov 10 |
| Jan Feb | Academia | Dec 8 | Jan 5 |
| Mar Apr | Best Practices | Feb 9 | Mar 9 |

The production schedule is subject to change. For article and photo specifications, please see guidelines at www.apacalifornia.org.

CALPLANNER ARTICLE SPECIFICATIONS

JUL | AUG THEME: APA California Conference with a focus on planning in Orange County

LENGTH: 700 (min) to 1,000(max) words

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

IMAGES: photos, renderings, drawings, maps, diagrams, etc.

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

Additional subscriptions may be purchased for \$22 per year.

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.

PERSPECTIVE | S. Gail Goldberg, FAICP

The Burning Question of Planners

APA California Member Gives Induction Speech to the 2014 Class of AICP Fellows



Gail Goldberg gives speech at APA National Conference

Together we represent every aspect of planning. Some of us are educators, but all of us are students. We research, we write. Some of us are lawyers, most of us are environmentalists. We are professional and citizen planners. We are activists, advocates and community organizers. We question and we problem solve. We are well dispersed throughout our country. We currently represent 18 different states, but I suspect our paths have entered many more. In the course of all of our careers, lots of folks have hired us and a few have fired us. We take pride in both.

We likely entered the field through many paths, some deliberate, others evolved. But we stayed because we all believe that great places create better lives—there is a bit of environmental determinism in all of us. The gift of meaningful work is not lost on any of us. We are, for the most part, children of the 60s. We average more than 30 years each in the field of planning and our careers have spanned more than 4 decades. We have seen a lot and often ask ourselves the burning question of planners everywhere: “Who loves you, baby?”

For most of us, we entered the field in simpler times, when suburbs were the American dream. A maze of cul-de-sacs with repetitive houses. The two car garage was often the most prominent feature and finding your way home was best guided by an open garage because recognizing your stuff was easier than

recognizing your house. No one wanted to be in the cities anymore, so we brought office parks to the suburbs. Shopping malls erupted - a sea of parking surrounding an island with all the same stores. Anywhere America was born and it was alive and well everywhere.

We believed that the freeways/highways were the great community connectors and the automobile would set us free. Land was plentiful and the car was king. The land developers loved us and no one else knew we were alive. But soon small sparks of discontent would set off a firestorm. Our once vibrant cities had been left to the poor and disenfranchised. Jobs and services had followed the suburbanites. Stable communities had been bisected by highways. Traffic was growing and the lack of investment in older neighborhoods created haves and have-nots.

An environmental movement gained national momentum as citizens and planners rose to challenge the wholesale destruction of our sensitive lands and cherished open spaces. The new buzzword “sprawl” entered our vocabulary and growth control became the battle cry of residents. And for a while there, “Nobody loved us, baby.”

Soon, we were saved by a new planning slogan: we went from no-growth to “smart growth” a constant rejoinder that everything we had done before must not have been. We started talking about density as a sustainability measure, a better and more efficient use of infrastructure and a mixing of uses to increase accessibility. This was starting to look like fun and more and more of our neighborhood activists wanted to be a part of the game. Participatory planning was alive and well. Everyone we knew thought they were a planner and, for a short time, “Everybody loved us, baby.”

And we were so excited by technology. I remember the discussions about whether or not ALL

of the planners in our city department should have computers. Had we only known then that “our” computers would be the least of our problems. It was really about all those other folks getting computers and suddenly having access to all of the same information we had. The citizen planners figured out the benefits of technology long before we did and became experts at dispersing information—sometimes accurate, sometimes not. Pretty

“...the burning question of planners everywhere, ‘Who loves you, baby?’”

SPOTLIGHT |

STEVEN A. PRESTON, FAICP | Chapter Historian, Southern
J. LAURENCE MINTIER, FAICP | Chapter Historian, Northern

Upcoming Events Turn Spotlight on California Planning History

The rediscovery of California's planning history takes many forms, in many places around the state. Here are three upcoming events that invite you to learn more about how Southern California and the planning profession have evolved.

Colloquium to explore role of oil in development of L.A. Region

The role of oil in Southern California's development will be the topic of the next colloquium of the Los Angeles Region Planning History Group (LARPHG). In cooperation with USC and the Huntington Library, LARPHG applies the lessons of the past to current and future policy and planning decisions throughout the region.

For this colloquium, attendees will enjoy the panel, luncheon, and discussion at a site near the very epicenter of Southern California's oil history, in Signal Hill.

This next symposium is scheduled for Saturday, October 11, 2014 from 10 a.m. to 2 p.m. at the Signal Hill Community Center, 1780 East Hill St. Exit at Cherry Avenue southbound

from the 405 Freeway; continue south on Cherry and turn west (right) at Hill St. Tickets are \$40 general admission, \$20 for students.

Seating is limited; for more information and tickets, contact Alice Lepis at alepis@prodigy.net, or check out LARPHG's website, www.larphg.org.

SACRPH to Hold 2015 conference in Los Angeles

For the first time, the Society for American City and Regional Planning History will hold its national conference in Los Angeles in November, 2015. The local host committee, led by Meredith Drake Reitan, Merry Ovnick, Kathy Kolnick, Todd Gish, and David Sloane, has begun preparations for the three day event, **November 5-8, 2015** at the Millennium Biltmore in downtown Los Angeles.

In addition to a full program of academic presentations, the conference will feature local host events and tours to capitalize on the unique planning history of the Los Angeles region. The organizing committee is looking for volunteers to serve on the following task groups:

- Tours
- Volunteers
- Fundraising
- Theme/marketing/promotion
- Local planning program
- Main reception

For more information, check out the organization's website at <http://www.sacrph.org/>, or contact Steve Preston at spreston@sgch.org, and we will put you in touch with the conference organizers.

How can I learn more?

If you are in Northern California, call Larry Mintier, FAICP at (916) 446-0522 (or mintier@mintierharnish.com). In Southern California, contact Steve Preston, FAICP at (626) 308-2803, or spreston@sgch.org.



Time to Nominate Planning Landmark, Pioneer Awards

Each year APA California recognizes the history of planning in the state through two award categories – the **Planning Landmark Award** and the **Planning Pioneer Award** – which are presented at the annual conference and then forwarded for consideration as a national award nominee.

The Planning Landmark Award recognizes a **planning project, initiative, or endeavor** that is historically significant and that may be used or accessed by the public. Nominated landmarks must date back at least 25 years from the nomination deadline. In evaluating nominations, the jury evaluates both the project's historical significance and the role of its planners in shaping the national planning movement. This is not a historic preservation project award, but an award given to transformative events and plans in the history of California and American planning.

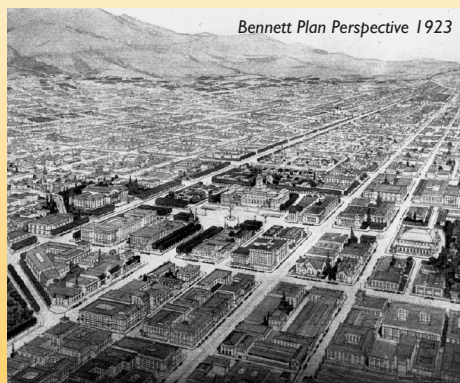
California also participates in AICP's National Planning Pioneer pro-

gram. This program honors **pioneers of the planning profession** who have personally and directly generated innovations in American planning that redirected planning practice, education, or theory with long-term results. Any APA member may submit another member's name for this award (although candidates may not nominate themselves). Contributions must date back at least 25 years from the nomination deadline.

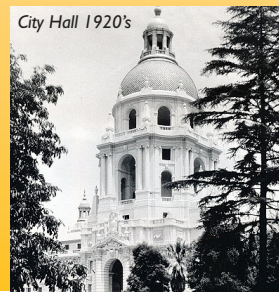
It's not difficult to apply, but assembling a solid nomination does take a little work. Your Chapter historians can help explain what projects are suitable for the Landmark and Pioneer programs, and which are better suited for another award process.

The next round of award nominations is now open in conjunction with the APA California Awards Program. We encourage potential nominators to contact us so that we can assist in reviewing the criteria.

Learn about the national programs and see past award winners by pointing your browser to <http://www.planning.org/awards/categories.htm>. For general information about the APA California Awards program, click on www.apacalifornia.org/awards.



Bennett Plan Perspective 1923



City Hall 1920's

Speech to the 2014 Class of FAICP



2014 Class of FAICP Fellows

soon, hundreds of people are showing up at our public meetings, invited not exactly by us, but by the community or neighborhood advocates who had decided by now that we were devils ruining their way of life. More density, more traffic, more parking issues. Not enough infrastructure, taxes are going up, everything is getting worse and worse and it's all our fault. "Nobody loves us, baby."

Al Gore, with time on his hands, creates a slide show and pretty soon his "inconvenient truth" awakens Americans to global warming and the environmental movement is reenergized. Dire predictions abound and more and more evidence suggests a culprit in the built environment. Planners are challenged to reverse the trend and targets are set to measure our results.

Global consciousness rises and cities are on the rebound. Planners promote the revitalization of cities and urbanism as a better way of life. Policies emerge for micro apartments, multi-generational and modular housing. We are all about public transit and active transportation. Vacant buildings take on new life with creative techies who think old is cool and "authentic" becomes a sales pitch! City living becomes more appealing as the downtowns add restaurants, bars and the sidewalks are shared by strollers and dog walkers. Streets are hot and cars are not. Complete streets are now activated by people and parklets.

We also recognize the connection between prosperity and planning. We talk about the sharing economy and innovation districts. Participatory planning has evolved to participatory funding and cities are emerging as the economic centers of the world.

Folks impatient with "the process" have discovered DIY urbanism and guerilla planning. And social media (Facebook and Twitter) finally provided irrefutable data that neighborhood advocates have more friends than we do. "Liking" someone doesn't mean what it used to.

And most recently, doctors have taken to the airwaves to warn us of the growing obesity in our country, the rise of juvenile diabetes and the prospect of a generation of children who may have a shorter lifespan than their parents.

The growing cost of healthcare threatens the national economy. The public health community suggest that better neighborhood planning can reverse that trend and a new planning coalition is formed. And so here we are today.

Basically, in the four decades of our careers, we have elevated the planning agenda from planning cul-de-sacs to saving the planet and reversing the health crisis in America. And, we are rising to the challenge. Never have the issues been more important or more urgent. And never has there been a greater need for good planners. We are grateful to have been a part and we expect to continue for at least another decade—where we are promised driverless cars and 3-d printed houses.

The Millennials are on the horizon and we hope the social scientists are right... that they are more tolerant, more socially responsible, more open to governmental policy and that they, too, will value what we do. But we have learned to live with the ups and downs because the core belief from our youth remains ever constant—we know why we do this. Our journey remains guided by the promise of better places and better lives. We have lived in interesting times and are grateful for the youthful exuberance that brought us to the planning profession. It has exceeded our highest hopes.

We have been inspired by the spirit, dedication and creativity of many young planners and have benefited greatly from the generosity of community members who have partnered with us and taught us that no one knows a neighborhood better than the people who live in it. And we are reminded today of all the people who could not be at our planning table, the folks who were too busy just surviving and the future residents who were yet to be born. We hope we represented them well.

Some of the board members from the 2014 CPF Retreat



CAROL D. BARRETT, AICP | CPF President

The California Planning Foundation is on a Binge

Yes, you read the headline correctly. If you define binge as doing an extreme amount of something in a very short time, then the California Planning Foundation is on a binge.

Established by the California Chapter in 1970, the Foundation has as its primary purpose raising money for planning student scholarships. From humble beginnings when the Chapter members voted to assess themselves annually a fee for student scholarships, Chapter members have witnessed growth in the scholarship funds (approximately \$50,000 is awarded annually) and changes to how money is raised.

Beginning with their annual retreat in January, the Foundation Board embarked on a binge of reinvention considering changes to how and to whom scholarships are awarded and changes to the way the Foundation raises money. Several subcommittees are at work on various aspects of doing business differently and have reached out to include Chapter members beyond the Board.

At the same time that college costs are skyrocketing and students are in ever greater need, the competition for donation dollars has become equally intense. Do you have any opinion about how the California Planning Foundation can do its job more effectively? Please let me hear from you. caroldbarrett@gmail.com or 818-238-5250. Otherwise, please join us at the Scholarship Auction in Anaheim, our single biggest fundraiser of the year. We welcome your donations as well as your shopping.



Smoky Hollows Studios, El Segundo

FEATURE | Masa Alkire, AICP

Smoky Hollows, El Segundo

To the average visitor, El Segundo exudes a classic small-town charm rarely seen in the sprawling metropolis of Los Angeles. This walkable town of fewer than 17,000 residents, with its quaint main street, good schools, and neighborhoods set around well-equipped parks, is located just a stone's throw from the Pacific Ocean.

But if examined more closely, one will see that the history of Los Angeles is written all over El Segundo. Since its incorporation in 1917, the City has watched Mines Field airstrip grow into LAX, one of the world's major airports just to the north. Half of the city east of Sepulveda Boulevard is the historic center of Southern California's prominent aviation and aerospace industries. The Chevron oil refinery - roughly a quarter of the City's land area on the southwest side - gave the City its start (and its name) as a company town. Each of these chapters in the history of El Segundo, and the region, have contributed to a very unique setting: one that has both allowed the City's industry to flourish, but also kept the City flying under the radar when it comes to regional economic prominence.

One place with such overlooked commercial potential is an area of the City known as Smoky Hollow, a small-lot district located between El Segundo's residential neighborhoods and the Chevron oil refinery. In recent years, hundreds of thousands of square-feet of commercial space east of Sepulveda Boulevard have undergone major renovation and are being rebranded as creative and high-tech office space. This push has now started to spread into Smoky Hollow, a neighborhood that began as a district of small industrial users supporting the refinery and larger aerospace

businesses. Today, as very few of these original users remain, their legacy has been a building stock of Mid-Century buildings with an industrial vibe. This is the root of Smoky Hollow's potential as the L.A. region's next "incubator" zone for technology and creative firms, with the possibility to develop into an area similar to Santa Monica and West Los Angeles' "Silicon Beach" and Culver City's "Hayden Tract" areas.

The natural appeal of the Smoky Hollow to creative office users are obvious: the prime westside location, comparatively low cost of property for the region, a vibrant small town feel and residences within walking distance, all combined with small industrial parcels with existing buildings that allow businesses to start up and expand. However, there are constraints. Overcoming these constraints is where the City's participation in planning for, supporting and facilitating a vibrant future for the area is starting to occur. The Smoky Hollow area has an adopted Specific Plan, which should guide preferred development in the area. But the Specific Plan has not been updated since adoption in 1985, and cannot address vastly changed development needs nearly 30 years later. The City has circulated a Request for Proposals to update the existing spe-

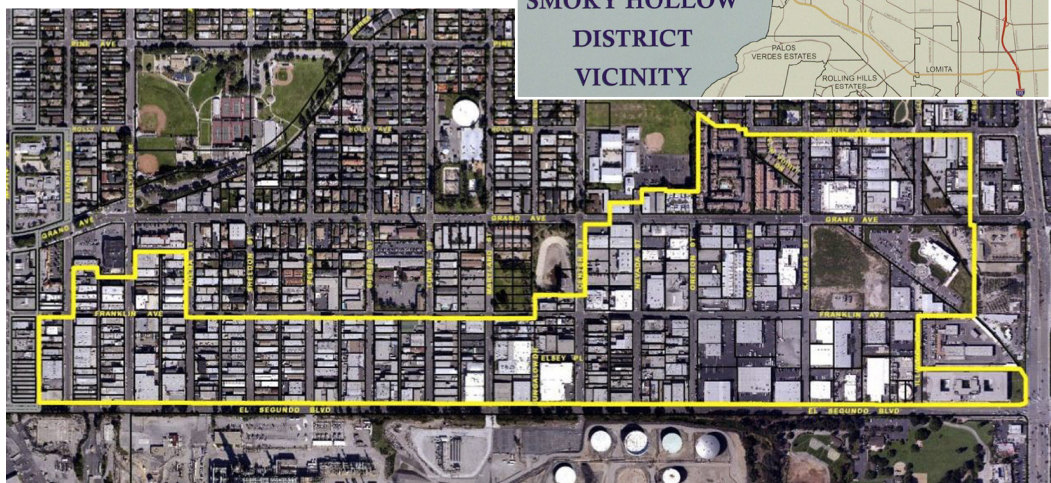
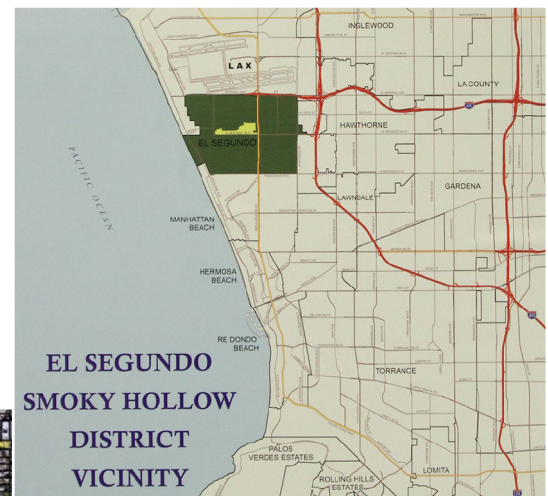
cific plan. The City is hoping to develop a new guiding vision for Smoky Hollow, one that identifies areas for centers of activity, and provides new development and design standards. The Specific Plan update planning effort is the City's attempt to capture the commercial real estate market forces that are clearly pushing Smoky Hollow in a new direction.

There are other constraints beyond updating the Smoky Hollow Specific Plan that require City attention. Parking, both for existing and new uses, is in short supply largely due to



the original small lot development with individual site-specific parking. In response, the City is also leading an effort to create a comprehensive parking program tailored to Smoky Hollow. The effort will include a block-by-block study of existing and potential parking re-

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“Strong technological infrastructure is an essential component for the success of the Smoky Hollow area as a business incubator.”

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Smoky Hollows, El Segundo

sources which will identify sites throughout Smoky Hollow where satellite parking lots or structures may be located, where street parking may be increased, and where shared-use parking solutions may be appropriate on private property.

Strong technological infrastructure is an essential component for the success of the Smoky Hollow area as a business incubator. This is another area in which the City can provide necessary support and take an active role in shaping the future of the area. The City is actively seeking to connect the Smoky Hollow area to major data centers and fiber optic lines already operational on the east side of the City with improved fiber optic infrastructure. The City is actively identifying opportunities to add conduit for improved fiber optic infrastructure when private developers and service providers in the area, such as Time Warner, are excavating along identified fiber optic line alignments.

The City of El Segundo does not need to invent the desire for Smoky Hollow to be a successful incubator district. There is pent-up demand for such districts as evidenced by the popularity of “Silicon Beach” and Culver City’s east side. Smoky Hollow has all the ingredients to be a desired location for new media, creative office and high-tech uses. To be successful, the City must effectively leverage the area’s existing strengths, provide support where there are obvious regulatory and infrastructure constraints, and serve as an active participant in the story of this area as it emerges.

Examples of old and new context for Smoky Hollow



P2

The Dawn of the New Day

ers North Mare Island to be a unique opportunity to vision an area that will generate sorely-needed employment opportunities and revenue-generating uses to create Vallejo’s newest neighborhood.

In the wake of Vallejo’s infamous period of bankruptcy from 2008-2011, the community has been engaged in the planning process. In 2013, the City Council committed to comprehensively updating the City’s General Plan, Zoning Code, and preparing a Specific Plan for Sonoma Boulevard while integrating many of the existing Specific Plans into the General Plan. This three-year process has commenced, and has included the development of Guiding Principles as the first step in the grassroots effort to reimagine the Vallejo of the future.

In the meantime, the market beckons. The City Council is focusing immediate planning efforts on North Mare Island and will be seeking development interest through a soon-to-be-released Request for Qualifications (RFQ). The community has expressed a desire to see development of land uses that will create an appropriate gateway while satisfying the need to reduce the outmigration of jobs to the Central Bay Area.

Another area of Vallejo that is transforming is its downtown. As happens with many cities, shoppers long abandoned downtown for big-box stores, power centers, outlet malls and online retailers. The classic, grid-patterned, finely-textured development pattern of Vallejo’s downtown is now finding an influx of creative professionals turning storefronts into live-work spaces, studios and galleries. Lured by affordable and abundant real estate for rent and purchase, artists, mu-



Historic buildings on Mare Island

“Often, commercial district revitalization is more fully realized when an infusion of market-rate housing brings in new streams of disposable income, creates more foot traffic and demand for services.”

sicians and artisans are reshaping the neighborhood into an Arts and Entertainment District. The award-winning Temple Art Lofts community transformed the former City Hall and adjacent Masonic Lodge into 29 subsidized apartments targeted for the creative class, with on-site art studios and large performance space. A block away, the ground floor of the Odd Fellows Hall has been reborn as the Hub, a community arts center that includes a gallery, art classes and community space.

While artists can help energize neighborhoods, and the additional activity is a great benefit, revitalization of an area is dependent on the amount of dollars spent. Often, commercial district revitalization is more fully realized when an infusion of market-rate housing units brings in new streams of disposable income, creates more foot traffic and demand

for services. Interim uses, such as a weekly farmer’s market and frequent community events in the downtown area have proven to be successful ways of attracting new populations and interest.

Vallejo’s historic commercial and industrial lands are fertile ground for new thinking and creativity. The community has given us, as planners, a unique opportunity to craft big plans and to help experience and implement Vallejo’s rebirth.



Temple Art Lofts, Vallejo

DAVE SNOW | VP Policy & Legislation
 SANDE GEORGE | Lobbyist
 LAUREN DEVALENCIA Y SANCHEZ | Lobbyist

APA California Legislative Update

Busy Time at the Capitol!

The Legislature has been busy moving bills to meet the deadline to pass all 2014 bills out of the house of origin by May 9th. APA California has been lobbying a number of high priority bills including:

- 24 hour solar permit approval mandate and limits on inspections (AB 2188 - APA Opposes)
- "By right" urban entrepreneurial gardens (AB 2561 - APA Opposes)
- Simplified measure to reduce late comments on CEQA environmental documents (SB 1451 - APA Supports)
- Additional enforcement over massage therapy businesses (AB 1904 - Under review)
- An exemption from 200-year flood protection for urban infill projects that meet current FEMA 100-year protection standards (AB 2108 - APA Supports)

- A Subdivision Map Act exemption for coop housing conversions (AB 569 - APA Opposes unless amended)
- Sustainable Farmland Strategy (AB 1961 - APA Supports)
- Vehicle Miles Traveled tax study (SB 1077 - APA Supports)
- Cap and Trade Funds for planning and other local GHG emission reduction projects (SB 1122 - Supports)
- Williamson Act funding (SB 1372 - APA Supports)

In addition, the Governor will be releasing his revised budget mid-May in preparation for passing the final budget by June 15th.

To view the full list of hot planning bills, copies of the measures, up-to-the minute status and APA positions, please go to the legislative page on APA California's website at www.apacalifornia.org.

APA California Members Elected to APA National Offices

Two long-standing members of the APA California Board of Directors were recently elected to Region VI (California and Nevada) positions during the recent APA National election. Kurt



Kurt Christiansen, AICP

Christiansen, AICP, currently APA California Vice President for Conferences and Past President, was elected as Region VI Board Director. His focus will be to ensure that the American Planning Association is a sustainable, resilient, and healthy professional organization by continually evaluating services, responding to needs, building support and cultivating the next generation of planners.

The other successful candidate is Marissa Aho, AICP, currently the Los Angeles Local Section Director and past Local Host Chairperson for the 2012 APA National Conference in Los Angeles. She was elected as Region VI AICP Commissioner. She plans to seek ways to increase the value of the AICP credential, enhancing the reciprocal relationship with universities and faculty, and give back to communities by increasing awareness for the Community Planning Action Teams (CPAT) and AICP's Community Planning Workshops at National Planning Conferences.



Marissa Aho, AICP

Please join the APA California Chapter in congratulating these two individuals on the successful election. We look forward to working with them on the challenges facing the profession and the interests that are vital to California planning.



✍ P2

Transforming APA California

design of our newsletter. We will be implementing substantive changes to our leadership succession outreach and refining our election procedures. And there will be more to come!

APA California exists for the central purpose of equipping planners in California to create communities of lasting value. Our focus on implementation of the Strategic Plan has fundamental implications for the nature of planning in our communities, leadership today, and most importantly, the leadership of tomorrow. Our priorities are not revolutionary. The challenge does not lie however in identifying a plan and list of priorities and actions; it is about building up a system of leadership that delivers results. **I invite you to join the challenge. Get involved. Invest in your profession. Invest in your communities.**

To learn more, click to read our [Strategic Plan and Implementation Work Program](#).

BP

"Hot Bills" Link Available on Website Homepage



APA California has a quick legislative information feature on its website. Members can quickly and easily access key information right from the home page. Under the LEGISLATION tab, just click on the "Hot Bills & Regulations" link. That link connects members to reports on the most pressing bills, the Chapter's positions, and the status of each measure. Please take the time to review this time-saving new feature. www.apacalifornia.org

CONNECT 24/7 w/ other Planning Professionals

Whether seeking feedback on a legislative matter, conducting planning research or wanting to get the latest Chapter news and information, remember that APA California's **LinkedIn** discussion board is available 24/7. It is a great way to keep updated on Chapter activities and current on important planning issues.

From Pickford-Fairbanks to Oprah Winfrey...

the historic Warner Hollywood Studios property. Warner took its time with the redevelopment and in 1999 sold the site to BA Studios, which renamed the studio complex as "the Lot".

During this same time period, the City was considering the redevelopment and revitalization of the area surrounding the intersection LaBrea Avenue and Santa Monica Boulevard. The area surrounding studio was very different than the

“Public outcry over the demolition of the non-historic Pickford Building was swift and strong, and resulted in CIM submitting a new Comprehensive Development Plan that maintained all of the historic perimeter buildings while reducing the total amount of square footage to be built on the site.”

vibrant one we see today. Straddling both Los Angeles and West Hollywood, the area is largely characterized by studio craft warehouses and post production facilities. On the West Hollywood side and east of the studio campus once existed a car wash, auto mechanic shop and taco stand. To the west was a 1960s style strip mall with the typical endless blacktop surface parking. To the north, aged light industrial and low scale commercial including an industrial metal plating facility defined the area. Recognizing this area as a key component to the economic vitality of the entire eastside of the City, redevelopment efforts were focused on the vicinity surrounding the studio. The West Hollywood Gateway became the initial anchor for this effort. A mixed-scale retail project (with subterranean parking) was developed and programmed and today it includes the first a Target elevated above the ground floor, along with a Best Buy and various other smaller retailers and restaurants surrounding a pedestrian plaza.

To build the Gateway Project required the acquisition of a 1.26-acre property owned by BA Studios east of Formosa Avenue. A dispute ensued between BA Studios and the City as to BA Studios' development rights with respect to the site. In settlement of the dispute, the City acquired the 1.26-acre parcel with the historic Formosa Café. This acquisition allowed for the preservation of the historic landmark. The original development plan for the studio site had called for the relocation of the café and the construction of a studio-related parking structure on this parcel. In return, BA Studios secured an extension to its Development Agreement with the right to build out all of its development rights on the remaining studio land. This required an amendment to the 1993 Comprehensive Development Plan. The new plan called for

additional significant impacts to the historic buildings lining the perimeter of the Lot. Although the City had reservations regarding further impacts to historic resources, the amended plans were approved in early 2007, not long before the onset of the "Great Recession" of 2008.

BA Studios did not proceed with the amended redevelopment plans and sold the studio site to CIM Group in August 2007. After purchasing the property, CIM met with City staff to discuss the possibility of amending the Comprehensive Development Plan a third time based on new economic conditions. While discussions between the City and CIM continued on ways to modify portions of the development plan, CIM was anxious to start building. In order to keep things moving while a new plan was developed, the City suggested CIM start with a part of the plan that was not going to be amended, the Formosa South Building.

Demolition for construction of the Formosa South Building began in 2012 with the removal of a non-historic structure named the Pickford Building. Public outcry over the demolition of the non-historic Pickford Building was swift and strong, and resulted in CIM submitting a new Comprehensive Development Plan that maintained all of the historic

Today the Eastside of West Hollywood is bustling. Many of the prior land uses were modified, contaminated soils have been remediated and obsolete buildings were replaced. Today the area is transformed into a destination spot framed by transit oriented development that includes medium scale mixed-use projects and a wide variety of retail and service opportunities. Without abandoning its roots to the film-making process, it area has been enhanced and transformed to meet 21st Century needs. And with new tenants like Oprah Winfrey moving in, the Lot's place in the entertainment history continues with its role in today's entertainment industry secure.

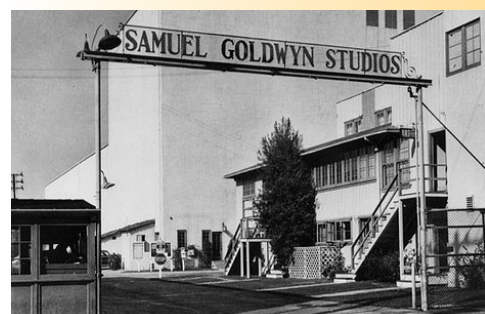
Aerial view (looking west) of United Artists Studio 1925



Establishment of United Artists Studio with principals Douglas Fairbanks Sr., Mary Pickford, Charlie Chaplin and D.W. Griffith



perimeter buildings while reducing the total amount of square footage to be built on the site. In addition to the Formosa South Building, the amended plan contains two additional office buildings. The new plan, approved by the City this past April, is more sensitive to the historic buildings on the site while providing additional open space for tenants. The superior layout does a better job of preserving historic resources while allowing for new economic vitality.



Samuel Goldwyn Studios cir. 1955

JENNIFER LILLEY, AICP | 2014 Conference Chair

Adventures in Planning Your Conference Schedule

10 EXCITING MOBILE WORKSHOPS BEING PLANNED!



Any good adventure begins by charting a course. We want you to be prepared for the Adventure we are preparing for you in Anaheim September 13-16. There are many things that you need to know and be aware of to ensure that you get the most out of this wonderful opportunity.

This session will be followed by more amazing sessions that you won't want to miss. In order to obtain all of your CM credits this year you will want to be sure that your travel plans account for all of Tuesday's activities. We have made sure that you will be able to catch your plane, train, boat or automobile out of town after you have enjoyed a full day of adventure.



Keep your eyes open for the session detailed Conference-at-a-Glance coming soon which will also include CM/MCLE credit information.

NEW THIS YEAR:

- **Saturday:** A full day of "pre-conference" Professional Development training. You will have the ability to learn leading techniques and skills on a variety of topics. Be on the lookout for news and information on these great options for more in-depth and engaging continuing education.
- **Sunday:** A full conference day beginning at 8:00 am with our first session block. Gone are the days where Sunday is a travel, check in, registration and only opening reception day. We have packed Sunday full of leaders in the industry sharing insights and information on tools and techniques to help you learn from their adventures. You won't want to miss a single session so plan to arrive Saturday night (if you are traveling from afar) or early enough on Sunday morning to grab a cup of coffee and breakfast before listening to the first group of great panelists.
- **Opening Reception:** Once-in-a Lifetime opportunity to share an evening of celebrating California's Adventures in Planning beginning with an amazing dinner reception on the lawn with entertainment and fun followed by the Park after Dark: We will have Disney's California Adventure – Cars Land all to ourselves! And to cap off the evening we will treat you to a private showing of the World of Color. This is a rare opportunity to have access to the Park and view this wonderful show with just our group of planners. No standing in line, or waiting for hours hoping for a good seat for the show. Every seat will be a perfect view. Families and friends are welcome to attend and extra tickets will be available as part of registration or at the conference. But you will want to reserve early to ensure your spots.
- **Monday:** After a full day of conference sessions, and following a happy hour reception with our sponsors, and auction hosted by CPF you will have the evening free to explore the region. We are also putting together some fun activities for those of you that would like to meet up with other planners to enjoy a Night on the Town. We are reserving seats for our group at the Angels game and we will have transportation available to take you to and from the stadium. There will be lots of great places to go eat and explore with a small group, your family or a large party. The evening will be capped off by a private party featuring the Planning Band at the House of Blues.
- **Tuesday:** The highlight of the conference is celebrating the achievements of those pioneers in our profession and trailblazers who are charting new courses and living the adventures in California Planning. We will begin the morning with our spectacular Awards Ceremony.

SATURDAY, SEPTEMBER 13

| | |
|---------------------|--|
| 8:00 am - 5:00 pm | California Chapter Board Retreat |
| 9:00 am - 4:00 pm | Professional Development Training Concurrent Sessions (in-depth; additional fee, CM) |
| 9:00 am - 10:00 am | Student Program Registration and Meet & Greet |
| 10:00 am - 11:30 am | Student Sessions |
| 11:45 am - 1:00 pm | CPF Student Luncheon |
| 12:00 pm - 7:00 pm | Conference Registration Open |
| 1:15 pm - 2:30 pm | Student Sessions |
| 2:45 pm - 4:00 pm | Student Sessions |
| 4:00 pm - 6:30 pm | Student/Alumni Mixer & Poster Display |
| Morning - Afternoon | Potential Volunteer Service Opportunity |
| Morning - Afternoon | Orientation Tour(s) |
| 6:00 pm - on | Night on the Town |

SUNDAY, SEPTEMBER 14

| | |
|--------------------|-------------------|
| 7:00 am - 5:00 pm | Registration |
| 8:00 am - 9:30 am | Session Block #1 |
| 9:45 am - 11:15 am | Session Block #2 |
| 11:30 am - 1:15 pm | Plenary Lunch |
| 1:30 pm - 3:00 pm | Session Block #3 |
| 3:15 pm - 4:45 pm | Session Block #4 |
| 5:00 pm - 6:30 pm | Diversity Summit |
| 7:00 pm - 11:00 pm | Opening Reception |

MONDAY, SEPTEMBER 15

| | |
|--------------------|---|
| 7:00 am - 5:00 pm | Registration |
| 8:00 am - 9:30 am | Session Block #5 |
| 9:45 am - 11:15 am | Session Block #6 |
| 11:30 am - 1:00 pm | Plenary Lunch |
| 1:15 pm - 2:45 pm | Session Block #7 |
| 3:00 pm - 4:30 pm | Session Block #8 |
| 4:30 pm - 6:00 pm | Happy Hour: Consultants' Reception and CPF Scholarship Live Auction |
| 6:00 pm | Night on the Town (additional fee) |
| 9:00 pm | Planning Band |

TUESDAY, SEPTEMBER 16

| | |
|--------------------|----------------------------------|
| 7:00 am - 1:00 pm | Registration |
| 8:00 am - 9:30 am | Session Block #9 |
| 9:45 am - 11:15 am | Awards Brunch |
| 11:30 am - 1:00 pm | Closing Plenary Session - Ethics |

STEVEN A. PRESTON, FAICP | Chapter Historian, Southern

George Marr, 91 Former Demographics Expert



George E. Marr, a pioneering planner and demographer in the Los Angeles County Department of Regional Planning, passed away this past week at age 91.

Marr, a 36 year employee of the County and longtime Inglewood resident, received his degree from UCLA, starting his career with Regional Planning in 1952. A veteran of the United States Army, Marr served in World War II.

Marr was a highly respected demographer and urban planner and the longtime head of the department's Population Research bureau. He published the Population Bulletin for the County of Los Angeles. His demographic research and population projections were in great demand from the 1960's through the 1980's.

Local and regional newspapers anxiously awaited these quarterly reports on County growth impacts which showed population changes on a small scale and were calculated by hand, using building permit data from all cities within the County. This information has assisted jurisdictions and agencies in planning for infrastructure growth, schools, parks, and other public service needs throughout the County.

George retired from the County in 1988. An active member of the Department's Decennial Club, he was a consistent supporter of the County's Performing Arts programs. In a special adjournment order issued by the County's Board of Supervisors, County officials noted that "George will be truly missed by all that knew him."



Do You Know of a Planning Project or Effort that Deserves Recognition?

The APA California Awards Program recognizes exceptional achievement in planning which increases the public's awareness of the planning profession. Each year, the APA California Chapter bestows Planning Awards to honor the most outstanding efforts in planning. Many of these efforts are

recognized at the Local Section level and then are submitted for nomination to the State Chapter for further recognition. Information on the Awards Program can be found at: <https://www.apacalifornia.org/events/awards-program/>

Award Nomination Submissions are due Monday, June 2



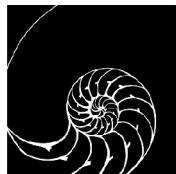
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Calling card advertisements support the publication of *CalPlanner*. For additional information on placing a calling card announcement and to receive format specifications, please contact Laura Murphy at nhe2011@live.com.

New Sponsorship Opportunities Coming Soon!

To coincide with the new focus and updated format of the *CalPlanner*, we are developing new ways for APA California's partners and sponsors to reach the Chapter membership in a more effective way. This means re-thinking the traditional calling card ads for example, as well as all ad placement and associated links. We are therefore seeking your feedback and suggestions on strategies that would compliment the new design while offering a more effective way to generate awareness for your business or service. We hope you will continue to support the *CalPlanner* and encourage your comments and ideas by contacting Marc at myplanning@live.com

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