



# CAL Planner

MAY - JUNE 2007

***CCAPA State Conference  
September 30 - October 3, 2007  
Fairmont San José Hotel***



***See pages 9 - 12 for conference  
information and early registration savings!***

# Letter from the PRESIDENT

By Vince Bertoni, AICP, CCAPA President



It's time once again to sign up for the annual CCAPA conference. Each year, the conference rotates among the eight sections within the California Chapter, so that planners have the opportunity to experience "up close" the wide variety of planning issues that we face in this large, diverse state. This year's conference is being hosted by the Northern Section, which includes the Monterey Bay, the San Francisco Bay Area, and the northern coast up to the Oregon border. San Jose will be the host city; however, the entire Silicon Valley will also be showcased. If you haven't been to San Jose lately, you will be in for a lot of surprises. The city has transformed itself from a largely, suburban community to an exciting urban center with a successful light rail system, mixed use developments, and a reinvigorated

downtown. San Jose has become a model of how a community that has developed in a sprawling manner can continue to accommodate growth, but in a way that creates a denser urban center with livable neighborhoods. The theme of the conference is "Transforming the Urban Fabric," and the keynote speakers will be **Norman Mineta**, former United States Secretary of Transportation and **Carl Guardino**, President and CEO of the Silicon Valley Leadership Group.

The conference is a great place to learn about the latest developments in planning and land use law, such as CEQA and the Subdivision Map Act; explore hot issues, such as green/sustainable building practices, transit-oriented design, and smart growth; and gain insight into upcoming issues and trends, such as planning for a state with a population that is becoming more and more diverse. As always, it is also a great place to reconnect with friends and colleagues. The conference will be held at the San José Fairmont Hotel from Sunday, September 30 through Wednesday, October 3, and I hope to see you there!

## 2007 Planners' Sierra Retreat

*Hosted by CCAPA, Central Section*

August 17 - 19, 2007

The 16<sup>th</sup> Annual Sierra Retreat at YMCA Camp Sequoia — Lake Sequoia, hosted by the Central Section of the California Chapter, American Planning Association, provides a great combination of camaraderie and professional development. Activities for all members of the family are planned. Join Central Section lakeside at beautiful Sequoia Lake in the cool Sierra National Forest at the entrance to Kings Canyon National Park for a professional program mixed with lots of relaxing, swimming, boating, and

fishing. You will enjoy a professional program on contemporary planning topics as well as special activities throughout the weekend.

The cost is \$95 for adults/children 13 and over. Children 12 or younger cost \$65. The fee includes two nights' lodging (housekeeping cabins, bring your own towels and bedding), meals, and all special activities.

For more information, contact Bruce O'Neal at boneal@comcast.net or 559.256.4250.



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AMERICAN PLANNING  
ASSOCIATION

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#### Membership Inclusion Director

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#### California Planner

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Rates for job announcements, display and calling card advertisements can be obtained by contacting CCAPA c/o Stefan/George Associates, 1333 36th Street, Sacramento, CA 95816, 916.736.2434.

### Section Directors

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#### Central Coast

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#### Sacramento

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William B. Chopyk, AICP; 619.667.1187

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California Chapter ..... [www.calapa.org](http://www.calapa.org)  
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# Form-Based Codes . . . The Conversation Continues

Form-based codes and their use in downtown planning and revitalization were the subject of the cover article in the January-February *CalPlanner*. We received two articles in response to that article, and they add different perspectives that

planners may want to consider. *CalPlanner* provides a valuable venue in which to share best practices and perspectives on strategies, and we welcome this discussion.

*Vince Bertoni, AICP, CCAPA President*

## *Downtowns and Form-Based Codes: The Other Side of the Story*

**By Daniel Parolek, CNU; Karen Parolek, CNU; Paul Crawford, FAICP, CNU; Stefanos Polyzoides, CNU**

### **An Overview of Form-Based Codes and Coding Practice**

The primary points of the January-February *CalPlanner* article were that form-based codes do not adequately regulate ground-floor land uses that are central to a downtown's vitality, that these codes eliminate the opportunity for the public to participate in the review of individual downtown development projects, and that "No code, no matter how innovative, can promise the instant vision of some 'new urbanist' developments under the control of one property owner." Query: what if one property owner wants to build a development reflecting new urbanist principles and is anxiously waiting for a code that allows rather than prohibits it?

The main conclusion of the article was an implication that form-based codes (FBCs) do not, but need to, address ". . . specific uses, specific density, design context, and local review . . ." in defining ". . . each downtown's specific DNA." This article is intended to provide a thorough overview of form-based coding as an exciting and effective planning tool that planners in California and elsewhere should not hesitate to consider among the array of available planning and regulatory methods, and also in conjunction with such tools as specific plans. While this article focuses on FBCs in the context of downtown, typically infill development, it is important to note that FBCs are also highly effective in other community zoning applications and in guiding "smart" greenfield development.

California planners have taken the lead nationally in the most sophisticated applications of form-based codes as a planning tool to revitalize and preserve their communities, and frequently, their downtowns. Those who have prepared and used FBCs see them for what they are: planning tools that have been successful in regulating mixed-used environments, that are easy for citizens and elected officials to understand and use, and that can provide more predictable results in the implementation of a community's clear visions for urban design in the targeted areas for varying degrees of transformation or preservation.

Because form-based codes have been getting a lot of press lately, debate has ensued about the merits of FBCs, sometimes without the participants entirely understanding what they are and how they work. In some cases this has also led to codes being written that are not truly form-based codes but are touted as such. An FBC is not just a zoning code with graphics, nor is it simply illustrated design guidelines. The Form-Based Codes Institute has defined a form-based code as:

A method of regulating development to achieve a specific urban form. Form-Based Codes create a predictable public realm by controlling physical form primarily, and land uses secondarily, through city or county regulations.

Form-based codes deal with the issue of desired building form more extensively and prescriptively than conventional codes (and communities are interested in FBCs) mainly because the conventional zoning techniques of setbacks, height limits, floor area ratio, and density fall short in reliably creating a public realm, building-by-building, of a type and character that is predictable. FBCs typically supplement those conventional zoning measures (after adjustment consistent with the desired urban design outcome for the area) with more specific requirements for building placement (minimum and maximum setback requirements or build-to lines), to ensure each new building will work effectively with its neighbors and those across the street to appropriately shape the "public room" of the street.

FBCs typically deal with the other aspects of the desired character of urban design in the area being coded by refining or selectively replacing street and streetscape standards (certainly a key component of the "public room") and by prescribing the "frontage types" and/or the "building types" allowed in each of the zones to be established by the FBC.

Frontage type regulations deal with how a building addresses the street and the nature of its public entrance. Two examples of frontage types are the "Front Yard," which is typical of most detached single-family homes and would not normally be desired in a downtown, and "Shopfront," the frontage type of most main street buildings, that is, a type usually wanted in a downtown. In the case of shopfronts, frontage type regulations may then go on to address the minimum percentage of ground floor window area that is needed to attract passers-by and whether the building entrance needs to be recessed to provide a pedestrian circulation area free of conflicts with those walking by on the sidewalk. By regulating frontage type and differentiating the types allowed by zone, a city can more clearly express to designers the type of place and the character of urban design it wishes to achieve.

Likewise, an FBC may define and prescribe the "building types" allowed in each zone, to achieve goals similar to those for prescribing frontage types. Building types may include various residential types ("Courtyard Housing," "Townhouse") and non-residential types ("Commercial Block") appropriate to the degree

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**The Other Side***(continued from page 3)*

of urban intensity, economic development goals, and mixture of land uses allowed in the zone. Regulations for specific building types may then address key form elements that determine how a given type is parked, how on-site open space is provided and other issues that relate to how the type will affect its neighbors and the street.

Some FBCs regulate frontage types and building types, and some one or the other, depending on the complexity of the urban design issues raised by the community vision for the place.

Finally, FBCs typically establish and map zones for the area being coded using organizing principles different from simple residential-commercial-industrial land use distinctions. Various mapping principles have been used as form-based coding practice has evolved, but the most common current method is the transect, a continuum of zones that reflect and intuitively describe the urban intensity intended for each zone, for example, Downtown Edge, Downtown General, Downtown Center, Downtown Core. This approach to mapping immediately alerts users to the fact that the code is concerned with important issues beyond simply land use, and it makes the mapping exercise itself an act of urban design.

**Land Use Regulation, Project Review and the Future**

First, note that every FBC regulates use — just a bit differently than a conventional zoning code. An FBC can be as detailed or general regarding land use regulation as a community wishes, and there is absolutely no need to risk nuisance uses showing up in a downtown. The term “General Retail” may be part of the mix, but the specific uses allowed under that umbrella are then typically permitted, conditional, or not allowed based on their performance and compatibility with downtown goals. Several California FBCs currently being drafted provide for pedestrian-oriented retail on downtown ground floors but depending on the particular downtown zone, further limit retail uses with the following characteristics uses by making them conditional or not allowed:

- Alcoholic beverage sales.
- Auto or motor vehicle-related sales or services.
- Drive-through facility, for pharmacy only.
- Floor area over 20,000 sf.
- Merchandise cannot be hand-carried.
- On-site equipment or parts installation services.
- On-site production of items sold.
- Operating between 11:00 p.m. and 7:00 a.m.
- Used merchandise donated or pawned.

Of course, each land use type listed is defined in the code glossary, so that code users and administrators have a common understanding of the terms. This approach allows the simplification of land use tables in some cases, to 1 1/2 page maximum, thus, eliminating the confusion that can be created by pages and

pages of allowed land uses with slight distinctions between them.

Second, in order to create a “predictable public realm,” there must be a clear community vision established to define the nature of the public realm desired. If there is no vision, it is not a form-based code. Preferably, the vision is created through an inclusive and engaging public process, often a charrette, where the entire community, including elected officials, the planning staff, property owners, and the general public, can work together. In order for the form-based coding effort to be successful, the vision must be adequately detailed, going beyond bubble diagrams and policy statements to include three-dimensional illustrative drawings that show the desired character and quality of the public realm within the planning area. A form-based code is then the regulatory mechanism for ensuring that new buildings adhere to the vision.

It is this development of clear, shared vision, then coded, that creates the opportunity for the community to take a fresh look at the nature of project review required in its downtown. Contrary to the assertions of the previous article, choosing the FBC approach does not require that all downtown development suddenly be permitted by right. But the fact that the community now has development standards that, for the first time, can produce predictable results in building that are consistent with what the community said it wanted in its visioning process, may at least allow a public conversation about the incentives created for desirable downtown development by less intensive and more brief public review, perhaps simply replacing planning commission scrutiny with design review board consideration. Although we agree with the suggestion in the previous article that CEQA reform to more effectively exempt, and therefore, incentivize downtown infill development is desperately needed, that notion will offer no incentive to a developer in any particular city until CEQA is finally amended.

Third, FBCs are deeply place-specific. The first step in all form-based coding is the documentation of the macro- and micro-scale urban characteristics of the community. This step in and of itself enables FBCs to define and regulate the unique characteristics of each downtown, its particular DNA, and it ensures that an FBC cannot be applied as “one size fits all” in other areas of the community. This documentation of existing form and character is then used and filtered through the visioning process before ultimately providing the basis for the regulations in the FBC.

This documentation also helps inform one of the most challenging aspects of a good downtown plan: the transitional areas. There has been much discussion about coding main streets, but the reality is that regulating how the main street shopfront buildings and uses should appropriately transition to the adjacent neighborhoods is much more difficult to determine. Should the form be similar to the main street or the adjacent residential uses? Should the use be commercial, residential, or flexible? In the most advanced practices, the solutions to these types of complicated issues are the ones being successfully formulated using form-based codes.

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**Another Side**

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Planners across the country have become very creative at adapting the components of FBCs to create the right solution for each planning problem, each unique downtown planning effort, and in other cases where existing conventional zoning is not doing the job. California cities such as Azusa, Benicia, Cotati, Grass Valley, King City, Sonoma, Hercules, Montclair, Newhall (Santa Clarita), Paso Robles, Petaluma, Pleasant Hill, Santa Ana, San Jose, Ventura, Visalia and Whittier are at various stages of preparing or implementing form-based codes that have been uniquely adapted to their community and where applicable, their downtown.

The reality is that FBCs are quite flexible in the ways that they can be configured to regulate development. Once a community decides what it wants to be, a form-based code can be written in a number of ways to help achieve that vision. It can be drafted as general or as specific about regulated uses as the community wishes. It can be part of a downtown specific plan, create a series of unique zones for a downtown or other area that is incorporated into a citywide conventional code or be adopted as a freestanding code that supplements the citywide code. It can include regulations about architectural style or not. It could even include regulations about green building requirements, storm water management, signage, or lighting. Whatever is in the vision can likely be coded. Of course, each approach and choice about content must comply with applicable state law requirements, and if not adopted as part of a citywide code, include appropriate links and cross-references to applicable city regulations outside of the FBC. This is why the potential for form-based codes is so great, even if the follow-through in the early stages of this new regulatory method in some communities may have been less than perfect.

California planners have taken the lead nationally in utilizing form-based coding as a tool for revitalizing downtown mixed-use commercial districts and adjacent neighborhoods. The ultimate goal is not to create any specific type of urbanism, but rather to create a regulatory framework that responds to and enhances the unique character of each community, removes obstacles to desired development that have been created by previous conventional zoning, and is done in a way that is graphic-based, easy to understand and use, and creates predictable development outcomes.

However, a form-based code cannot create a great place by itself. It is a tool to help regulate proposed development to ensure that it adheres to the community's vision. It can help encourage development by more clearly communicating the community's expectations for the character and quality of development. If the community wishes, it can enable a streamlined approval process as noted above. But it cannot make good retailers appear. It cannot make more residents appear. It (and any other plan or regulation) cannot transform a languishing downtown overnight — that process may take years. It is simply a piece of the planning and regulatory puzzle — a vital piece, and the piece that we planners can help put in place.

For years, new urbanists have uncritically pointed to conventional zoning and those who practice it as major contributors to the sprawl environment ravaging most American cities at their centers and edges. The effort to frame a practical alternative to zoning has been going on for a decade. During this time, form-based codes have evolved through practice to be more flexible, more calibrated to local conditions, and ultimately more effective. The result has been an emerging wave of interest in FBCs on the part of citizens, the professions, academia, and municipalities.

The future of California's cities depends on a clear understanding of how regulatory frameworks work to channel the market in delivering livable and value-laden buildings and places. New urbanists routinely seek constructive criticism of their ideas and projects. Though, to provide such intelligent and constructive input, critics need to be familiar with the theories, techniques, and practice of form-based coding. Without such understanding, criticism can rapidly devolve into confusion.

To the end of increasing awareness, knowledge, and competence in coding, various nonprofit organizations, such as the Form-Based Codes Institute (FBCI) and the Local Government Commission (LGC) offer courses to help keep professionals informed about best practices. For more information, see their websites: [www.formbasedcodes.org](http://www.formbasedcodes.org) and [www.lgc.org](http://www.lgc.org).

*Daniel Parolek, CNU, AIA, is the Founding Principal of Opticos Design, Inc. in Berkeley and a Founding Board member of the Form-Based Codes Institute. He can be contacted at [daniel.parolek@opticosdesign.com](mailto:daniel.parolek@opticosdesign.com).*

*Karen Parolek, CNU, is a Principal with Opticos Design, Inc. in Berkeley and a Founding Board member of the Form-Based Codes Institute. She can be contacted at [karen.parolek@opticosdesign.com](mailto:karen.parolek@opticosdesign.com).*

*Paul Crawford, FAICP, CNU, is a Principal with Crawford Multari and Clark Associates in San Luis Obispo. He is a Founding Board member of the Form-Based Codes Institute and its current chair. Crawford is an adjunct professor in the City and Regional Planning Department at Cal Poly University, San Luis Obispo. He can be contacted at [paul@cmcaplans.com](mailto:paul@cmcaplans.com).*

*Stefanos Polyzoides is an internationally known architect and urbanist, and a Principal with Moule and Polyzoides in Pasadena. He is also a Founding Board member of the Congress for the New Urbanism, and the Form-Based Codes Institute. He can be contacted at 626.844.4800.*

<b>CalPlanner Production Schedule</b>		
<b>Issue</b>	<b>Articles Submitted</b>	<b>Mailed*</b>
September/October	July 9	August 30
Nov/Dec	Sept 10	Oct 22

\* Membership will receive magazine within 10 working days after this date, on average. Dates subject to change without notice.

# *Downtowns and Form-Based Codes – A Closer Look*

By Laura Hall

In the January–February 2007 editorial, “Don’t Believe the Hype – Downtowns and Form-Based Codes,” the author wrote that each downtown deserves a unique zoning product, one that is based on “community vision rather than using an architectural pattern book or one-size fits all formula.” He incorrectly suggests that by nature form-based codes are not unique nor are they locally customized to a shared community vision.

While downtowns may share many similar features, each of them have developed uniquely over time, as Mr. Brodeur says, in response to local culture, community preferences, and nearby resources.

The SmartCode, which is the model form-based code written by Duany Plater Zyberk & Co. and used by many new urbanists nationwide, is locally calibrated by municipal planners, architects, and urban designers. It is a basic recipe for walkable, mixed-use neighborhoods and downtowns, of which character, density, and use are finely tailored by the community.

Mr. Brodeur stated that the basic principle of form-based coding is that “the design is more important than the use because the building will outlast the use.” In reality, form-based codes place form on an equal footing with use. They include the regulation of use, often as strongly as conventional codes.

Brodeur cites the problem with controlling undesirable uses on the ground floors of downtowns. Even conventional zoning cannot anticipate every possible human endeavor (and there remains a question as to whether or not it should). However, if a community chooses to prohibit certain uses, then form-based codes can accommodate this just as easily as conventional zoning.

Single-use “Euclidian zoning” has destroyed many downtowns that developed organically over time, as the article pointed out. Indeed, nearly every notable downtown in the U.S. pre-dates the introduction of zoning in the 1920s. Brodeur argues that since downtowns are “organic,” they do not lend themselves to being reproduced by a regulatory code. But land use by regulation is the law, at least for now. The key, then, is to develop regulatory codes that best prescribe features that historically excellent downtowns share in common.

The writer faults new urbanists for promising – and not delivering – an “instant vision” as the result of downtown/infill form-based codes. Although not instant visions, there are examples of extensive downtown development built soon after adoption of a form-based code. One such example is the Central Petaluma SmartCode, adopted in July 2003 after nine months of intense community participation and unanimous support of the elected officials.

In fewer than four years after adoption, more than six city blocks have been redeveloped, all in an area that saw almost no new development in the preceding 20 years. It in no way reflects, as Brodeur suggests, a “one-size-fits-all” zoning tool. Petaluma is an eclectic community and demanded — and received — a SmartCode that would produce an eclectic vision.

Brodeur quoted someone as saying that “we need to define each downtown’s specific DNA.” The SmartCode does just that. The SmartCode Manual includes a Synoptic Survey that gives precise steps on how to identify and record the essential elements of the best local urbanism, which then become part of the new code.

The writer heralds the uniquely Californian regulatory tool, the Specific Plan, as an excellent way to zone downtowns, and rightly so. It was created because conventional zoning could not easily conform to “non-standard” urban design such as mixed-use, non-standard street widths, and others. The Central Petaluma SmartCode completes the intention of the Central Petaluma Specific Plan but in a structure that is more prescriptive in terms of form than conventional zoning and design guidelines typically included in Specific Plans.

Since design parameters in a form-based code are specific, Brodeur wrote that there may be little room for negotiation and that the public may feel that they lack a voice in the most important part of their town. However, cities often approve this very process in special Planned Districts, which is what form-based codes are at their essence. Some communities may be reluctant to give up the right to approve every project on a case-by-case basis, though. But I would challenge anyone to say that case-by-case planning — using rare leisure time to oversee the design of every building on every parcel in a downtown — has been a good experience for anyone or that it has resulted in beloved downtowns.

Brodeur also stated that “planners in California are the least likely to follow a formula prescribed by an architect from Florida.” The architect he is referring to is Andres Duany of DPZ, the author of the form-based SmartCode. Duany wrote the SmartCode based upon hundreds of projects and observations from all over the U.S. and the world, very few of which are in Florida. But urbanism is urbanism. It can be calibrated locally for style, density and use, but the underlying principles of the best neighborhoods and downtowns remain the same.

Rather than talking about form-based codes, Brodeur suggests that getting downtown infill categorically exempted from the California Environmental Quality Act (CEQA) would be a much better conversation. Changing CEQA for downtowns would be a tremendous boost for walkable urbanism throughout California. But why not use all the best tools we have, rather than limiting ourselves to only a single solution?

Brodeur may be concerned that new urbanists are rapidly gaining the support and confidence of communities, their citizens, elected officials, commissions, and staffs. Some conventional California planners may be starting to see themselves cut out of a new urbanist practice that is architectural and physical at its core. Many are often too busy

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# Legislative UPDATE

By Sande George, Stefan/George Associates, CCAPA Legislative Advocate

## CCAPA Legislative Update



*Plan California  
NOW ONLINE*

### The 2007-2008 Legislative Platform of the CCAPA

California is a port of entry for populations, goods, ideas, and technologies from around the globe.

Some are transitory, beginning here and moving elsewhere, while others take hold and grow in California as we reach towards the future. Thus, California is also at the center of enormous changes. Consider the following:

- California's population has tripled in the past 50 years, and we can expect to add 7 to 11 million new residents by 2025.
- Latinos will become the largest racial/ethnic group in California by 2011 and a majority in the state by 2040.
- One in four Californians is an immigrant, more than any other state, and 30 percent will be foreign born by 2025.
- The number of Californians over age 65 will double by 2030.
- California's ports handle one-fifth of all goods entering the U.S., and the value of imports through the state's seaports will double by 2020.
- California has the sixth largest economy in the world, and services account for 70 percent of the state's economic activity.
- California's \$25 billion agricultural sector is the largest in the nation.
- Employment in the state will grow by 30 percent by 2025, mostly in the service sector; employment in manufacturing will continue to decline.
- The price of a single-family home in California has more than doubled since 2000; we have the highest median home price in the nation.
- Vehicle miles traveled has increased 3 times faster than population in the past 40 years, and Californians spend more time commuting to and from work.
- California has adopted the toughest clean air standards in the nation and new measures to address global warming.

These changes and new realities are not isolated from one another; they are interrelated parts of a comprehensive new whole. Yet, unfortunately, California's history is replete with examples of costly problems created when these interconnected issues are treated in isolation — when they are not well planned.

As professional planners, we have a special responsibility to treat these issues comprehensively and to implement “on-the-ground” solutions that balance the needs of California's diverse population, the environment, and the economy to move our state forward. Our unique role in the decision making process at the local, regional, and state levels means that we must strive to shape the debate around important planning-related issues. Thus, professional planning in California — for land use, transportation and other infrastructure systems, environmental and personal health, and economic vitality — must not only support the shifts now underway and enhance their viability but also help prepare us for even more changes in the future.

To address the critical issues facing our state, and to set the standard for our profession, the California Chapter of the American Planning Association (CCAPA) prepares a bi-annual Legislative Platform. The Platform serves the dual purpose of outlining our professional position on key priority issues while also articulating good planning principles that serve as guideposts for the future. In this way, the Legislative Platform is designed to be flexible enough to address unanticipated legislative issues that inevitably arise. The Platform is used as the guiding document for the chapter's lobbying efforts in Sacramento and for positions taken by the chapter on legislative matters.

### Development of the Legislative Platform

The CCAPA Legislative Platform is developed bi-annually to coincide with the new legislative session in Sacramento. The Platform is developed by the Legislative Platform Committee with members selected from throughout the state. Under the leadership of the CCAPA Vice President for Policy & Legislation, the committee prepares a draft Legislative Platform for consideration by the CCAPA Board

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### *CCAPA “QUICK LEG INFO” Feature Now on CCAPA Website Homepage*

CCAPA has added a quick legislative information feature — members can quickly and easily access key information right from the home page, without signing in. Under the new QUICK LEG INFO feature (under the Consultant Directory link), you can click on the “Hot Bill List” link which provides members with access to several bill reports that contain the complete list of hot bills and positions that CCAPA has taken on those bills.

*Please take the time to review this time-saving feature.*

**Legislative Update***(continued from page 7)*

of Directors. Following adoption by the Chapter Board, the Legislative Platform is posted on the CCAPA website for review by the members. The 2007-2008 Legislative Platform Committee members are:

Pete Parkinson, VP Policy & Legislation  
 Vince Bertoni, CCAPA President  
 Jeri Ram, Past President  
 Alex Amoroso  
 Barbara Kautz  
 Janet Ruggiero  
 Brad Kilger  
 Collette Morse  
 David Snow  
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 Matthew Burris  
 Christopher Brown  
 Sande George

**We invite CCAPA members to review the CCAPA Leg Platform, so that you are aware of the Association's priorities, and we hope that you will also use these policies and strategies in your jobs and communities.**

The Legislative Platform includes the following Issue Areas:

- Issue Area #1: Envisioning the Future of Planning in California
- Issue Area #2: Smart Growth and Regional Vision
- Issue Area #3: Planning Housing for All Californians
- Issue Area #4: The Environment, Neighborhoods and Healthy Communities
- Issue Area #5: Sustainable Building and Design
- Issue Area #6: The California Environmental Quality Act
- Issue Area #7: Inclusion and Social Justice
- Issue Area #8: Public Participation and the Planning Process
- Issue Area #9: Infrastructure

If you have any comments or questions, please contact me at [sgeorge@stefangeorge.com](mailto:sgeorge@stefangeorge.com).

### *CCAPA Legislative Review Teams to Review Priority Bills*

The deadline for submitting new legislation has now passed, and all new bills are now in print. This month, the CCAPA Legislative Review Teams will be reviewing the top priority bills introduced this session. Please take the time to review the bills and send me any specific comments or concerns that you have for bills of interest to you. A quick list is below.

To access updated reports on California legislation impacting CCAPA at any time, with a short description of the bill and a link to the copy of the bill to print and analyses, go to the CCAPA website homepage, or Legislation page, [www.calapa.org](http://www.calapa.org), or you can use [www.leginfo.ca.gov](http://www.leginfo.ca.gov), then hit the blue "BILL INFORMATION" button and fill in the bill number.

Here are the priority measures for 2007:

#### **ENVIRONMENTAL BILLS**

- AB 5 – Wolk – Sacramento and San Joaquin Valley Flood Planning.
- AB 70 – Jones – Joint State and Local Flood Liability.
- AB 162 – Wolk – Flood Requirements in General Plan.
- AB 224 – Wolk – Water Supply Planning: Climate Change.
- AB 704 – Eng – Resident Advisory Commission on the Environment Act.
- AB 723 – DeVore – CEQA Holiday Exemption for Affordable and Infill Housing.
- AB 1065 – Lieber – Building Standards for Greenhouse Gases.
- AB 1066 – Laird – Local Coastal Programs.
- AB 1183 – Hancock – Cortese Hazardous Materials List.
- AB 1452 – Wolk – Central Valley Flood Protection.
- AB 1472 – Leno – California Healthy Places Act.
- SB 5 – Machado – State Plan of Flood Control and Land Use Requirements.
- SB 6 – Oropeza – Map Condition of Approval and Flood Maps: Climate Predictions of Ocean Levels.
- SB 34 – Torlakson – User Fees for Levee Maintenance.
- SB 375 – Steinberg – CEQA Exemption for Urban Infill Projects.
- SB 427 – Harman – Short Form Environmental Impact Reports.
- SB 634 – Wiggins – Williamson Act Contracts.
- SB 821 – Kuehl – Land Use: Water Supplies.
- SB 947 – Hollingsworth – CEQA Exemption for State and Local Highway Projects.

*continued on page 13*



# CCAPA State Conference

September 30 - October 3, 2007

Fairmont San José Hotel

Experience the vibrant downtown San José area and the surrounding Silicon Valley! The 2007 California Chapter of the American Planning Association Conference will be held at the Fairmont Hotel in downtown San José. The Conference will include dynamic keynote speakers, over 100 conference sessions covering a wide variety of topics, eleven mobile workshops, a festive Opening Reception, California Planning Foundation Auction, Awards Luncheon, Leadership Reception, Consultant Reception, Diversity Summit, free student sessions and much more.

The theme for the CCAPA 2007 Conference, "Transforming the Urban Fabric," and its associated patchwork quilt logo was selected to represent the vast array of diverse issues and specialties within the planning profession, as well as the many cross-professional collaborations and partnerships. We have compiled ten conference session "threads" that will help guide your selection on a certain topic: Climate Protection - SPF Rated, Designing the Canvas, Emerging Patterns, Health and Security Blanket, Planner's Sewing Kit, Seamless Transportation, Shelter from the Elements, Stitching It Together, Waterproofing the Fabric, and Weaving a Community Quilt. Check the Conference-at-a-Glance and website for additional information on these threads.

Please visit [www.calapa.org](http://www.calapa.org) for continuous up-to-date conference information. For additional questions, please contact Lynne Bynder, CMP at the CCAPA Conference Office, [lbynder@meetingsxceptional.com](mailto:lbynder@meetingsxceptional.com).

## Keynote Speakers

### Carl Guardino

Carl Guardino is the President and CEO of the Silicon Valley Leadership Group, a public policy trade association that represents more than 200 of Silicon Valley's most respected companies. In 2000, Guardino was named one of the "Five Most Powerful" people in Silicon Valley and he was recently honored as the national "Businessman of the Year." In February 2007, Governor Arnold Schwarzenegger appointed Guardino to the California Transportation Commission.



Known throughout the region as a consensus builder, Guardino has championed a number of important issues, especially in the areas of transportation and housing. His transportation leadership includes successful management of ballot Measures A and B in 1996 that funded 19 key road and rail improvements with \$1.4 billion and co-management of a 2000 traffic relief initiative that will generate some \$5.5 billion in local funds to bring BART to Santa Clara County as well as improve Caltrain and other transit improvements.

As a housing advocate, he co-created the Housing Trust Fund which has raised more than \$32 million in voluntary contributions; in 2002, he co-managed Prop. 46, the statewide Housing Bond generating \$2.1 billion to provide 137,000 affordable housing opportunities, and co-chaired Prop. 1-C, the November 2006 statewide Housing Bond that generated an additional \$2.85 billion for affordable homes.

### Norman Y. Mineta

For almost 30 years, Norman Y. Mineta represented San José, first on the City Council, then as Mayor, and from 1975 to 1995 as a Member of Congress. Throughout that time, Mineta was an advocate of the burgeoning technology industry. He worked to encourage new industries and spur job growth, and he supported the infrastructure needed to accommodate the industry and its tremendous growth. Recognized for his leadership, Mineta has received numerous awards, including the Presidential Medal of Freedom – our nation's highest civilian honor.



Mineta's career in public service has been both distinguished and unique. He brings a wealth of experience and insight from serving in Congress for over 20 years and the Cabinet of both Republican and Democratic presidents. Mineta is well known for his work in the areas of transportation – including aviation, surface transportation, and infrastructure – and national security. He was the primary author of the groundbreaking ISTEA legislation – the Intermodal Surface Transportation Efficiency Act of 1991.

In 2000, Mineta was appointed by President Bill Clinton as the United States Secretary of Commerce. At the Department of Commerce, Mineta was known for his work on technology issues, for achieving international cooperation and intergovernmental coordination on complex fisheries issues, and streamlining the patent and trademark process. Mineta was appointed Secretary of Transportation by President George W. Bush in 2001, where he served until he joined Hill and Knowlton in July 2006. Following the horrific terrorist acts of September 11, 2001, Mineta guided the creation of the Transportation Security Administration.

## CONFERENCE-AT-A-GLANCE

### MOBILE WORKSHOPS

<b>Monday, October 1</b> Full Day	MW #1 - Livermore Downtown Revitalization in Action MW #2 - Get Your Shop On: San José Market Center, Santana Row, and Westfield Valley Fair Destination Retail MW #3 - Baghdad-by-the-Bay: San Francisco High-Rise Residential Projects and Affordable in Housing in Green Projects
<b>Tuesday, October 2</b> Morning Half Day	MW #4 - Downtown Gilroy Reeks of Success MW #5 - A Walk Through Central San José Neighborhoods: Strong Neighborhood Initiative (SNI) Physical Improvements MW #6 - Does the Shoe Fit? Size 7 House on a Size 6 Lot: San José's Residential Design Tour MW #7 - Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection
<b>Tuesday, October 2</b> Afternoon Half Day	MW #8 - What's Going Down (and Up) in Downtown San José MW #9 - From Pervious Pavement to Living Roofs: Immerse Yourself in Design for Water Quality MW #10 - Downtown Mountain View: TOD not SUV MW #11 - San José Affordable Housing in Green

Conference information online at [www.calapa.org](http://www.calapa.org)



# CONFERENCE-AT-A-GLANCE

## HIGHLIGHTS AND SPECIAL EVENTS

<b>Sunday, September 30</b>	Student Awards Luncheon Diversity Summit and Reception Opening Reception at The Tech Museum of Innovation
<b>Monday, October 1</b>	Opening Plenary Session: Carl Guardino, President and CEO, Silicon Valley Leadership Group Poster Session Luncheon California Planning Foundation Reception California Planning Foundation Auction
<b>Tuesday, October 2</b>	Awards Luncheon Leadership Reception Consultants Reception
<b>Wednesday, October 3</b>	Brunch and Closing Plenary Session: Norman Y. Mineta, Vice Chairman, Hill and Knowlton

## PLANNING SESSION "THREADS"

### Climate Protection - SPF Rated: Sustainability, Climate Change, Green Practices, LEED

<b>Sunday, September 30</b>	Seven Steps to Planning Sustainability (Student Committee Selection) Smart Green Building = Green Smart Growth General Plans that Make a Difference
<b>Monday, October 1</b>	California's Changing Climate (Part I): AB32 and Reducing Your City's Carbon Footprint California's Changing Climate (Part II) The Ultimate CEQA Cumulative Impact Land Use Connection to Air Quality: Indirect Source Review Programs Monetizing Sustainability: Turning Green into Green Green Industry: An Essential Thread in a Strong Urban Fabric
<b>Tuesday, October 2</b>	Retrofitting Suburbia: Planning Sustainable Communities in Marin and Beyond Making It Green: How Your City Can Develop a Sustainable Economy Greening the Entitlement Process: The Public Agency Response Palo Alto's Green Programs The Planner's Guide to Implementing Green Principles
<b>Wednesday, October 3</b>	Pasadena's Green Building Outreach and Education Program

### Designing the Canvas: Regional Planning, General Plans, Regulatory Tools, Zoning

<b>Sunday, September 30</b>	How Blueprint Planning Can Help Green Your Community Hillside Development and Open Space: A Balanced Strategy for Landowners and the Community
<b>Monday, October 1</b>	Overlay Districts: A New Tool for Managing Urban Development Implementing a Regional Vision (Part I): New Orientations to Transit-Oriented Development Implementing a Regional Vision (Part II): Engaging the Local Response
<b>Tuesday, October 2</b>	Beyond the Visioning Process: State-wide Perspective on Regional Smart Growth Coyote Valley Specific Plan: A New Urban Fabric for San José Implementing Your Community's Vision with Form-based Codes El Toro/The Great Park: Setting New Standards in Sustainability New Urbanism and the Comprehensive Plan
<b>Wednesday, October 3</b>	Leave No Plan Behind: Updating OPR's General Plan Guidelines

### Emerging Patterns: Smart Growth, Development Trends, Legal/Legislative Updates

<b>Monday, October 1</b>	Successful Infill Projects: Past, Present and Future (PEN Session) "Ground-Truthing" Smart Growth and New Urbanist Developments "Hot" Planning Topics in the California Legislature Challenges and Changes in Redevelopment and Eminent Domain Implementing Infill Development: Moving Beyond CEQA
<b>Tuesday, October 2</b>	Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners Smart Growth and the Workplace Strategies and Resources to Link Childcare and Community Development Transforming Military Bases to Sustainable Communities Transforming the Fabric to Urban

### Health and Security Blanket: Public Health, Safe Communities

<b>Sunday, September 30</b>	Planning for Healthy Places: Chino's General Plan Update (Student Committee Selection) Planning for Tomorrow's Healthy Communities
<b>Monday, October 1</b>	Connecting Urban Design and Public Health: A Health Policy Element for Richmond, CA Land Use for the People? Planning for Health and Social Justice in Oakland Park Your Plane Elsewhere! Airports, Encroachment and Compatible Land Use
<b>Tuesday, October 2</b>	Time for a Check-up: Understanding the Health Impacts of Planning Building Smarter Together: How Planning and Public Health Can Work Collaboratively Planning for Fire Safety in California Communities Form-based Crime Prevention: An Evolution in Urban Design and Planning Let's Take a Walk! Trails to Smart Growth and Active Aging

# CONFERENCE-AT-A-GLANCE

## Planner's Sewing Kit: Professional Skills, Technology Tools, Planning Commissioners

<b>Sunday, September 30</b>	Developing Leadership In Young Planners (Student Committee Selection and CPR Session) What's Next? What Planning Students Need to Know (Student Committee Selection) What Do Elected Officials and Decisionmakers Want in Staff Reports? Staffing Trends: Making Contract Planners a Seamless Extension of City Staff Mitigation Measures: Implemented or Ignored?
<b>Monday, October 1</b>	AICP Professional Development Seminar Planners on the Campaign Trail: To Endorse or Not Endorse Local Candidates Public Engagement Through Web 2.0 Professional Development: How to Move Your Career Forward
<b>Tuesday, October 2</b>	The Care and Feeding of Your Planning Commission (Commissioner Session) Mapping Tools for Workforce Development, Economics and Planning Street-Level Imagery: The Virtual Site Visit Managing the Client/Consultant Relationship Weaving Ethics Into Planning Practice (AICP Code of Ethics) Time Management for Harried Planners
<b>Wednesday, October 3</b>	2007 CEQA Update: Some Things Always Change

## Seamless Transportation: Transit, Street Design, Traffic Analysis, Pedestrians, Parking

<b>Sunday, September 30</b>	Road Ecology: New Approach in Transportation Planning The Missing Link: Integrating Transportation and Land Use Planning (Student Committee Selection)
<b>Monday, October 1</b>	Non-Traditional Transportation Improvements on State Routes Mythbusting Common Traffic Calming Misconceptions Smart Parking for Smart Communities Measuring Up: Four Key Transportation Reforms for Improved Livability
<b>Tuesday, October 2</b>	Breaking a Planning Taboo: CEQA Review without Automobile LOS Analysis Land Use Based Transit Planning Regional Transportation Mitigation Fees Putting Design in the Driver's Seat Pedestrian Improvements on a Budget
<b>Wednesday, October 3</b>	If We Build It, Will They Ride It?

## Shelter from the Elements: Housing Elements, Residential Trends, Affordable/Inclusionary Housing

<b>Sunday, September 30</b>	The Great Wave: Urban Refugees Head for the Hills Getting Small: Living Efficiently and Affordably on a Small Planet (Student Committee Selection)
<b>Monday, October 1</b>	Housing Element Update (Part I): Tailoring the Urban Landscape Housing Element Update (Part II): Shaping Your City's Future Santa Clara: A Market-based Approach to Affordable Housing Ownership
<b>Tuesday, October 2</b>	Creating Green, Healthy Affordable Housing Tackling Neighborhood Blight: From Problem Motels to Permanent Affordable Housing Gaining High Support for High Density Workforce Housing: What Is It? Can We Do It? Including Inclusionary: Developing Affordable Housing in Your Community

## Stitching It Together: Public Partnerships, Collaborations, Neighborhood Initiatives

<b>Sunday, September 30</b>	Change from the Roots: Planners and Neighborhood Associations Work Together
<b>Monday, October 1</b>	Is California Ready for Complex Urban Development? Can't We All Just Get Along? Supersizing Public Agency Collaboration Partnerships and Smart Growth Lead to Successful Schools and Communities Planning for Childcare and Early Education: Where, How and Why?
<b>Tuesday, October 2</b>	Getting On the Same Track: Partnerships in TOD Planning So Your RFP Asked for a Charrette and You Got a Charade? Las Vegas Arts District Planning - Successful Tactics
<b>Wednesday, October 3</b>	From Vision to Sustainable Transformation of San Francisco's Eastern Neighborhoods

## Waterproofing the Fabric: Water Resources, Stream Restoration, Water Quality, Flood Management

<b>Sunday, September 30</b>	How Can Smart Growth Improve Water Quality?
<b>Monday, October 1</b>	Restoring Urban Rivers (Part I): Greener Visions of the Concrete Box Restoring Urban Rivers (Part II): The Los Angeles River Planning Water-wise Developments in California: Integrating Solutions for Multiple Benefits Urban Habitat Restoration: Challenges Facing Planners
<b>Tuesday, October 2</b>	Farm to City: Urban-Rural Links in Agricultural Preservation Do No Pass Go, Do Not Collect \$200 . . . The Perils of a California Water Reuse Project Integrated Regional Water Planning in California: State and Regional Perspectives California Flood Management Policy: Crisis or Opportunity? (CPR Session) Effective Community Engagement Through Watershed Councils

## Weaving a Community Quilt: Diversity, Communities of Color, Accessibility, Community Outreach

<b>Sunday, September 30</b>	What Is the State Doing About Environmental Justice?
<b>Monday, October 1</b>	Cultural Element: Diversity, Outreach and Involvement in Planning When Projects Go South: Techniques for Resolving Planning Controversies Transportation Planning for Immigrant Communities in California Working with Native American Tribes: Consultation and Coordination Community Planning Process: Conducting Walking and Virtual Tours
<b>Tuesday, October 2</b>	Participatory Planning and Place-based Investments in Communities of Color Beyond the Community Workshop Navigating the Matrix: Planning and Site Design for Access Compliance Integrating Diversity Into Development Plans
<b>Wednesday, October 3</b>	Baby Boomers and the Urban Renaissance: Next Phase of a Unique Generation



**TRANSFORMING THE URBAN FABRIC**  
September 30 - October 3, 2007  
Fairmont San José Hotel  
**REGISTRATION**

**PLEASE REGISTER EARLY TO SAVE MONEY!**

Your name as it will appear on badge (all information must be complete for your registration to be processed).

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Dietary Requirements  Vegetarian  Other \_\_\_\_\_

**APA MEMBER VERIFICATION:** Please provide your APA or CCAPA Member No. \_\_\_\_\_

**STUDENT VERIFICATION:** I certify that I am currently enrolled full-time. Student picture ID will be required for conference badge pick-up.

Student Signature \_\_\_\_\_

School \_\_\_\_\_ Date \_\_\_\_\_

**LIFE MEMBER:** Year you became a member of CCAPA \_\_\_\_\_ (must be a member for 25 years and minimum age 65)

AICP:  YES  NO

SPOUSE/GUEST NAME (if registered)  
\_\_\_\_\_

**REGISTRATION FEES**

Entire Conference registration includes all events except for mobile workshops. One Day Only registration includes meals only on the day registered.

Registration fees postmarked or registered online	Entire Conference			One Day Only			Total
	By 7/31/07	By 8/31/07	After 8/31/07 or onsite	By 7/31/07	By 8/31/07	After 8/31/07 or onsite	
APA/CCAPA Member	\$450	\$475	\$500	\$250	\$250	\$275	\$
Non-Member	\$525	\$550	\$575	\$275	\$275	\$300	\$
Student	\$225	\$225	\$275	\$125	\$125	\$150	\$
Life Member	\$225	\$250	\$275	\$125	\$125	\$150	\$
Speaker	\$450	\$475	\$500	\$250	\$250	\$275	\$
				Circle day: Sun. Mon. Tues. Wed.			

Add processing fee for EACH non-online registrations (Processing fee can be avoided by registering with check or credit card online at [www.calapa.org](http://www.calapa.org)) **\$ 30**

Not a member yet? Become a CCAPA Chapter-Only member today for \$115 and pay the APA/CCAPA member rate above. **\$ 115**

**SUBTOTAL REGISTRATION FEES:**

**MOBILE WORKSHOPS, SPECIAL SESSIONS AND EVENTS**

- Mobile Workshops: Monday - Full Day**
- MW #1: Livermore Downtown Revitalization in Action
  - MW #2: Get Your Shop On: San José Market Center, Santana Row, and Westfield Valley Fair Destination Retail
  - MW #3: Baghdad-by-the-Bay: San Francisco High-Rise Residential Projects and Affordable Housing in Green Projects
- Mobile Workshops: Tuesday Morning - Half Day**
- MW #4: Downtown Gilroy Reeks of Success
  - MW #5: A Walk Through Central San José Neighborhoods: Strong Neighborhood Initiative (SNI) Physical Improvements
  - MW #6: Does the Shoe Fit? Size 7 House on a Size 6 Lot: San José's Residential Design Tour
  - MW #7: Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection
- Mobile Workshops: Tuesday Afternoon - Half Day**
- MW #8: What's Going Down (and Up) in Downtown San José
  - MW #9: From Pervious Pavement to Living Roofs: Immerse Yourself in Design for Water Quality
  - MW #10: Downtown Mountain View: TOD not SUV
  - MW #11: San José Affordable Housing in Green

**SPECIAL SESSIONS AND EVENTS**

Opening Reception (Sun.)	\$75	\$
Breakfast (Circle: Mon. Tues.)	\$25	\$
Lunch (Circle: Mon. Tues.)	\$30	\$
Evening Reception (Circle: Mon. Tues.)	\$50	\$
Brunch (Wed.)	\$50	\$
Mobile Workshop - Full Day	\$50	\$
Mobile Workshop - Half Day	\$35 each	\$

**COMPLIMENTARY Events, please check if attending**

- Student "COMPLIMENTARY" Day (Sun.)
- Diversity Summit and Reception

**SUBTOTAL OTHER FEES:**

**TOTAL REGISTRATION AND OTHER:**

**PAYMENT**

Check payable to CCAPA Conference enclosed. Please charge \$ \_\_\_\_\_ to my  Mastercard  Visa Exp. Date \_\_\_\_\_

Card Number \_\_\_\_\_ # on back of card \_\_\_\_\_ Signature \_\_\_\_\_

Cardholder must sign here for us to process payment.

**REGISTRATION INSTRUCTIONS:** Please complete the form in blue or black ink. Use a separate form for each registrant. For inquiries regarding registration, please contact CCAPA at [sgassoc@msn.com](mailto:sgassoc@msn.com). **CANCELLATION POLICY:** Cancellations received by 8/31/07 will be fully refunded minus a \$50 processing fee. **NO REFUNDS AFTER 8/31/07.**

**SUBMIT YOUR REGISTRATION:** To avoid double billing, please use only one of the following registration methods. Make checks payable to CCAPA Conference.

1. **On the Web,** by completing our online form at [www.calapa.org](http://www.calapa.org) and using your credit card or check. **Save \$30 processing fee when you register online!**

2. **By Mail, by credit card or check to CCAPA Conference, 1333 36th St., Sacramento, CA 95816.** Additional \$30 processing fee applies with this method of payment. (See above).

3. **By Fax with credit card to 928.438.5022.** Additional \$30 processing fee applies with this method of payment. (See above).

4. **No purchase orders will be accepted.**

**Other important registration information:**

- Faxed or mailed registration with payment will not be accepted after 9/19/07.
- Online registration will remain open until 9/26/07 at 5:00 pm.
- All registrations after 9/26/07 must be done onsite.
- No shows without payment will be billed.
- All faxed, mailed or online registrations where payment has not been received by 9/26 will be cancelled, and attendee will need to re-register onsite.

**Form-Based — A Closer Look***(continued from page 6)*

administering CEQA, trying to comprehend a myriad of overlapping and inconsistent plans and codes and responding to lawsuits to learn a new way of planning. On the other hand, not all new urbanist architects and designers are taking the time to fully understand the legal/administrative core of planning in the U.S. either.

The built evidence is in that form-based codes are an effective, new, alternative to business as usual as they reverse the devastating economic and architectural consequences of conventional zoning. Isn't it time to bridge the abyss between planning and design?

*Laura Hall is a principal with Fisher & Hall Urban Design, the firm that authored the Central Petaluma SmartCode, the first adopted SmartCode in the U.S. She can be contacted at laura@fisherandhall.com 707.544.1910.*

**Legislative Update***(continued from page 8)***HOUSING BILLS**

- AB 29 – Hancock - Bond Infill Development Incentive Grants.
- AB 414 – Jones – Double Zoning.
- AB 641 – Torrico – Delay of Development Fees for Affordable Housing.
- AB 987 – Jones – Redevelopment Low and Moderate Income Housing.

**Fund Covenants and Restrictions**

- AB 1019 – Blakeslee – Annexations: County RHNA Transfer to City.
- AB 1254 – Caballero - ERAF Reduction: Affordable Housing.
- AB 1256 – Caballero - Density Bonus Exemption: Local Inclusionary Ordinance.
- AB 1449 – Saldana - Density Bonus Revisions.
- AB 1497 – Niello – Housing Element: Williamson Act and Ag Land Conversions.
- AB 1542 – Evans - Mobilehome Parks Conversions to Resident Ownership.
- SB 2 – Cedillo – Housing Element and Zoning Provisions for Homeless and Group Services.
- SB 12 – Lowenthal – SCAG Alternative Housing Element Process.
- SB 303 – Ducheny – 20-Year Planning and 10-Year Zoning for Housing.
- SB 670 – Correa – Re-conveyance Fees.
- SB 934 – Lowenthal - Housing and Infrastructure Zones.

**OTHER ISSUES**

- AB 411 – Emmerson - Residential Care Facilities: Over-concentration.
- AB 724 – Benoit - Sober Living Homes.
- AB 1221 – Ma - Transit Village Developments: Tax Increment Financing.
- AB 1263 – Caballero – LAFCO Sphere Service Review Requirements.
- AB 1358 – Leno – The Complete Streets Act.
- ACA 2 – Walters - Eminent Domain Restrictions.
- SB 162 - Negrete McLeod - LAFCO Consideration of Environmental Justice.
- SB 167 - Negrete McLeod – Planning Bond Fund Criteria.
- SB 698 – Torlakson – Eminent Domain.
- SCA 1 – McClintock – Eminent Domain.

More information on the measures discussed? Go to the CCAPA website legislative section at [www.calapa.org](http://www.calapa.org). The “Hot Bill List” and “Position Letters” can be found there.

**Planner On  
THE MOVE**

Douglas Kim, AICP has become the Director of Transportation and Air Quality Planning for PMC in the Torrance office.

**Planning for People**  
Means...  
Revitalizing  
Downtown

Urban and Regional Planning  
**Jones & Stokes**

**CCAPA Broadcasts Information**

CCAPA will be broadcasting important information to your e-mail address. So that you don't miss out on these important messages, please check your e-mail address with National APA. You can review and update your membership information online at [www.planning.org](http://www.planning.org). On the home page, go to the Member Services drop-down list and choose the Membership Database link. You will need your membership number which is located on your *Planning Magazine* label or your dues renewal invoice. Please call 916.736.2434 for further information.

**How to Login for the  
First Time**

*CCAPA members are now able to login to gain access to Members-Only capabilities. To login for the first time, click on the link "Forgot your Password?" in the lower left area of the web page; type in the email address CCAPA has on file for you, and login with the information emailed instantly to your email account.*

# Job OPPORTUNITIES

## Alameda County Planning Department

The Alameda County Planning Department, a part of the Community Development Agency located in Hayward, is recruiting to fill several vacancies at the Planner III level. Under direction, these professionals complete the more difficult planning projects. Openings are in both the Policy Planning and Development Planning divisions of the department.

Duties may include: conduct background studies for the general plan, elements and amendments; assist in preparing specific plans and area plans; conduct special studies in environmental, design, policy and development programs; conduct field visits and prepare staff reports for conditional use permits, variances, rezoning, subdivision and design review; present findings in public hearings; prepare maps, charts, tables and graphics.

These positions require a bachelor's degree from an accredited college or university, with a major in planning or a related field, such as architecture, landscape architecture, geography, urban/environmental studies, economics, sociology or public management/administration. If a bachelor's degree is in a related field, the major must show nexus to planning work performed in the department. Three years of experience in urban planning is also required. A Master's degree may substitute for up to two years of experience. Please contact Sandi Rivera or Maria Palmeri at 510.670.5400 for additional information.

A full job description, qualifications requirements, and applications for employment may be obtained at [www.acgov.org](http://www.acgov.org). Applications must be submitted to the Human Resource Services Department.

## ESA Opportunities

ESA has multiple positions open for professionals with a desire to work on challenging, often precedent-setting projects throughout California. Join our dedicated team in one of seven California offices, including our two newest in San Diego and Woodland Hills.

**Managing Associates** with experience in major urban planning and community development, water resources, energy or resource management. Candidates should have a bachelor's or Master's degree in planning or a related field, eight-plus years of planning and CEQA/NEPA-related experience, excellent writing and communication skills, and demonstrated project management skills.

**Senior Associates** with broad-based scientific and/or planning knowledge and experience, and who are well versed in environmental technical issues. Candidates should have a bachelor's degree in a science or planning-related discipline and a minimum of five years in the consulting industry.

**Air quality and/or noise specialists.** These positions require a minimum bachelor's degree in the physical or environmental sciences, effective problem-solving ability and excellent writing skills.

Associates with two to five years' experience in the preparation of CEQA and NEPA documentation, environmental planning and a background in any of the following disciplines: geology, hydrology, water quality, air quality, noise, biology and/or land use. Candidates should have at minimum a bachelor's degree in the environmental sciences.

Visit us at [www.esassoc.com](http://www.esassoc.com). Please mail or e-mail a cover letter and resume to: ESA, 225 Bush Street, Suite 1700, San Francisco, CA 94104, ATTN: Human Resources/GEN01, [hr@esassoc.com](mailto:hr@esassoc.com).

*continued on page 15*

## Join the Small Town and Rural Planning Division of APA - Be a STaR!!

*By Dale Powers, AICP, STaR Division Chair, and Paul Bednar, AICP, STaR Membership Coordinator*

Every year when you get your invoice for renewing your APA membership, you are also renewing your dues for membership in your State Chapter. On the bottom of the invoice, you are also given the option of joining one or more of the divisions of APA. Unlike chapters that are geographically based, divisions are based on some aspect of planning and are nationwide in scope.

By far, the most dynamic of APA's divisions is the Small Town and Rural (STaR) Division. STaR is dedicated to planners in small town and rural areas of the USA and Canada. While many of you could not imagine working as the only planner in your agency, many of STaR's members are solo practitioners and are called upon by their agency's Planning Commission and City Council to provide professional guidance on planning issues. Further, these planners typically have less experience than metropolitan-area planners. Consequently, these planners look to STaR for answers to general planning and zoning matters that come before them.

Another group of planners who look to STaR for guidance are county planners. STaR is nationally known for its work in agricultural land preservation and has recognized experts in the conservation subdivision among its members.

Finally, many private practitioners located in metropolitan areas are STaR members due to their client base in rural areas. Planning outside major metropolitan areas is quite different than what metropolitan planners experience, and the STaR connection has proven invaluable to these planners when they are working with small town elected officials and staff.

What are the benefits of joining STaR? The following list is just a sampling:

- Access to our quarterly newsletter that is an eclectic mix of planning information, planner profiles, columns on planning management and technical planning, as well as the most fascinating photography of small town and rural America of any division newsletter.
- Access to the STaR message board, where your planning questions can be posted and responses received from throughout the country.
- 24-hour "rapid response" to any questions posed directly to the Division Chair, Dale Powers of Pine County, Minnesota.
- Qualification for the STaR Awards programs for best small town plan, small town planner, and student awards.

STaR is also working on an initiative to subsidize a portion of the cost of AICP certification maintenance for those STaR AICP members whose income falls below the state median.

STaR is excited about the menu of services offered to its over 750 members nationwide (including 49 here in California), and we would like you to consider joining our division. We believe the \$25 annual dues is returned to you and your agency several times over in service.

*For more information about joining STaR, contact Division Chair Dale Powers at [drpowers@co.pine.mn.us](mailto:drpowers@co.pine.mn.us) or Membership Coordinator Paul Bednar at [paul@paulbednar.com](mailto:paul@paulbednar.com).*

**Job Opportunities**

*(continued from page 14)*

**Director, Biological Resources and Land Management for Southern California.** We are looking for a highly motivated and dynamic senior biologist and/or resource manager to help build and lead our Southern California-based biological resources and land management group from our Los Angeles, San Diego, or Woodland Hills offices. The right candidate has experience in habitat conservation planning, habitat restoration and management, environmental impact assessment and documentation, regulatory permitting and environmental compliance monitoring for land development and resource management projects and programs. Must have recognized technical credentials, including a strong working knowledge of federal and State Endangered Species Acts, Clean Water Act, CEQA, NEPA and other laws and regulations applicable to resource protection and management, strong leadership and communication skills, and experience in marketing/business development. Visit us at [www.esassoc.com](http://www.esassoc.com), and send a cover letter and resume to: ESA, 225 Bush Street, Suite 1700, San Francisco, CA 94104, ATTN: Human Resources/BIODIRO1, [hr@esassoc.com](mailto:hr@esassoc.com).

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For additional information visit [www.RBF.com](http://www.RBF.com). Fax: 949.855.7060. Email: [hrmail@rbf.com](mailto:hrmail@rbf.com). EOE M/F/D/V

**Santa Barbara County Planner Opportunities**

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**Application Process:** The County's combined recruiting efforts make the application process simple. With a single resume, you can apply for all county current and future planning opportunities. You may also choose to be considered for one career opportunity by specifically identifying this in your application material. Go to [www.sbcountyjobs.com](http://www.sbcountyjobs.com) and click on "Planner" to apply for this position (this is a resume recruitment only ~ positions are open until filled).

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**Karen Roberts**

California Planner Managing Editor  
 GranDesigns  
 916 Avenal Way  
 Beaumont, CA 92223  
 Telephone: 951.845.0174  
 Fax: 951.769.3917  
 E-mail: [Karen@FireRose.us](mailto:Karen@FireRose.us)  
 OR

**Gary Conte, AICP**

CCAPA Vice President, Public Information  
 RRM Design Group  
 210 East F Street  
 Oakdale CA 95361-3929  
 Telephone: 209.847.1794  
 Fax: 209.847.2511  
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# Commissioner's CORNER

## *How Much Is Too Much?*

By **Kathy Garcia, FASLA**



A recent newspaper article caught my attention – neighborhood activists were mobilizing to prevent affordable housing. Why, was my first thought, would anyone in California be against providing housing for our teachers, police officers, or young families? As I discovered by reading further (headlines can be

misleading); the activists were not against providing affordable housing per se but against ordinances that gave density bonuses for on-site affordable housing. They believed that anything that pushed development over the limits of height, density, parking provisions, or other massing controls degraded our land use protections. In short, they believed that the incentives compromised what the city sought to protect.

Interesting dilemma, isn't it? Ordinances put controls on development; incentives encourage a faster response to an identified issue. What happens when they are perceived to be at cross-purposes?

We all recognize the need for affordable housing; most every California city is struggling to provide adequate housing for all levels of incomes. As a result, many jurisdictions have adopted ordinances to encourage or require the construction of affordable units. The options vary; some communities require a percentage of units coming online simultaneously; some necessitate them on-site while others allow payment of in-lieu fees or combinations of solutions. In exchange, and as an incentive to developers, jurisdictions offer density bonuses, expedited processing, relaxation of otherwise required conditions, or other inducements. Many of these local ordinances have been modeled after the statewide density bonus law and in the rapidly growing California housing market, have allowed at least some units to be constructed below market-rate during our housing boom. That's the positive side to the situation.

As Commissioners, we also know the need to protect community character. We review plans for compliance to parking regulations, height limits, front yard setbacks requirements, or guidelines for bulk and mass. These limits are put in place to ensure that the new development fits with the current or evolving community and does not impact the area significantly. During discretionary review, we weigh the benefits to the community – and the significance of the impacts — when faced with requests for variances or deviations from the rules. We know that the mega-project in the midst of a quaint neighborhood can seriously impact character. We've seen the inflated mass protrude above its neighbors and have heard the impacts voiced at every hearing. That's the downside.

Is affordable housing — or any other desired land use, for that matter — a benefit that justifies relaxing our standards?

Don't I wish that there was an easy answer for that question! In a nutshell, the answers could be “yes” or “no.” While at first that may seem wishy-washy, it truly is a situation that requires an answer of “it depends.” It is why we have discretionary review, so that we can look at each case individually for benefit and impact. We should ask why the restrictions to parking, height, density, etc. are there in the first place. Each community has rules to define a maximum envelope of development, but each jurisdiction defines “maximum” differently and for specific purposes. A height limit near a coastal or other natural resource may be there to prevent the walling off of the amenity; a setback may promote a public view corridor or correspond to a historic building pattern. On-site parking ratios may be based upon typical “per-unit” standards or be modified because of parking impact zones, transit corridors, or housing type. We should be asking if the proposed “bonus” further impacts the existing condition; or is our planning goal met, and does this “bonus” make for an equal or better development?

We also have to realize that any given density is not a “right” entitling the developer to the highest allowed. Likewise, height limits do not have to be maximized; floor area ratios do not always have to reach the ceiling. Instead, our ordinances define the hypothetical “box” of development potential. While we want to promote the wisest use of our land and maximize our buildable areas to protect our open spaces, we also don't want to cross that magical line of “too much.” Every time we are asked for a variance or deviation, we need to look at how it is achieved on a case-by-case basis.

A few weeks ago, a Planning Director posed the challenging question to job applicants — how can you tell when density is enough, and how much is too much? While there is no right or wrong answer, the responses did clearly indicate the dilemma of determining when enough is enough. Traffic and parking were most frequently cited as the critical determinants. Others rightly indicated that it varied based on the area — each community needed to determine its “breaking point.” Detailed urban design plans or form-based codes may help, but neither are panaceas. We're responsible for making those good decisions on a case-by-case basis and making the well-documented findings to support the conclusions.

So, my question to you is, in your jurisdiction should a density bonus that raises the limit of allowed density be a blanket entitlement, or should it be an incentive granted if only other criteria can be met? How do you handle these bonuses, and how might they be better implemented? It's an ongoing debate and one that is worth talking about now. Otherwise, we will be looking back and saying, “that's too much” when it is too late to do anything about it.

*Kathy Garcia, FASLA can be contacted at 619.696.9303 or kgarcia@SD.wrtdesign.com.*