

## APA CALIFORNIA NEWS

From the APA California President	P 2
APA California National Winners	P 3
Call for APA CA Award Applications	P 3
California Planning Foundation News	P 4
New APA California Board Members	P 7
A Message from the Student Rep	P 7
APA California Legislative Update	P 8
California Planning Roundtable	P 11
Planners Emeritus Network	P 13
Planning Services Directory	P 14



American Planning Association  
California Chapter

*Making Great Communities Happen*

# CAL PLANNER IFORNIA

Planning News & Updates from APA California

MARC YEBER | VP-Public Information

## > Introducing the NEW CalPlanner

This issue of the *CalPlanner* represents a "reboot" of the long-running member publication of the California Chapter of the American Planning Association. The new format has been redesigned and refocused to be easier to read, better organized, and more relevant so that YOU, the reader, can easily find the content that is meaningful and specific to your needs. It by no means demonstrates all the changes planned as the Chapter explores new strategies to deliver individual and targeted information. Below are just a few of the new highlights:

- The content is distinguished by type; features, op-eds, news, updates, highlights, announcements, etc.
- The space above (upper left) will list reoccurring columns and news. The space across the bottom will highlight the topics featured in the issue.
- Future issues will be topic specific and subject oriented (see *editorial calendar*)
- Planning topics and other features will eventually searchable via the website.
- In the near future, additional content as well as continued articles will be featured on the website.

On behalf of the Board of Directors for APA California, we hope you find this NEW format to be more useful and enjoyable. Should you want to share feedback or contribute to future issues, please contact me at [myplanning@live.com](mailto:myplanning@live.com)

Happy Reading. **MY**

**OP-ED** | Nate Cherry, AICP, FAIA, LEED BD+C

## Beyond the Fence: Planning LA's 21<sup>st</sup> Century Airport

**The recent unveiling of the LAX Northside Plan Update, the LAX SPAS (Specific Plan Amendment Study) Draft EIR, along with the Plans Metro has developed for the extension of light rail services near to (but not into) the Airport Complex clearly indicate that an "incrementalist" approach is currently being taken by the City and LAWA in the planning for LAX's future.**

It stands to reason that small interventions allow a nimble implementation strategy, help to avoid major conflicts and maintain flexibility to react to community concerns. Most of the ideas in the LAX Masterplan address the short term viability of the Airport and can help improve the economic future of Westchester as a whole. But what of the future, say, 50 years from now? I am concerned that without comprehensive thinking, LAX might miss the mark as a global economic engine for the latter part of the Century.

### RAPID GROWTH, SLOW CHANGES

Los Angeles grew from a small town into a very large city in a relatively short period of time. Many of its planning methods have not kept pace with its growth. The city's zoning code, for example is only now being revised for the first time since 1946! Mayor Garcetti has already shown a progressive attitude toward urban design and planning, which gives hope that a new, bolder strategy toward planning the airport is at least within the realm of possibility. If he is reading this: let me offer some thoughts about what is needed as a planning approach with some suggestions about future planning strategies for the next 40-50 years.

### THE CONTEXT OF LA's AIRPORT

The origins of LAX date back to the 1920s with Mines Field sited near the ocean on farmland within the geographic neighborhood area known as Westchester. With workforce housing and steady employment in a newly developing aerospace industry, Westchester became a classic post war "company town". Today while many of the aerospace companies have consolidated or moved on, Westchester has remained a solid middle class community, known for single family homes, and tidy low scale commercial and mixed use buildings along major corridors. LAX continues to develop as one of the world's major hubs for domestic and international travel, and has managed to optimize its throughput by operating just two runways. Cargo and passenger numbers consistently rank in the top 5 due to highly efficient air traffic management, but without room for another runway LAX is land locked. Much of recent planning efforts focus on integrating technologies that optimize the movement and monitoring of cargo and planes, transit improvements, an overhaul of the international terminal, and cosmetic changes to the airport facility. Outparcels owned by the airport are under consideration for rezoning as

*Photo Source: Wikipedia*

INSIDE...

**P2** Emmerlyville  
Pedestrian Bicycle  
Plan

**P6** Berkeley's  
Downtown Area  
Plan

**P11** Ex-Parte  
Involvement for  
Commissioners

**P12** The IE Explores  
Comprehensive  
Plans





Bay Bridge Pedestrian &amp; Bike Trail - courtesy of The E'ville Eye

FEATURE | Diana Keena, AICP

## Emeryville's Award Winning Pedestrian and Bicycle Plan

The City of Emeryville's Pedestrian and Bicycle Plan was selected as the winner of the 2013 APA National Award of Excellence in the category of Outstanding Planning - Focused Issue. The planning team included members of the Bicycle/Pedestrian Advisory Committee and consultants, Alta Planning + Design and Fehr & Peers. The plan, which was adopted in 2012, envisions:

*"...a livable city, with a connected network of green streets and a fine-grained transportation network that emphasizes and supports an active and healthy lifestyle. There are new, safe, and enticing pedestrian and bicycle linkages within the City and to the San Francisco Bay and surrounding communities. Community members have a diversity of transportation choices. Walking and Bicycling are integral to daily life."*

Capitalizing on the City's small size, dense development, mixed land uses, access to transit, and mild year-round weather, the plan provides a framework that expands and improves the convenience and safety of walking and bicycling. Recommendations include bicycle boulevards, intersection improvements, sidewalk gap closures, crossing and bus stop improvements, Class I multi-use paths, Class II bike lanes, Class III bike routes, and two major over-crossings to overcome significant connectivity barriers in the city such as railroad tracks and Interstate 80. Programmatic recommendations supplement site-specific pedestrian and bicycle infrastructure with plans for education, encouragement, enforcement, and evaluation. The plan includes two cutting edge recommendations. The first is a feasibility study for bicycle sharing in the city and neighboring jurisdictions. Emeryville is now poised to take full advantage of the imminent

launch of the Bay Area Bike Sharing program. The second is policy and design guidance for implementing bicycle boulevards. The plan pushes the state-of-the-art forward by surveying bicycle boulevard standards and practices throughout the nation and recommending speed and volume thresholds above which traffic calming treatments are recommended to restore the low-stress characteristics of the facility.

The plan includes technical guidelines help set priorities including the selection of crosswalk enhancements set for treatment levels depending on pedestrian wait time and motorist compliance. The bus stop improvement levels are based on ridership at each individual stop.

Since adoption, the City has installed paths, sidewalks, bike lanes, sharrows, bike boulevard improvements, bicycle fix-it stations, bike racks, and video detection. One of the most significant infrastructure enhancements is the Bay Bridge Pedestrian & Bike Trail anchored by Emeryville. The path currently allows bicyclists and pedestrians to travel starting in the City and out over the bay and back. In the future, the path will connect with Yerba Buena Island and beyond. Other efforts include the first ever (city-supported car-free) Bike to Work Day, additional greenways, crossing improvements and new pathways.

*"...a livable city, with a connected network of green streets and a fine-grained transportation network."*



109th Street Pathway

BROOKE PETERSON, AICP | President

## Strategy as a Tool to Inspire

Welcome to 2014 and the All-NEW Cal Planner! It's another new year and with that, naturally comes a time of looking forward and making changes and resolutions for the year ahead. With our adopted Strategic Plan Implementation Work Program in hand, APA California is looking forward to 2014 and with this re-design of Cal Planner and selection of a new Annual Conference Manager, we are well underway with making changes to major programs and implementing our Strategic Plan resolutions.



As planners, we often become entrenched in the routine of responding to public concerns and decision maker requests and/or client demands, getting that plan, study, EIR, or staff report out the door, and maneuvering through the politics of our workplace. I personally find it easy to get tunnel vision and forget to draw upon my training and experience to strategize on how to achieve my community's goals. We are planners because we believe that place matters and we believe in making great places and great communities. Innovative thinking and strategic positioning are essential to making great communities!

So what have you resolved to accomplish as a planner this year? How often do you step back from your desk to think about why you are in the planning profession and what you want to accomplish? Do you have a vision or set of goals for your career? Do you have a vision for the community or communities you serve? And lastly, what can APA California provide to help you meet your career and/or practice goals?

It is our mission to provide vision and leadership that fosters better planning for California; build public and political support for sound planning; and provide you – our members – with the

tools, services and support that advance the art and science of planning. Set a goal and let us know what we can do to support you at [www.apacalifornia.org](http://www.apacalifornia.org)! Remember, a goal doesn't have to be grand, it simply has to be something that moves you and calls you to action. **BP**



APA has announced the 2014 recipients for the National Excellence and Achievement Award in Planning. Six of the winning entries are from California, five of which APA California Award winners this past year. Awards recognition will take place at the upcoming APA National Conference in Atlanta.

## CONGRATULATIONS to the 2014 APA National Award Winners

### Excellence Award for a Communications Initiative

Access Magazine  
University of California Transportation Center

### Achievement Award for a Best Practice

Berkeley Downtown Area Project  
Berkeley Planning and Development Department | City of Berkeley | Management Partners | Taecker Planning and Design | UC Berkeley  
2013 APA California, Award of Excellence for a Best Practice

### Achievement Award for a Best Practice

Reclaiming the Right-of-Way: A Toolkit for Creating and Implementing Parklets  
UCLA Luskin School of Public Affairs | UCLA Complete Streets Initiative | UCLA Luskin Center for Innovation  
2013 APA California, Award of Excellence for Planning Achievement – Academic

### Achievement Award for Public Outreach

San Francisco Budget Czar Game  
San Francisco County Transportation Authority | Eisen|Letunic | Barbary Coast Consulting | lowercase productions  
2013 APA California, Award of Excellence for an Education Project

### Achievement Award for Transportation

SANBAG Improvement to Transit Access for Cyclists and Pedestrians  
SANBAG | Gruen Associates | Alta Planning + Design | Omnitrans  
2013 APA California, Award of Merit for Focused Issue Planning

### Achievement Award for Urban Design

Chula Vista Bayfront Master Plan  
Port of San Diego | City of Chula Vista  
2013 APA California, Award of Excellence for Planning Achievement – Hard Won Victories

These awards will be presented at the National Planning Conference in Atlanta, April 26-30, 2014.

The 2014 Section and California Chapter Award Programs are open for nominations! Please check with your local Sections on award information and nomination due dates. Nominations for the California Chapter Awards are due by June 2, 2014. See above links for the California Chapter Awards Policy and Application Form.

## CAL PLANNER IFLORINIA

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### 2014-15 PRODUCTION SCHEDULE (tentative)

ISSUE	TOPIC	ARTICLES	E-BLAST
May-Jun	Conference	Apr 9	May 7
Jul-Aug	Low Impact	Jun 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](http://www.apacalifornia.org).

Additional subscriptions may be purchased for \$22 per year. Send editorial submissions and queries to Dorina Blythe

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.

2014



## It's Time to Submit for a 2014 APA Planning Award!

The Section Award Programs encourage quality in planning and increase the public's awareness of the planning profession by recognizing outstanding achievements in the planning field. Each year, the local APA Sections bestow Planning Awards to honor the most outstanding efforts in planning. The programs honor innovative plans and projects, distinguished APA members, and lay contributors to planning. Please check with your local Section on award application due dates.

Section level award winners for some categories qualify for consideration at the State level, and many other award categories need not win at the Section level to be eligible for a State award. The State Award categories have been updated this year – see the list below with the new award categories. Also refer to the 2014 APA California Chapter Awards Program Policy for more information. Nominations for the 2014 California Chapter Awards are due by 5 pm, June 2, 2014.

For more Information, please review the 2014 APA California Chapter Awards Program Policy and the 2014 APA

California Chapter Awards Application Form. This year, 10 new categories have been added to APA California's 16 existing ones. The NEW APA California award categories include:

Opportunity and Empowerment  
Economic Planning and Development  
Transportation Planning  
Public Outreach  
Urban Design  
Planning Advocate  
Planning Firm (private sector)  
Planning Agency (public sector)  
Emerging Planning and Design Firm  
Communications Initiative

For a complete list of the award categories, visit [www.apacalifornia.org/awards](http://www.apacalifornia.org/awards). For more information or questions, please contact:

**Danny Castro**, APA State Awards Coordinator (South)  
[dcastro@cityofsierramadre.com](mailto:dcastro@cityofsierramadre.com)

**John Cook**, AICP, APA State Awards Coordinator (North)  
[j.cook@circlepoint.com](mailto:j.cook@circlepoint.com)



CAROL D. BARRETT, AICP | CPF President

# Annual Auction Raises More Than \$27,000 for Student Scholarships

Once again, planners and other planning professionals opened their hearts and wallets to benefit students during the California Planning Foundation's (CPF) Reception and Silent/Live Auction in Visalia, CA this past October during the 2013 APA California Conference. Through multiple fundraising mechanisms, we raised over \$27,000 for CPF's Student Scholarship program. During the conference's first two days, we sold tickets to our drawing at registration and then in the exhibitor's area. In fact, the drawing was so popular, we ran out of tickets before we ran out of folks to sell them to! On Monday afternoon we unveiled the Silent Auction items which included many popular, interesting and unique donated items such as art work, iTunes gift cards, and different wines from all over California. We also introduced the Planner's Treasures table which features those hard-to-find items from planners around the state.

That Monday evening, CPF's Reception and Live Auction featured our entertaining (and persuasive) auctioneers, Steve Preston, FAICP and Jennifer Lilley, AICP, who provided endless entertainment as well as helped to generate enthusiastic bidding wars over many items. Donations

ranged from hotel nights in Tahoe, Las Vegas, Mammoth, and San Diego, to professional development sessions in law and ethics. Museum passes, planner's tours, and planner's art were some of the fun and unusual items up for bid. Betsy McCullough, AICP won her ticket on the 2014 CPF Bicycle Tour, but you can still attend the tour in May! See Save the Date Flyer below. The San Diego Section won the Section Challenge with the San Diego Mid-City Hipster Weekend.

In addition, we gained many Friends and Sponsors of CPF before and during the auction. There's always time to help and be a part of the Foundation. Please visit <http://www.californiaplanningfoundation.org/donations.html> to donate to CPF, and we look forward to seeing everyone in Anaheim.

“Thank you to all our donors and auction winners.”

CPF Board of Directors



Join the California Planning Foundation Board!

The California Planning Foundation (CPF) is seeking candidates for two positions on the Board of Directors. The Foundation is a non-profit, charitable corporation established to further the professional practice of planning in California. CPF's primary activity is raising funds and awarding scholarships to planning students. CPF also sponsors workshops, publications, and professional development programs.

The Board meets quarterly alternating between Northern and Southern California. Board member serves on committees, and assists with fundraising and other activities. Check out the CPF website [californiaplanningfoundation.org](http://californiaplanningfoundation.org) for more information. Every APA California member is eligible to serve on the CPF Board. We are seeking people willing to make a commitment and to serve with energy. Contact Carol D. Barrett, FAICP, CPF President, at [caroldbarrett@gmail.com](mailto:caroldbarrett@gmail.com) or (818) 238-5250, if you are interested in being nominated to run as a candidate.



American Planning Association  
California Planning Foundation

## Planner's Bicycle Tours

May 2, 2014 | 9 am-4pm

Join local planners, architects, developers, students and other planning professionals on one of two spectacular bicycle tours.

- 1) City of Davis – Pedal through Bike City, USA with planners and city officials. Davis has been widely considered the "Bicycle Capital of America" since as far back as 1964. Davis was the first city to earn the Platinum Bicycle-Friendly Community Award from the League of American Bicyclists. It is also the home of the U.S. Bicycling Hall of Fame. Davis was the first city in the nation to experiment with and implement the now-ubiquitous bike lane. There are now more than 100 miles of bike paths, lanes, and trails in the city.
- 2) City of Long Beach – Explore a major Port City on two wheels. Long Beach has five major Class I bike paths within its boundaries encompassing over 60 miles. The City also has many Class II paths that are painted lanes on roadway and Class III paths, connecting bike routes with shared use of road with cars. The Shoreline Pedestrian/Bicycle Path was initiated by citizens who wanted to link an existing 29-mile bike path system. This 3.1-mile bike path is a 17-foot-wide concrete trail on the beach, extending from Alamitos Avenue on the west to 54th Place on the east.

Please check [californiaplanningfoundation.org](http://californiaplanningfoundation.org) in February to secure your spot on one of these great tours. For questions, please contact Darcy Kremin at (510) 874-3110 or [darcy.kremin@urs.com](mailto:darcy.kremin@urs.com).

CM Credits pending

Save the date



## UPDATE | Tracey Ferguson

## Nationally Recognized Program, PLAN Sac Valley Launches Third Year

One of the long standing goals of the APA Sacramento Valley Section has been to provide the best quality service to our members, including supporting young planners, and with this spirit in mind, the Section Board in January 2010 officially backed the idea to start a mentorship program. After more than a year of planning, the Sacramento Valley Section in association with the Young Planners Group (YPG) began the PLAN (Planning + Leadership + Advancement + Networking) Sac Valley mentorship program in October 2011. The program provides young planners with 1-5 years of career experience with an enriching mentoring environment to develop and advance their technical, leadership, and networking skills, and is dedicated to offering the support, resources, and tools necessary so that planning remains a viable career choice for young planners.

Sacramento Valley Section has been recognized as a leader in creating a mentor program that makes a difference in the careers and lives of the next generation of planners and has received state and national APA awards for programming excellence. In demonstration of the transferability of the Sac Valley Section's PLAN program, the National APA Director of Early Career Programs, the APA CA Chapter honored the Sacramento Valley Section with the 2012 Section Activity Award of Excellence for the PLAN Sac Valley mentoring program in providing the quality, relevance, and significance in affecting young planners' lives and careers. In April 2013 at the APA National Conference in Chicago, in recognition of the Sac Valley Section's PLAN program, the California Chapter was awarded the Karen B. Smith Award for Outstanding Service to Members.



Today PLAN Sac Valley has launched into its 3rd year and enrollment in the 2013/2014 PLAN class includes nine mentors and nine mentees from a diverse range of backgrounds including public sector planners from local, regional, and state governments; non-profits; a land developer; and private consultants representing small and large planning and law firms.

Over the duration of the program, mentees are able to build and extend their professional networks with the help of PLAN Sac Valley professional peers and mentors, which as a result of the mentoring program experience, ultimately serves as career-long resources. After participation in PLAN, mentees walk away with a greater knowledge of the planning sphere and have built an extended network of peers and mentors that will serve as a valuable resource beyond the program experience.

While the careers of the mentees are advanced, the program also functions as an energizing force for the "seasoned" planners, in which our mentors, advisors, and guest speakers regain a sense of purpose and commitment to the planning profession. PLAN Sac Valley mentors are established technical and planning policy professionals with over 10 years of experience that volunteer to share their knowledge with the next generation of planners, that in turn, enhances their communication and management skills and leads to the development of lasting relationships with young planners and colleagues.

The Sacramento Valley Section is committed to continuing the PLAN Sac Valley mentoring program for young planners on an annual basis.

## ➤ Call for APA National California Delegates

APA Legislative and Policy Committee will be presenting policy guides on two topics for adoption at the upcoming National Conference in Atlanta. The topics are **hazard mitigation** and **planning for an aging population**. These guides were presented as discussion drafts at the 2013 Delegate Assembly, and the current versions are available for review at: <https://www.planning.org/policy/guides/>

We are looking for 15 volunteers to serve as CA Delegates for the Delegate Assembly. If you are planning to attend the conference, please considering this opportunity to participate in this important process by helping California to maintain its presence and influence in the policy making process. APA California has been well represented at past Delegate Assemblies and has a history of proposing amendments to the policy guides that are well received by the delegates from other Chapters and the coordinating committee. We look forward to receiving your input

and participation to assist us in continuing this tradition.

This year, the Chapter will be allotted 15 delegates to represent it's position. If you will be attending the Conference and are interested in serving in this capacity, please contact: Marissa at [marissaaho@gmail.com](mailto:marissaaho@gmail.com) or Brooke at [brooke.e.peterson@gmail.com](mailto:brooke.e.peterson@gmail.com)



### Seeking Comments

Policy on HAZARD  
MITIGATION and  
PLANNING FOR  
THE AGING

APA California is seeking comments regarding the proposed policy guides, which are due by March 25, 2014. Please forward any comments you may have to Marissa Aho ([marissaaho@gmail.com](mailto:marissaaho@gmail.com)), who is coordinating APA California's policy guide comments and Delegate Assembly effort this year. Current draft versions are available for review at the APA website: <https://www.planning.org/policy/guides/>

## Berkeley's Downtown Area Plan: A Hard-Fought Win

*Winner of National APA's 2014 Award for "Best Practices," Berkeley's Downtown Area Plan was forged from extensive community decision-making and fueled by passionate intellectually-rich debate. The Downtown Area Plan (DAP) and key implementing elements, were adopted after six years, countless public meetings and workshops, and a two-year advisory committee. Even then, citizens forced a 2010 referendum which resulted in a limit of high-rise buildings downtown.*



University Avenue, Berkeley - existing & proposed

### AICP 4 APA California Members Join the Ranks of FAICP

The California Chapter has been notified that four of our AICP members have been elected into the **College of Fellows of AICP**. Please join the Chapter Board in applauding and recognizing the following members:

- **Jerome Lubin** in the category of *Community Service & Leadership*
- **S. Gail Goldberg** in the category of *Professional Practice*
- **Thomas Jacobson** in the category of *Teaching & Mentoring*
- **Margo Wheeler** in the category of *Professional Practice*

### CONGRATS New AICP Members

39 California Chapter members passed the AICP Exam in November 2013! You join over 2000 others in the Chapter who are also Members of the American Institute of Certified Planners! The Chapter's pass rate for the November exam was 68.5%, slightly exceeding the National average pass rate of 67%. Below is a list of exam passers listed by Local Section:

#### Central Coast:

Leeanne Singleton  
Nathaniel Eady

#### Inland Empire:

Robert Aguirre  
John Oquenda

#### Los Angeles:

Paul Travis  
Matthew Maddox  
Geoffrey Danker  
Jennifer Williams  
Pal Shauvik  
Rodney Rixey  
Daniel Inloes  
Jane Choi  
Alberto Tovar  
Larry Schlossberg  
Carlos Velasquez  
Tyler Kim

#### Northern:

Mariya Hodge  
Clare Campbell  
Robert Wood

Jeffrey Liljegren  
Alex Westhoff  
Amanda Leahy  
Susan Miles  
Felipe Robles  
Xiao Wu  
Daniel Wu  
Rodney Leach  
Kohar Kojayan  
Robert Peterson  
Christina Thomure  
Elizabeth Burks

#### Orange:

Jaime Murillo  
Sean Nicholas  
Stephanie Roxas  
Hallie Rulnick  
Maisoon Afaneh

#### San Diego:

Joel Levantz  
Rozanne Cherry

#### Sacramento Valley:

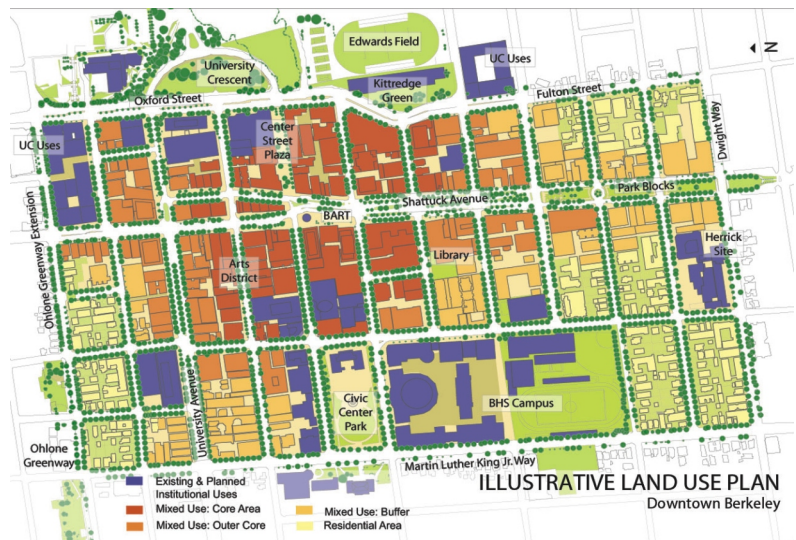
Tristan Osborn

Democracy does not make for the most efficient decision-making, but it elevates discourse and challenges policy makers to address diverse perspectives with innovative and multifaceted strategies. For Berkeley's Plan, this democratic process led to a clearly articulated vision on how to revitalize an older city center and make it a model for livability and sustainability. The Plan's vision presents a leading edge for best practices, comprehensive policies, and effective tools, as noted below. The policy-level Plan was accompanied by concurrent adoption of key implementing measures, including new Zoning, amended Design Guidelines, a "Street & Open Space Improvement Plan," and financing vehicles for affordable housing and public improvements.

The Plan adds capacity for an additional 3,000 dwelling units and 2,000 jobs within a short walk of BART and over 30 bus routes. The Plan stresses affordable housing creation and provides anti-displacement strategies. New "Downtown Mixed Use Zoning" uses form-based provisions to focus growth near transit, minimize impacts on surrounding neighborhoods, and maintain continuous building fronts and storefronts. From a historic Preservation and Urban Design perspective, policies protect historic resources while also encouraging complementary new development. A revised set of "Downtown Design Guidelines" promotes

context-sensitive new development while also addressing sustainability and other contemporary needs. Further, the Plan and new Zoning require LEED Gold or equivalent environmental performance for new projects and offers incentives for adaptive re-use. New Zoning also obliges new development to deliver transit passes to each household and employee, provide on-site car-sharing, and "unbundle" rent for on-site parking from other rent. Low on-site parking requirements encourage higher densities, further increasing walk-to conveniences and transit use.

The Plan recognizes improvements to the public realm as vital to the livability of dense urban places and competitiveness of downtown's economy. A comprehensive "Streets and Open Space Improvement Plan (SOSIP)" calls for pedestrian- and bike-friendly improvements. Most major improvements are made possible through "road diets," which eliminate unnecessary traffic lanes. Cost estimating and a "Public Improvements Financing Strategy" led to a new SOSIP development impact fee to fund improvements. Economic policies emphasize continued growth of downtown as a center for entertainment and a high-density residential neighborhood. A "Downtown Development Feasibility Study" was developed to help ensure that Plan parameters allow rapid housing creation, and finance public space and transit improvements.





HING WONG | President Elect

# Join the APA California Board

APA California is seeking qualified candidates from our membership to run for positions on the Chapter Board of Directors. The following positions are open during the upcoming election cycle:

- **Vice President for Conferences**
- **Vice President for Policy & Legislation**
- **Vice President for Professional Development**
- **Commission & Board Representative**

A list of duties for each positions and election documents as well as the Election Policies & Procedures can be found on the APA California website, [www.apacalifornia.org](http://www.apacalifornia.org). Please consider serving your profession and colleagues as part of APA's leadership. Election materials must be returned to Hing Wong, AICP, APA California President Elect, by April 30, 2014 to be considered by the Nominating Committee. Please e-mail your complete nomination packet to [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov).

## Required Materials

- **Position Statement:** A position statement, no greater than 600 words, prepared in accordance with the "Guidelines for Writing Background/Experience and Position Statement" (Appendix 1 to Election Policies and Procedures). You are encouraged to focus your statement on issues and ideas affecting the future of the organization. To assist you in preparing your statement, please refer to the APA California Chapter Strategic Plan, available at [www.apacalifornia.org](http://www.apacalifornia.org). Please note that should you be nominated, this statement will be published on APA California's website.
- **Eligibility Form** (Appendix 2 to Election Policies and Procedures): The form asks you to identify the office for which you wish to be considered and to make a personal commitment to serve, if elected.
- **Candidate Agreement to Abide Form** (Appendix 3 to Election Policies and Procedures)
- **Commitment to Serve Statement** (Appendix 4 to Election Policies and Procedures)

## Optional Materials

- **Photographs:** Candidates running for office may also submit, by April 30, 2014, a recent



photograph to be published with the position statement. Please refer to the Election Policies and Procedures Section 4.2 for details.

- **Supplemental Materials:** If the nominating committee determines that it requires information or materials not mentioned above, you will be contacted. Unsolicited additional materials and phone calls to nominating committee members are strictly prohibited.

If you have any questions on the APA nomination process, please contact Hing Wong, AICP, President Elect at [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov) or (510) 464-7966.

Thanks for your interest! **HW**

NINA IDEMUDIA | Student Representative

# Building a Platform for Student Advocacy and Engagement



I am so delighted to serve as your 2013-2014 Student Representative for the APA California Board of Directors.

Originally from Detroit, I am a

graduate from the University of Michigan – Ann Arbor (GO BLUE!) and I am currently a second year Masters of Planning student at the University of Southern California (USC) with a concentration in social and community planning and a specialization in social justice. I also serve as the President of USC Masters of Planning student body, the Associated Students of Planning and Development.

My honors include the California Planning Foundation's 2013 first prize Outstanding Student Scholarship and the 2013 Award for Excellence in Public Outreach from APA | LA for a program I created at USC called PLANNING for College in which graduate students teach local youth about not only the

importance of a college education, but also the importance of using urban planning to empower their own communities.

As the newest member of the APA California Board, I am very excited to take on the task of enriching the educational, professional, and social experiences of planning students throughout California. The goals for my term as Student Representative are very clear and simple. I want to implement small sustainable changes in order to lay a solid framework to build on for years to come.

Although I have outlined these goals, I cannot accomplish them alone! I highly encourage students to be proactive, participate in APA events, and take advantage of all the resources APA has to offer. One of the first things you can do to jump-start your participation in APA is to attend the state conference, taking place in Anaheim (Disneyland!) September 13th – 16th. We are working with the conference committee to create a dynamic and valuable student experience. Student day, which takes place Saturday, September 13th, is completely free!

If you have any questions on how you can be involved with student leadership within the state or about APA in general, please don't hesitate to contact me! **NI**

## 2013-14 Goals to Improve Student Involvement

### Short-Term

- Formalize the student leadership structure throughout the state with Local APA Section Student Liaisons.
- Develop common programming goals and initiatives among Local Sections for student APA members throughout the state.

### Mid-Term

- Increase Student participation in the APA California Conference.
- Generate feedback from APA California student members about their APA experience.

### Long-Term

- Increase APA student membership retention rates after graduation.

DAVE SNOW | VP Policy &amp; Legislation

SANDE GEORGE | Lobbyist

LAUREN DEVALENCIA Y SANCHEZ | Lobbyist

## APA California Legislative Update

The 2014 Legislative Session resumed on January 6th. Two-year bills that are moving this year must pass out of their own house by January 31st. The deadline for introducing new bills is February 21st. The APA California Legislative Review Teams will meet in person to review and take positions on bills in early March.

### KEY TWO-YEAR PLANNING MEASURES THAT WILL RETURN THIS YEAR INCLUDE: AB 52 (Gatto) Impacts of Projects on Tribal Resources Under CEQA

This bill, sponsored by the Native American tribes, is intended to provide a separate statutory process for tribes to engage in the California Environmental Quality Act review process to avoid significant effects on tribal resources. AB 52 as it is currently in print still includes processes, definitions and timelines that are not consistent with CEQA. APA California, as well as the League of Cities, CSAC, RCRC and California Building Industry attorneys, have continued to work on language the last few months that would provide a process to protect tribal resources, but also ensure that changes made to CEQA are feasible within and compatible with the existing CEQA process. The Governor through the Office of Planning and Research is also weighing in on amendments to AB 52. Those negotiations are continuing. **APA California Position:** Work with tribes on definitions and process

### AB 1331 (Rendon) and SB 42 (848) (Wolk) Water Bond Framework.

These bills at the end of session last year were substantially amended to provide a framework for a new water bond to be placed on the ballot. These bills were postponed until 2014, however, to allow the Legislature more time to determine the

total amount of the bond, the core purposes and priorities, and allow for more public input this spring. Informational hearings will be held over the next few months. To provide adequate time for negotiations, Senator Wolk decided not to move SB 42 and instead introduce a new 2014 bill, SB 848. **APA California Position:** The APA California Board decided to support both AB 1331 and SB 848 and recommended that the bills continue to concentrate the limited \$6 billion in proposed bond funds on the most important water projects: water quality, water supply, watersheds, storage, and flood and storm water management.

### OTHER PLANNING BILLS EXPECTED TO BE INTRODUCED IN 2014:

To date, new 2014 legislation is slowly being introduced. However, APA California is anticipating a number of key issues to show up in new bills:

- Limitations on local parking requirements
- Requirements for sustainable farmland strategies
- Authorization for backyard and urban gardens and direct on-site sales
- Reduction to a 55% vote for specific projects to be funded through Infrastructure Financing Districts, and expansion of IFD projects to military base reuse, urban infill, transit priority projects, and affordable housing (Governor's proposal)
- Authorization for other redevelopment alternatives
- Limited changes to CEQA
- Local control over massage parlors
- Streamlining wireless facilities siting
- Local incentives for green projects
- Authorization for "at-risk" building



owners (i.e. subject to earthquakes) to retrofit property in exchange for lowered taxes

- Incentives for urban development
- Also expected will be the Governor's budget trailer bills to: fund transportation infrastructure including SB 375 implementation; provide a dedicated source of funding for high-speed rail through allocations of AB 32 cap and trade funds; also allocate \$100 million of cap and trade funds to the Strategic Growth Council for SB 375 projects including transit and transit-oriented development, various projects in disadvantaged communities, low-income housing and affordable housing near transit stations, active transportation projects (walking/biking), environmental mitigation and agricultural land preservation and related planning, and local planning that promotes infill development and reduces VMTs; and provide new funding for waste diversion and water projects including wetlands, coastal watershed, flood protection, water storage capacity, groundwater management and drinking water improvement programs.

## "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.opacalifornia.org](http://www.opacalifornia.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.



## NEW 2014 LEGISLATION NOW IN PRINT



The 2014 legislative session is back and moving in full swing. The deadline for new 2014 legislation to be in print was February 21st, with thousands of new bills introduced. The APA California Legislative Review Team held its first meetings to take positions on key planning-related legislation mid-March. APA will now begin the process of meeting with members, submitting letters outlining our position and potential amendments if appropriate, and preparing for hearings set to begin at the end of March.

On March 1st, the Governor signed two drought relief measures. The bills provide \$687.4 million to support drought relief, including money for housing and food for workers directly impacted by the drought, bond funds for projects to help local communities more efficiently capture and manage water, and funding for securing emergency drinking water supplies for drought-impacted communities.

On the regulatory front, APA through its ECAT group, has been meeting with OPR on the CEQA Guidelines Update and OPR Level of Service/threshold draft and has provided comments. The CEQA Guidelines comment period has closed. OPR will make revisions and go back out for more comments. They hope to have the final version of the updated guidelines by 2015. OPR is required to develop an initial draft of the alternative metrics for the Level of Service/threshold by July 1, 2014. OPR has developed a preliminary evaluation of possible metrics to replace "level of service" in transportation analyses. The deadline for comments passed on February 14th. In addition, the Air Resources Board (ARB) released its Scoping Plan Update draft, which is available on the link below. There are quite a few strategies identified related to local land use in the document. The Update will be brought back to the ARB Board in late spring for adoption.

<http://www.arb.ca.gov/cc/scopingplan/scopingplan.htm>

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

[www.apacalifornia.org](http://www.apacalifornia.org)

## Beyond the Fence

well, but all of these measures would come under the category of "managing the asset;" none truly position LAX for a future of dynamic growth. to be clustered around airports to allow faster, more efficient and competitive product delivery to market. What is needed in order to make the most of this opportunity is comprehensive land use planning and strategy that takes into account a much larger area than just the airport itself.

Examples he cities include Schiphol Airport outside Amsterdam, where land uses within a 20 mile radius are planned as part of an "airport city". Employment centers are clustered with residential and mixed use, improvements in multimodal transportation infrastructure maximize throughput, expanded open space networks and community amenities improve the quality of life and tell a story to the world about what the region has to offer.

### A MORE COMPREHENSIVE APPROACH

To continue to compete, LA needs to provide the proper infrastructure to support high value vertical industries such as hi tech manufacturing, warehousing and logistics, biomedical, agribusiness, entertainment, and consulting around the airport. These industries cluster here because they service the global economy, where customization and speed to market are essential for success. An LAX Aerotropolis based planning effort would blend and optimize the needs of "inside the fence" airport functional needs with "outside the fence" logistics and support uses that optimize the larger area and over longer time frame. It would need to look at the history of the area, its strengths and weaknesses from a physical planning and demographic perspective; it would integrate resiliency planning. It would formulate a number of team-based design and funding proposals for the area that address the short and long term needs in terms of land use, circulation and open space. It would bring together local planning officials, stakeholders, and other community constituents to provide them a means to collectively make investments and share in the revenue. It would develop a series

of goals and objectives that are economic, social and environmental, and measure progress toward shared benefits. Here are some suggestions for a more comprehensive approach to rethinking LAX:

- Streamlined Governance: through the establishment of a multi departmental governing body and employing an integrated approach.
- Efficient Movement of Cargo: by focusing on making airport-centric businesses with better freight connections.
- Better Passenger Experience: to improve its tourism with added amenities via full service hotel accommodations.
- Knowledge Based Land Uses: by developing a framework to encourage "creative class" near the airport.
- Optimized Runways: through the renovation of existing runways and adding enhancements to minimize community impacts.
- Multimodal Mobility: via better integration of intra modal transportation for a more efficient and seamless travel experience.
- Ecological Infrastructure: exploring opportunities to produce solar power and increase habitat areas, trails, and other green infrastructure.
- Designed Environment: using urban design strategies such as public art and landscaping as well as markers and other wayfinding strategies.

The future is promising for LA as it home to some of the most innovative and talented people in the world. The city is continually evolving a one of the most diverse, connected global hubs for business, art, design, manufacturing, trade, education and culture. LAX is our global gateway and one of our most important community assets. Short term thinking and incremental improvements will only take us so far. We should plan LAX's future as a long term asset with a bold vision appropriate for the 21st century.



Mines Field 1931 - courtesy of UCLA



LAX 1971 - courtesy of LAFDHS

SCOTT LEFAVER | Planning Commissioner, Santa Clara County

# Active Ex-Parte Involvement for Commission & Board Members

There are two fundamental aspects in the role of Commissioners: to seek out information by asking the questions needed to adequately understand an application fully; and consider all the application's impact within a neighborhood or the broader community. By engaging in this process in an inquisitive yet fair way will ultimately lead to informed decisions. So how does a commissioner accomplish this?

One way to understand those impacts is to go into the neighborhood and seek conversation and discussion. Actively soliciting information and opening conversations with those who may be affected by a planning commission's decision is an approach quite different than is urged certain jurisdictions. They suggest that commissioners receive information only during scheduled public hearings during formal presentation to all parties while others suggest no contact with anyone other than staff outside the public hearing. Essentially in these communities, it is believed the best policy is for commissioners not to engage in ex parte contacts. Under this scenario, even if a commissioner makes an on-site visit, that commissioner is cautioned not to talk with anyone and to just look. If additional information is needed, or questions arise about an application, it is encouraged that such they are to be referred only to staff. If adopted as official policy, this method would seem to be, at best, stifling.

Ex parte conversations and contacts occur when a planning commissioner talks or corresponds with an interested party outside of a noticed public hearing or workshop. An interested party is any person who has an interest in an item before the planning commission. Ex parte contacts can be anything from a conversation prior to a planning commission meeting with an applicant or neighbors, taking a phone call from the local

homeowners' association president expressing concerns, to a site visit of the proposed project with the applicant or neighbors present.

A commissioner's job is to understand the community's existing context and goals and to evaluate an application's potential impacts. Relying only on staff reports and formal presentations at public hearings can narrow the range of information when making informed decisions. It also forces people who may not feel adequately knowledgeable or consider themselves shy to hesitate to share their thoughts. Such protocols can be less than productive. Members of the community should have every opportunity in any number of forums to express their ideas and thoughts, even if it's one-on-one outside a public hearing.

Of course there needs to be rules of engagement for actively seeking information from the community. Before proceeding with this more open approach, understand state and local laws which govern commissioners when having these conversations. Most state laws are strict in such areas as defining a "meeting"; when you can discuss items between commissioners;

conflicts of interest; and due process considerations. Ethics are also governed by state law and common sense. For example, in California, to minimize any due process violation and establish a clear record, the commissioner must declare on the record during the public hearing, all ex parte contacts and/or site visits conducted. Further, they should explain or provide all "evidence" they obtained during these activities that might influence their decision. This explanation not only meets the requirements of State law it also helps other commissioners benefit from the additional information. This more open ended approach does not lessen



the significance of the information presented by staff, the jurisdiction's adopted goals, plans and policies or the insights of your fellow planning commissioners. The opposite will likely be the case. You will better understand the application, the points of information and issues of contention.

Planning Commission meetings should not be considered courts of law with strict procedures of presenting evidence structured in a certain form and manner. Nor should planning commissioners be considered judges who must adhere to strict forms and procedures. Such strictures can severely limit the input of information and community interest. It may compel those who want to be heard to hire professionals who understand the rules and procedures to "make the case." There is nothing wrong with using such

*“ Before actively engaging the parties for information, take time to understand state and local laws which govern commissioners in this type of activity. ”*

professionals, but when people feel compelled to hire them in order to be heard, they may not be heard at all.

The Commissioner and other planning commission related magazines such as the Planning Commission Journal have articles suggesting the best commissioners are the type who not only prepare well for commission meetings and participate thoughtfully, but ones who make an extra effort to become especially informed about their community. Such efforts help the commission work towards creating a better community. What better way than to go out, talk with people, find out about their concerns and bring those thoughts to the commission during a public hearing.

## Planning Commission or Board Members, Are YOU Seeking Information and Other Resources?



Over the next several months, the APA California will be uploading – to the Chapter website – information and other resources, including archived materials and relevant links, in order to help you be an informed and effective decision-maker. To start, visit the homepage and look for the PLANNING COMMISSIONERS link under the Membership tab. [www.apacalifornia.org](http://www.apacalifornia.org)



MIGUEL A. VAZQUEZ | CPR, VP Communication



## California Planning Roundtable: Year in Review

The past year was a period of frenetic activity for the California Planning Roundtable (CPR). A number of CPR workgroups witnessed significant progress towards addressing today's issues affecting the planning profession. The workgroups that were formed in 2012 and their accomplishments in 2013 include the following:

- **Economics and Public Finance:** Drafted potential legislation that could be introduced by the state legislature in 2014 on Neighborhood Infrastructure Finance Districts that would allow local governments new public investment tools to invest in their communities.
- **Healthy Communities:** Completed a definition of "Healthy Communities" and sponsored a panel on the subject at the Roundtable's meeting in Pasadena.
- **Changing Demographics:** Engaged a number of experts in the field in panel discussions at Roundtable meetings and at the APA conference on this subject that portends great changes in California's future.
- **Infill Development:** Made significant progress in evaluating the potential barriers to infill development and devising solutions to remove those barriers to spur mixed-use infill development in California's urban areas.
- **Reinventing the General Plan:** Coordinated closely with the state Office of Planning and Research (OPR) in their update of the state's

General Plan Guidelines, provided detailed comments to OPR, and added to the growing list of "Great Examples" of recently enacted General Plans in California.

- **Regionalism and SB 375:** Developed a stronger focus in addressing the issues that SB 375 poses to regional governance.

The Roundtable met five times in 2013 at different locations in California. The programs included various panel discussion, discussion of regular business, walking tours and networking activities:

**Sacramento - January 24-25**

CPR meeting where members focused on economics, financing, redevelopment and regionalism.

**Pasadena - May 9-10**

Changing Demographics and the Intersection of Planning & Public Health were the topics of this program which included a downtown walking tour.

**Truckee - July 25-26**

Themes of regionalism and development transfer rights were presented and discussed at this convening. Members attending this meeting also had an opportunity to trek along the Truckee River Legacy Trail.

**Visalia - October 6-9**

The Roundtable also had significant presence at the APA CA Annual Conference in Visalia, CA.



CPR on walking tour of Downtown Riverside

For the first time since CPR's inception, a table with information about the organization was included in the exhibitor's area where members had an opportunity to meet and greet the conference's participants. In addition, CPR hosted a successful reception as a strategy to increase the profile of the organization through networking. The most impactful CPR contribution at the conference, however, was its members' participation in various panel sessions which included three that were specifically organized by the Roundtable:

**The Citizen Leader: Broadening the Ranks of Planning Leaders**

**Infill Development: A Fanciful Vision for the Future, or Reality?**

**The Facts Behind Demographic Change in California: How Planners Can Respond**

**Riverside - November 8-10**

The 2013 CPR Retreat was the most dynamic event of the year. Members joined a guided downtown tour with historian Steve Lech, visited the Center for Social Justice and Civil Liberties, hiked Mount Rubidoux, played basketball and explored key points of the City of Riverside. The program included an array of distinguished So Cal speakers discussing regionalism. Dr. Ron Loveridge, Immediate-Past Mayor from the City of Riverside delivered the keynote address.

**Hike to Plan**

In 2013 CPR organized two Hike to Plan/Plan to Hike events:

San Timoteo Canyon hike, which was conducted in collaboration with the Inland Empire Section

Understanding the Environment, Ecology and Hydrology of the Upper Newport Bay. A hike organized in collaboration with the Orange County Section.

### CPR GOALS FOR 2014

1. Evaluate effectiveness of the Reinventing the General Plan Project
2. Strengthen direction and focus on outcomes of CPR's workgroups
3. Re-structure website to make it more relevant to the planning community
4. Establish a Leadership Institute for planners

For information, visit [www.cprroundtable.org](http://www.cprroundtable.org)



KEVIN KELLER | Past President

## Newly Elected to APA California Board of Directors

This past January, four members stepped into a new role on the APA California Board of Directors. These individuals have made a significant commitment to continue the Chapter's efforts in developing programs, communicating news, offering resources and articulating the Chapter's positions to advance the planning profession. So please join APA California in congratulating the newly elected members of California Chapter Executive Board.



### President-Elect

Hing Wong, AICP | Assoc of Bay Area Government Northern Section



### VP for Administration

Kristen Asp, AICP | City of Glendale Los Angeles Section



### VP for Public Information

Marc Yeber, ASLA | West Hollywood Los Angeles Section



### VP for Membership & Marketing

Virginia M. Viado | URS Corporation Los Angeles Section

APA California also welcomes four new elected Board Members to the California Planning Foundation (CPF), our affiliate organization in promoting planning education throughout the state (this needs to be verified).

Juan F. Borrelli, AICP | City of San Jose Northern Section

Ted Holzem | Mintier Harnish Sacramento Valley Section

Shawnika Johnson | City of Fontana Inland Empire Section

Hilary Nixon | San Jose State University Northern Section

Please join me in thanking all of our very qualified candidates who participated in the 2013 APA California elections. Our volunteer spirit is what makes APA California what it is! KK



GUSTAVO N. GONZALEZ | Inland Empire Section Historian

## Inland Empire Symposium Explores Comprehensive Plans

As the new Section Historian, I had the pleasure of organizing APA California - Inland Empire Section's 6th Annual Planning Historical Symposium. Hosted by the City of Riverside, this year's symposium was held on November 15th at the historic Stewarts Boathouse at Fairmount Park in Riverside.

Entitled "Visionary City Planning: Exploring Past, Present and Future Comprehensive Plans," this year's panel focused on Riverside's role in the early planning movement in California beginning with the formation of Riverside's first planning commission in 1915 and subsequent adoption of an early comprehensive plan by one of California's most famous early planners, Charles Cheney. The symposium also took participants through the City's recent award-winning General Plan 2025, a visionary plan built on 'smart growth' principles, as well as a number of comprehensive planning efforts currently underway in Riverside, including a comprehensive 'smart code' plan, streetcar

feasibility study, restorative growth initiative, and local food system and neighborhood planning strategies.

Chapter Co-Historian Steve Preston, FAICP led a panel of experts in a candid and lively discussion on the history of comprehensive planning efforts in Riverside. Topics of discussion included the visioning process, community participation in the planning process and the imprint on the built environment.

Panelists included Marion Mitchell-Wilson, a leader in the state's preservation movement and a former Executive Director of the Inlandia Institute; former Riverside Planning Director and former Riverside City Councilmember, Ken Gutierrez, AICP; and Al Zelinka, FAICP, current Riverside Community Development Director and a former president of the California Planning Roundtable. Marguerite Duncan-Abrams -- whose research on the early planning movement in Riverside is perhaps the most comprehensive work on the subject available.



6th Annual Planning Historical Symposium

As an added bonus, participants were also treated to a guided walking tour of historic Fairmount Park. Designed by the Olmsted Brothers in 1911, the park was named one of the 'Great Public Spaces in America' by APA in 2011.

Overall, the symposium was a success and, thanks to the City of Riverside, I was also given the opportunity to record it for inclusion in APA California's Planning Archives at California State University, Northridge. The recording can be viewed at: [www.ies-apa.org](http://www.ies-apa.org).

» To Find Out More About the Planning Resources and Activities in Your Area, Visit Your Local Section's Web Site

## Share a Local APA Section Event or News?

**Local APA Section Officers,** If you have a local APA event, announcement or news you would like to share with rest of the Chapter membership, this may be one of the places to do it. We are planning to highlight up to 2 local section activities in each future issue of the *CalPlanner*. Submissions must be timely, on point and relevant to the general public. Including a compelling photo makes it even more interesting to the readers. For more information on submission guidelines, contact Marc at [myplanning@live.com](mailto:myplanning@live.com)



Guided tour through Fairmount Park, Riverside, CA



## Planners Emeritus Network Recognizes Leadership and Individual Accomplishments in the Planning Profession

Seven PEN honorees were recognized at the 2013 APA California Chapter Conference in Visalia. They are all inspiration to the planning profession and APA California.

**Jane Blumenfeld**, had a 32 year career in Los Angeles. Prior to retiring in 2010, she was Acting Deputy Director of the Los Angeles Department of City Planning



**Linda C. Dalton**, FAICP, Ph.D., is Vice President, Planning, Enrollment Management, and Student Affairs, California State University, East Bay



**Barry Miller**, FAICP, has been a planning consultant for nearly 26 years and spent 4 years working of the Washington DC Office of Planning.



**Susan Healy Keene**, AICP, has a career spanning more than 25 years both in the public & private sectors. Currently she is the Community Development Director for Beverly Hills



**Pete Parkinson** has worked in local government for 30 years, 17 of which was for Sonoma County. He is currently the Interim Director of Planning for Napa County



**Donald Weden** worked for Santa Clara County Planning for 34 years, much of that time as a Principal Planner



**Betsy McCullough**, AICP, retired after a career of over 30 years with the City of San Diego progressing through to Deputy Planning Director



STANLEY R. HOFFMAN, AICP | PEN President



## What is PEN? Why Does PEN Matter?

The Planner Emeritus Network (PEN) is a resource support group. PEN is comprised of long-tenured members of APA California Chapter who are available to provide substantial knowledge of the profession as it has evolved in California. PEN members can also provide their personal insights, experiences and planning history to the Chapter Board and the profession. That insight will be shared at the 2014 Statewide Conference in Anaheim. PEN has organized a panel called: **Think Globally. Plan Locally: From Globalization to the Gateway Cities Strategic Transportation Plan**

### Brief History of PEN

PEN traces its roots to the APA National 1992-93 Planning Pioneers Program. Then-California Chapter President Steve Preston, and former Chapter Historian, Betty Croly, recognized the need to honor those who might otherwise be forgotten in California. That's what led to PEN. Receptions held during the Statewide conference allowed Chapter leaders to get to know some of the individuals who had helped shape California planning, but whose names had been otherwise unknown to current planners.

In 1995, the California Chapter Board created the Planner Emeritus Network. Since its inception, the program has been a success, and a decision was made to formally recognize two types of individuals:

- Highly-regarded planners whose names might no longer be recognized by the current generation, but whose contributions spanned and informed those generations.
- Planners who had contributed significantly to the advancement of the profession, but may never have been recognized by the profession's traditional awards structure.

### PEN Board of Directors

The organization is led by a 13 member Board. Executive Officers currently are: President, Stan Hoffman, Vice-President, North, Jeanette Dinwiddie-Moore, Vice-President, South, Robert Paternoster, and Secretary/Treasurer, Gina Natoli, plus six voting members, including: John Anderson, Don Bradley, Mike Henn, Brian Smith, Carol Barrett, and Rick Preutz. Additionally, Immediate Past President, George Osner, and Chapter Historians, Steve Preston, South, and Larry Mintier, North are non-voting members.

### Membership

Membership is open at no charge to Life members of APA, AICP Fellows from California, retired planning professionals who are members of APA, the California Chapter Historian(s), members of the California Planning Historical Society, former State-wide elected Board members of APA California Chapter, and others who have demonstrated significant long-term career contributions or who have enhanced the recognition of planning.

### PEN Committees

PEN committees include:

- Honors - nominates planning professionals and others to receive special recognition.
- Programs - plans and presents a special panel program at the annual California Chapter Conference concentrating on challenging and provocative issues.
- Planning History - collects, preserves and makes available significant California Planning archives, and presents ongoing history programs.
- We are also forming a Communications Committee to provide opportunities for better outreach to the planning profession in California and to closely allied organizations.

### Looking Ahead

PEN is enhancing its outreach to California planners through a more visible, informative and interactive presence on the APA California website: <http://www.apacalifornia.org/apa-organizations/planner-emeritus-network/>

Additionally, we are also collaborating with the California Planning History Society (now a part of PEN) to further document and feature the history and practice of planning in California. We welcome your help to identify longtime APA California Chapter members who may be deserving of PEN honors. Please send your nominations to your Section Directors (nominee's name, address, rationale for selection, phone number and e-mail, if possible). Also, please send any suggestions or comments about our programs to our current president, Stan Hoffman, [stan@stanleyrhoffman.com](mailto:stan@stanleyrhoffman.com).

When you support PEN, you help to recognize those individuals who have contributed so much and for so long to our profession.

“PEN is comprised of members who are available to provide to the APA California Board and other affiliated groups experience and institutional knowledge of the profession as it has evolved in California.”



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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 rethinking 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](mailto:myplanning@live.com)





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