



Winter 2012

## In This Issue

President's Message .....	4
A Close Look at the California Citizens Redistricting Commission .....	5
A Market-Based Model for Retrofitting Suburban Strip Corridors .....	7
Planner on the Move .....	8
Legislative Update .....	10
APA California ON-LINE: Check it Out! .....	10
Planning is Everywhere: Making the Most Out of Your Planning Student Career .....	11
Sacramento Valley Section Mentors Young Planners .....	12
2012 APA National Conference Workshop: Santa Catalina Island: A Microcosm of Small Town Planning Issues in the West .....	13
Getting to Know PEN .....	16
APA California 2012 Conference .....	17
Exhibitor/Sponsor Opportunities .....	18

# Pasadena and the Bennett Plan: A Progressive, City Beautiful Vision Realized

By Marsha V. Rood, FAICP and Ann Scheld

**Editor's Note:** The Bennett Plan is winner of the 2011 APA California Planning Landmark Award and also received designation as a 2012 National Planning Landmark Award which will be presented at the National Planning Conference in Los Angeles!



The Bennett Plan, created in 1925 for the City of Pasadena by legendary planner Edward H. Bennett, helped launch the tradition of community planning which continues in Pasadena today.

*The birth of progressive city planning found its roots in the "City Beautiful Movement," with Daniel Burnham of Chicago its key figure. Its central tenet was that a city can be both attractive and efficient, functioning more effectively than an unappealing one. Many early city plans were based upon "city beautiful" planning principles; importantly, Chicago, Washington, D.C., San Francisco, and Los Angeles. Few were fully realized; but Pasadena's Bennett plan was, achieving a unique status among cities in California and the nation.*

Pasadena's 1925 plan was created by Edward H. Bennett, protégé of Daniel Burnham and leading city planner of the day. Nearly a century later, the plan remains the enduring guide for Pasadena's Civic Center district. The "Bennett Plan" produced a grand civic center Beaux-Arts Axial plan and ceremonial western entrance, a formal arrangement of civic buildings, an overall plan for the extension, widening, and landscaping of key east-west streets and boulevards, and an implementing zoning ordinance.

The selection of Bennett was due in large part to the vision, political skills, and charisma of renowned astronomer George Ellery Hale, Pasadena resident and former Chicagoan, who envisioned Pasadena as the "Athens of the West". That thinking continues to influence Pasadena's success as a model of effective, citizen based planning.

Continued on page 2



APA California  
Membership Information



California Planner Information



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

## Congratulations to the Newly Elected APA California Board

### President-Elect

Brooke Peterson, AICP

### VP Administration

Virginia Viado

## Pasadena and the Bennett Plan: A Progressive, City Beautiful Vision Realized

*Continued from page 1*

### Unique Aspects of the Plan

Many cities were "city beautiful" cities; however, few saw the extensive implementation this plan realized; even fewer enjoy intact buildings and boulevards which reflect their original plans, making Pasadena unique among American cities of its size and time. Later generations of plans continue to reference and incorporate the original plan's principles. Further, it was affirmed by the City's voters in an early application of the referendum process.

### Continuing Impact of the Bennet Plan Over Eight Decades

The plan's most visible contribution is the Civic Center, an ensemble of ten historic buildings, a park, and several newer compatible developments from the 1980s to the current day. Listed in the *National Register of Historic Places*, Pasadena's Civic Center is a major California planning achievement, conceived and realized within a decade (1923-1932). Pasadena remains faithful to the plan. **In 1988, the City rededicated itself to the Bennett Plan by adopting a master plan that has provided the foundation for City investments of nearly \$400 million**, including re-opening the Garfield axis, introducing architecturally compatible additions to the Civic Auditorium, developing TOD and infill mixed use housing (incorporating adaptive reuse of the historic police building), restoration of City Hall, the Central Library, and the Civic Auditorium as well as the Gas Company, YMCA and Julia Morgan YWCA buildings for civic and community benefit.

Pasadena has made *no small commitment* to realizing of its City Beautiful Plan and richly deserves the "Planning Landmark" Award to be conferred by the American Planning Association and the American Institute of Certified Planners.

### Nationally Recognized

The City of Pasadena's 1920s plan by Edward H. Bennett produced a grand civic center and a ceremonial western entrance to the city focused on a park and art museum, a zoning ordinance, and an overall city plan recommending the extension, widening, and landscaping of key east-west streets and boulevards. Listed on the National Register of Historic Places, Pasadena's historic Civic Center is a major planning achievement in the West, conceived and realized within a decade (1923-1932) and enhanced in recent decades with architecturally compatible additions and renovated historic buildings. It is unique both for its contribution at the time, but more importantly for the City's continuing commitment to the plan over 80 years.

### A Plan Endorsed by the People

Unlike many planning efforts then and now, "A Plan for the City of Pasadena, California" (Bennett Parsons and Frost, Consulting Architects, Chicago, April 1925), had the support of the city council and was endorsed by the voters in a city-wide election in 1923 that financed three principal civic buildings: a library, a city hall, and a civic auditorium. Ten of California's most prominent architects participated in a design competition for the buildings.

### National Significance of the Planner

Edward Bennett, protégé of Daniel Burnham, was the leading city planner of the day. An English-born Californian and graduate of UC Berkeley and the Ecole des Beaux Arts, Bennett worked with Burnham on the plan for San Francisco, and later on the landmark 1909 "Plan of Chicago." During his work with Bennett on San Francisco, Burnham gave him the ultimate tribute: *"No one can take Bennett's place in this work, not even I."* After 1909, Burnham referred all requests for city plans to Bennett, effectively anointing him as America's leading planning

## It Has Been a Pleasure Serving You!

This will be my last issue of the *Cal Planner* as Vice President of Public Information. Thank you for the opportunity to again serve



members of APA California as a member of the Board. It has been several years since I last served on the California Chapter Board and you are well served by both the conscientious Board members and a devoted staff. They are committed to providing the most cost effective and beneficial services to all of you. While there are many in the profession who are having a difficult time due to budget cuts, we planners are still very vital to the communities and environment of the California. We provide those unique perspectives - vision, creativity, problem-solving, adaptability, inclusion, conservation and preservation - all key to "Making Great Communities Happen". Our profession is so needed to revitalize the economy of California. I know my successor will take major steps to continue to improve the communication tools serving our members on both the website and in *Cal Planner*. I have enjoyed serving you and will continue to volunteer where needed.

Happy 2012 to all.

Janet Ruggiero, FAICP

## Pasadena and the Bennett Plan: A Progressive, City Beautiful Vision Realized

*Continued from page 2*

authority. In the following decades, Bennett completed plans for civic centers, comprehensive city plans, subdivision and landscape plans, and zoning ordinances in major American cities. Most significant was his role as chairman of the Board of Architects of Washington, D. C. (1927-1937) that oversaw the development of the Federal Triangle and the Capitol Grounds Extension.

The selection of Edward Bennett and the idea for the competition were due to the vision, political skills, and charisma of world-famous astronomer George Ellery Hale, a Chicagoan who counted Daniel Burnham and Bertram Goodhue among his personal friends. In Pasadena, Hale wanted to create the "Athens of the West," with the establishment of premier cultural institutions, including Caltech, the Huntington Library, an art museum and a major medical facility. These would complement his Mt. Wilson Observatory, which boasted the most advanced equipment and the best climate for astronomical viewing in the world. Hale argued that Pasadena needed a city plan and civic architecture to match the high standards of its burgeoning institutions, commenting, *"It is just as easy to do a thing in an international way as in a purely local one."* Using the slogan *"to make a city attractive is to make it prosperous,"* Hale garnered overwhelming support from Pasadena's elected officials and the public.

### A Plan Enforced and Maintained

Pasadena remained faithful to the plan into the 1950s, when an architecturally compatible county courts building was built on the Garfield axis and a room to house the music collection was added seamlessly to the library. In the following two decades, however, the plan was ignored. A monolithic ten-story bank building was built on Garfield south of city hall, the county built an even larger ten-story addition to the court building, and the city's redevelopment agency subsidized the construction of a three-block long shopping mall, the "Plaza Pasadena," across the Garfield axis, cutting off the civic auditorium from the rest of the civic center.

With the enactment of the California Environmental Quality Act (1970) and the National Historic Preservation Act (1976), the nation and California focused attention on documenting and preserving historic buildings. In the 1980s, Pasadena Heritage nominated the Civic Center to the National Register of Historic Places, once again elevating it to prominence in the civic consciousness. In 1988, the City rededicated itself to realizing the Bennett Plan by adopting the "Pasadena Civic Center Master Plan," prepared by Lyndon/Buchanan Associates, Berkeley, CA.

### Restoration, Reinvestment in the Plan Ensures Continuity

Since then, the City has invested nearly \$400 million in strengthening and enhancing the plan, undoing earlier mistakes by re-opening the Garfield axis through a renovated "Paseo Colorado" shopping mall, and making architecturally compatible additions, including a police administration building and jail (Robert A.M. Stern), a hotel/office redevelopment project "Plaza Las Fuentes" (Moore Rubell Yudell), an expanded conference center flanking the auditorium, and a housing complex, "Holly Street Village Apartments," incorporating the historic police building. These City investments also include the restoration of the City Hall, the Library, the Civic Auditorium, the Gas Company and Y buildings for civic and community benefit. Pasadena's Civic Center clearly qualifies as a landmark planning achievement, a prime example of Daniel Burnham's dictum: *"Make no little plans; they have no magic to stir men's blood and probably will themselves not be realized. Make big plans, . . . remembering that a noble, logical diagram once recorded will not die."*

*Noted historian Ann Scheid, who prepared the narrative on which this article is based, is the Archivist for the Greene and Green Archives at The Huntington Library and The Gamble House in Pasadena and the author of several published articles on the Bennett Plan. Marsha V. Rood, FAICP, is President of the Los Angeles Region Planning History Group at the Huntington Library in San Marino.*



Winzler & Kelly is now GHD!

On 10.4.11 Winzler & Kelly joined forces with GHD to create a new leader in environmental planning and infrastructure engineering. As part of GHD we now offer more than 70 services to clients including CEQA/NEPA compliance, resource agency permitting, water resource planning, transportation planning, wetlands & biological services, habitat restoration, and hazardous materials & industrial hygiene. The merger will combine Winzler & Kelly's local technical capabilities with GHD's highly collaborative worldwide network of talented staff. Winzler & Kelly and GHD share the same vision and culture that will translate into immediate value to our clients through diverse and innovative solutions.

WATER | ENERGY & RESOURCES | ENVIRONMENT | PROPERTY & BUILDINGS | TRANSPORTATION

### Planning Services Directory

Calling card advertisements support the publication of *Cal Planner*. For more information on placing a calling card announcement and to receive format specifications, contact: Laura Murphy at 916.773.0288 or email [nhe2011@live.com](mailto:nhe2011@live.com).



**Click on a sponsor call card  
and be linked to their website.**



PLANNING  
DESIGN  
CONSTRUCTION

Urban Design/Guidelines  
General Plans  
Specific Plans  
Zoning Regulations  
Environmental Assessment  
Landscape Architecture  
Community Visioning

Offices located  
throughout California,  
Arizona and Nevada  
1.800.479.3808

**[www.RBF.com](http://www.RBF.com)**



Planning & Design

**Wallace Roberts & Todd, LLC**

1133 Columbia Street, Suite 205  
San Diego, CA 92101  
619.696.9303 tel  
619.696.7935 fax

1328 Mission Street, Fourth Floor  
San Francisco, CA 94103  
415.575.4722 tel  
415.436.9837 fax

[www.wrttdesign.com](http://www.wrttdesign.com)



## President's Message

By Kevin J. Keller, AICP, President, [kevin.keller@lacity.org](mailto:kevin.keller@lacity.org)

### Bringing it Home in 2012!



It's a new year and it time for a new look ahead for all things APA. Honestly this is going to be a very important year for our organization, and I want to make sure all of us are involved and up to speed as the year unfolds.

Some good news for the year ahead – 2012 is the year we are bringing the National Conference home to California. Get out your calendars now and circle the dates April 14-17, 2012. In fact, hop online and reserve your spot now as well! The conference will take place in downtown Los Angeles at the Convention Center and new "LA Live" complex.

I am especially interested in extending a warm invitation to all of our APA California members as Los Angeles is my planning hometown. The Local Host Committee has worked hard to put together a program that will showcase the very best of Los Angeles, and give insights into the latest planning innovations in a city that is reimagining itself for the future. Check out the online program of events and registration information at [www.planning.org/conference](http://www.planning.org/conference). Also as you register be sure to get your tickets to the opening night party at LA's Union Station on Sunday the 14th – click on the "events" tab for more info on this and other local host programs you won't want to miss. (Hint – I heard there was a 'casting call' and tryouts for volunteers to help run the orientation tours – be sure to sign up for the "Boulevards of Legend" orientation tour which includes Wilshire, Santa Monica, and Sunset Boulevards and the "Hills and Valleys" orientation tour which includes the Hollywood Hills, Arroyo Seco, and Griffith Observatory).

Please take a minute to register now and encourage your friends and coworkers to do the same. By the way, if you have any raves or gripes about "LA Live" I want to hear about it, since I was the city planner for that part of town (I know- lots of signagel!). You won't get a chance to experience a National Conference like this right in our own state for a long time...

I'd also like to share some more good news and welcome President-Elect Brooke Peterson to the board. Brooke will be serving as President-Elect in 2012 and taking over the helm in 2013. We are very fortunate to have Brooke in this position – she brings depth and experience to the board and a special insight into the operation of our local sections from her work as San Diego Section Director. Welcome Brooke!

We are also very lucky to welcome back Virginia Viado who was re-elected to the post of Vice President, Administration. I am very privileged to work with such passionate volunteer board-members who make the difference each and every day for APA. You guys are great!

I mentioned the word "budget initiative" and I wanted to spend one last minute sharing some background on where your APA board is moving in 2012. Over the past two years, APA California has undergone significant budget reductions and expense cutting in order to preserve our service level to our membership while responding to reductions in revenue and income as we have all weathered the financial hardships of the current era. This has not been an easy process, and I'm very proud of the decisions the board has made.

Your board is committed to remaining financially solvent and sound – with a balanced budget and an emphasis on services for our 5000 members at the local level. Each of our members makes the difference in our organization, and membership growth and retention is the most important priority for APA California as market conditions stabilize and hopefully begin to recover. Over the next three months, the board will be looking at ways to address our current structural deficit that remains in place even after having cut over 20% of our operating budget in the last two years. We will be transparent and inclusive in this process, and we will be providing a series of financial status reports to our membership and a breakdown of where your membership dollar goes to better respond to your priorities.

Thank you for your continued support of APA during these difficult times – all budget, expense, and revenue ideas are welcome and very much appreciated by our board. Please email me any thoughts any time at [kevin.keller@lacity.org](mailto:kevin.keller@lacity.org).

So here's to bringing it home in 2012! Whether that means welcoming the National Conference to our state in April, or a new commitment to participating in an interesting local section event, or throwing your name into the hat as a volunteer for APA California, let's make this a year we won't forget! I'll see you in April in Los Angeles!



CALIFORNIA CHAPTER  
AMERICAN PLANNING  
ASSOCIATION

#### Chapter Officers

##### President

Kevin J. Keller, AICP; 213.978.1211

##### President Elect

Brooke E. Peterson, AICP; 858.336.0938

##### V.P., Policy & Legislation

David M. Snow, AICP; 213.626.8484

##### V.P., Public Information

Vacant

##### Communications/Technology Coordinator

Vacant

##### V.P., Professional Development

Juan F. Borrelli, AICP; 408.793.4384

##### V.P., Administration

Virginia M. Viado; 909.980.4000

##### V.P., Conferences

Janna Minsk, AICP; 805.933.4214, ext. 244

##### Program Director, North

Andrea J. Ouse, AICP; 650.238.0015

##### Program Director, South

Al Zelinka, FAICP; 714.738.3347

##### FAICP Coordinator

Carol D. Barrett; 626.308.2806, ext. 4624

##### AICP Coordinator

Glenn Lajoie, AICP; 949.855.3663

##### CPF President

Linda F. Tatum, AICP; 310.269.8132

##### Planning Commission Representative

Vacant

##### Student Representative

Cindy Ma; 510.913.0697

##### APA Board Director, Region 6

William R. Anderson, FAICP; 619.236.6361

##### AICP Commissioner, Region 6

Lance Schulte, AICP; 760.805.3525

##### National Policy & Legislative Representative

Hing Wong; 510.464.7966

##### Marketing Director

Derek R. Hull; 310.605.5532

##### State Awards Coordinator

Sandi Sawa; 619.327.9722

##### Chapter Historian - Southern California

Steven A. Preston, FAICP; 626.308.2805

##### Chapter Historian - Northern California

J. Laurence Mintier, FAICP; 916.446.0522

##### Planner Emeritus Network President

George Osner, AICP; 209.985.3846

##### Membership Inclusion Co-Directors

David Salazar, AICP; 562.985.4131  
Connie Galambos Malloy; 510.839.9510, ext. 308

##### University Liaison

Vacant

##### Young Planners Coordinator

Ted Holzem; 916.446.0522

##### National Student Representative

Danica Ann Garva; 760.419.0524

##### Legal Counsel

Marco A. Martinez; 949.263.2600

#### California Planner

The *California Planner* is the official publication of the APA California. Each APA California member receives a subscription as part of chapter dues. Additional subscriptions may be purchased for \$22 per year.

Send editorial submissions and queries to APA California, c/o Dorina Blythe, GranDesigns, 31807 Green Oak Way, Temecula, CA 92592 or e-mail them to [Dorina@GranDesigns.us](mailto:Dorina@GranDesigns.us). Rates for job announcements, display and calling card advertisements can be obtained by visiting the APA California website at <http://www.calapa.org/en/cms/7294> or by contacting Laura Murphy at 916.773.0288 or email [nhe2011@live.com](mailto:nhe2011@live.com).

#### Section Directors

Central - Ralph Raffi Kachadourian; 559.876.6300, ext.1540

Central Coast - Dave Ward; 805.654.3964

Inland Empire - Leisa A. Lukes; 760.770.0386

Los Angeles - Marissa Aho, AICP; 818.716.2787

Northern - Hanson Hom, AICP; 408.730.7450

Orange County - Jennifer Lilley, AICP; 714.672.9906

Sacramento - Julia Lave Johnston; 530.757.8987

San Diego - Daniel K. Wery, AICP; 858.614.5081

#### APA Websites

APA California ..... [www.apacalifornia.com](http://www.apacalifornia.com)

National APA ..... [www.planning.org](http://www.planning.org)

California Planning Foundation ... [www.californiaplanningfoundation.org](http://www.californiaplanningfoundation.org)

CA Planning Roundtable ..... [www.cproundtable.org](http://www.cproundtable.org)

## A Close Look at the California Citizens Redistricting Commission

By Connie Galambos Malloy, APA California, Northern California, Membership Inclusion Director



When Californians voted to create the nation's first independent Citizens Redistricting Commission charged with drawing Assembly, Senate, Board of Equalization, and Congressional districts, it was with the hope of ending the partisan gerrymandering of the past. Speaking as one of the 14 Commissioners, I believe we have delivered on that promise—against all odds.

For decades the elected leaders in Sacramento have been mired in constant partisan bickering, unable to pass balanced budgets on time and tending to the whims of special interests rather than grappling with solving the long term problems of the state. In response, taking a large step towards reforming the State Capitol's crumbling political infrastructure, citizens passed the Voters First Act. This historic proposition took the job of redistricting out of the hands of politicians and gives the power to citizens like myself.

Every ten years, we count every person in the United States through a process called the "Census." This count gives us a snapshot of how many people there are and where they live. Once we know how many people live in California, we can divide the population evenly into districts for the State Senate, Assembly, Board of Equalization and Congress. This is called "redistricting."

California's Citizen Redistricting Commission had less than eight months to bring 14 strangers from diverse backgrounds together, hire staff and consultants, develop and conduct an extensive public outreach process, draw 177 individual district maps that incorporated complex legal and technical analysis, compose an extensive narrative report, and certify the maps with a multipartisan vote. And it was done—on time and under budget.

The maps were produced through a transparent process: deliberations were conducted and decisions about boundaries made in public, streamed live with transcripts, and archived online. And although the process was called redistricting, it really should have been called "districting" because the Commission consciously chose not to tweak existing districts with their flawed political baggage, but to start from scratch using its voter-approved criteria

As the youngest Commissioner and one of only two with small children, the public service commitment was grueling beyond my wildest imagination. I can remember one Tuesday morning when I woke up, packed my one-year-old son in the car, and drove five hours to a public hearing that lasted until midnight. The next day, I woke up and drove three hours, and did it all over again, again, and again. While most Commissioners spent their daily stipend on sightseeing, I spent it on childcare at the hands of strangers!

The Commission heard testimony from an incredibly diverse cross-section of the state that

Continued on page 6

### AICP Information(CM)

**go!** AICP's Certification Maintenance (CM) program helps planners gain the knowledge and skills they need to remain current in the practice of planning. CM strengthens the value of certification, and demonstrates a Certified Planner's ongoing commitment to excellence to elected officials, community leaders, and employers.

Information about CM can be found at <http://www.planning.org/cm/index.htm>

### Cal Planner Production Schedule

Issue	Submit Articles	Issue E-mailed*
Spring 2012	March 1	April 1
Summer 2012	June 1	July 1
Fall 2012	September 1	October 1
Winter 2013	December 1	January 1

*Dates subject to change. \*Issue will be sent by eblast during this week.*

**go!** For article and photo specifications, display and call card information, please check out the website at [www.apacalifornia.com](http://www.apacalifornia.com).

### DYETT & BHATIA

[www.dyettandbhatia.com](http://www.dyettandbhatia.com) | General Plans  
755 Sansome St. Suite 400 | Urban Design  
San Francisco, CA 94111 | Specific Plans  
415.956.4300 | Zoning  
Environmental Planning



**TERRA NOVA®**  
Planning & Research, Inc.

- GENERAL COMPREHENSIVE PLANS
- SPECIFIC/MASTER PLANS
- PUBLIC AGENCY PLANNING
- PERMIT PROCESSING
- ENVIRONMENTAL PLANNING
- NEPA/CEQA ANALYSIS
- ENVIRONMENTAL ASSESSMENTS

42635 Melanie Place, Suite 101 Telephone: 760.341.4800 • Fax: 760.341.4455  
Palm Desert, CA 92211 E-Mail: [nlawson@terravanaplaning.com](mailto:nlawson@terravanaplaning.com)

## A Close Look at the California Citizens Redistricting Commission

Continued from page 5

was important to how the maps were drawn. From Salinas to Culver City, from Hanford to San Bernardino, thousands of people attended 34 public hearings at which, over 2,700 individuals provided input. Tens of thousands of others put their thoughts in writing, maps, and even poetry. As we traveled across the state, I was forced to confront the new socio-demographic reality of California and prioritize factors relevant to fair and effective political representation.

When it came to drawing the districts, the Commission followed the criteria set forth in the Voters First Act—in ranked order.

- First, Districts must comply with the US Constitution—creating districts of equal population to ensure “one person, one vote.”
- Districts must comply with Voting Rights Act—ensuring minority communities have the ability to elect representatives of their choice.
- Districts shall be geographically contiguous.
- Respect boundaries of cities, counties, local neighborhoods and local communities of interest and minimize their division to the extent possible.
- To the extent practicable and where it does not conflict with the criteria above, districts should be drawn to encourage geographical compactness.
- Where practicable each Senate District should be comprised of two complete and adjacent Assembly Districts and Board of Equalization districts shall be composed of 10 complete and adjacent State Senate Districts.
- Districts shall not be drawn favoring or discriminating against an incumbent, candidate or political party.

In fact, current analysis shows scores of candidates drawn out of their districts or more than one incumbent within a district. The 2012 elections—with the combined impact of redistricting and the new top-two primary system—may bring significant changes across the state and in the long run, create opportunities for new leadership. The new political maps are superior to their predecessors from a standpoint of both process and outcome, which is “fair and effective” political representation.

The public has never had a seat at the redistricting table before, or a chance to weigh in on the process at so many stages—before and after the draft visualizations. Naturally, public expectations have been high and there is some disappointment that individual requests were not realized—an impossibility in a geographically and demographically diverse state like California. As an Oaklander, I had to constantly challenge myself to make decisions as a “Californian” entrusted with balancing the interests of the entire state—not just my part of the universe. The process involved intense negotiations across party lines and the result, understandably, is a compromise. The new map is not aggressive on behalf of any one constituent group, nor is it one that any of us personally would have created, but it represents an equitable balance to voters across the state.

In keeping with past redistricting tradition, there has been litigation. Only two groups filed suit against the Commission’s maps. But on October 26, the California Supreme Court, in a 7-0 vote, unanimously dismissed the suits affirming that the Commission had followed the Constitution, the Voting Rights Act and the Voters First Act. After failing in state court one of the same groups has now filed litigation in U.S. Federal Court on the state Senate maps.

Signatures on a referendum to overturn the state Senate maps have been submitted. The verification process on those signatures is currently underway and it is unclear whether it will qualify for the November 2012 ballot.



**Hatch Mott MacDonald**

*Delivering Transportation Planning Solutions*

1300 B First Street  
Gilroy, CA 95020  
T. 408.848.3122  
F. 408.848.2202  
www.hatchmott.com

**CBRE Consulting**

Market and Financial Feasibility  
Economic and Fiscal Impact Analysis  
Economic Development and Redevelopment  
Public Private Partnership

San Francisco 415.772.0123  
Los Angeles 213.613.3750  
www.cbre.com/consulting




**CBRE**  
CB RICHARD ELLIS

## APA California Creates Facebook Group for Members

By joining, members will have another avenue to receive and share with like minded friends’ up-to-date information regarding the Association and to network with each other.

We encourage you to accept and enjoy this invitation to join the APA California group and begin to enjoy this new service for our members. *But please refrain from posting anything other than issues related to planning.* We hope you continue to enjoy the advantages of this networking alternative.

The views expressed on the Facebook page are the individual’s alone, and do not necessarily express the views of the APA California. Members may not post any content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

 Check out our [Links, Events and Discussion Board](#) for information about our new free lending library for AICP certification maintenance, legislation that is happening now in the California legislature and administration that will impact planning: view the hot bills, get copies of legislation and regulations, and find out how you can provide input, and much more.



# A Market-Based Model for Retrofitting Suburban Strip Corridors

By Erik Calloway, Principal, Freedman Tung + Sasaki  
Rosemary Medel, Project Planner for the Specific Plan, City of Huntington Beach



Illustration depicting before and after along a segment of the Edinger Ave. corridor

The City of Huntington Beach, California, adopted the Beach & Edinger Corridors Specific Plan in 2010 to facilitate the retrofit of the city's primary commercial strip corridors. The result of extensive public participation, the APA California award winning plan uses a strategic approach to form-based coding, geared to the prospects for redevelopment of various sections of six miles of commercial strip.

It guides both public and private investment toward incremental redevelopment with a mandatory form-based code, which replaces the old zoning, and new context-sensitive street designs for the wide thoroughfares.

Huntington Beach is one of many communities grappling with how to transform commercial arterials. Many such corridors are in a state of visual and economic decline as they languish from age, diminishing business activity, and lack of maintenance. Common complaints include high vacancy rates and poor business performance; unattractive, old, and poorly maintained buildings and signs; visual clutter; and an unsafe or uncomfortable pedestrian experience. Despite these problems, the corridors often still see high traffic volumes. Public officials are recognizing that these automobile-oriented corridors are anathema to sustainability goals of increased walking, bicycling, and transit use.

While commercial corridors are obvious opportunities for suburban retrofit, they are also some of the hardest pieces of any city to replan. They are composed of numerous separately-owned properties of various shapes and sizes spread out over miles of arterial roadway. The dual roles these strips perform — providing primary mobility and highly visible settings for specific land uses — are often in conflict, and enhancements to one may result in the deterioration of the other. Community members also have more difficulty envisioning a transformed commercial strip than, say, a revitalized downtown. Although the broad issues relating to commercial arterials are similar from one community to the next, the solutions vary greatly due to the wide variety of specific corridor conditions and development opportunities.

Continued on page 8

## Membership Financial Support Program Continues in 2012

Relief is available from APA California for those who are contemplating dropping their APA California memberships.

The Board of Directors recently approved to continue the Chapter Membership Financial Support Program for 2012, and has committed funds from its reserve account towards a membership/conference support program. Funding has been established in a separate account to provide direct financial support towards membership fees, and another account has been provided for assistance to attend the annual state conference.

***If you are unemployed or if your household income has dropped substantially, then this program is designed for you.***

Eligibility requirements and additional program details are available on the APA California website at this link:

<http://www.calapa.org/attachments/wysiwyg/38/APACaliforniaMemberFinancialSupportProgram2012.pdf>.

## ROMA

URBAN DESIGN • DEVELOPMENT PLANNING  
STREETSCAPE DESIGN • SPECIFIC PLANNING

1527 Stockton Street, San Francisco, CA 94133  
415.616.9900 • [www.roma.com](http://www.roma.com)

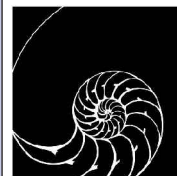
P: (805) 543-1794 | [www.rrmdesign.com](http://www.rrmdesign.com)

**rrmdesigngroup**

creating environments people enjoy®

Specific Plans | Urban Design | Community Outreach  
architects | engineers | landscape architects | planners | surveyors

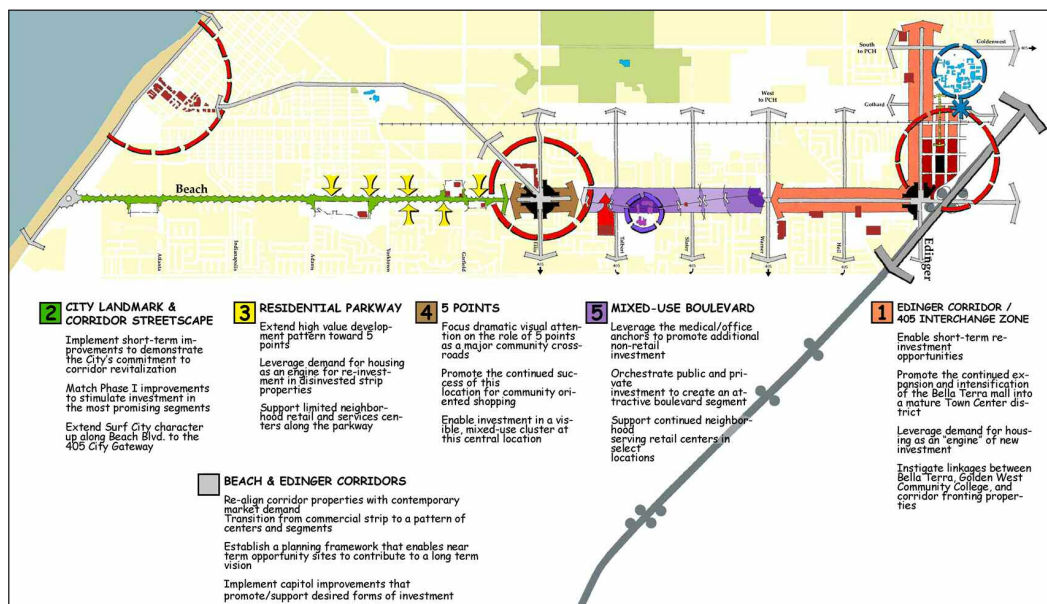
**LAMPHIER - GREGORY**  
URBAN PLANNING & ENVIRONMENTAL ANALYSIS



1944 Embarcadero  
Oakland, CA 94606  
510 535 6690  
510 535 6699 fax

## A Market-Based Model for Retrofitting Suburban Strip Corridors

Continued from page 7



Strategic Actions Diagram illustrating prioritized strategies throughout the corridors

### Restructuring the Land Uses

By replacing continuous commercial-only zoning with a code that varies along the corridor, the plan will transform the strip into a more valuable poly-nucleated pattern. Retail is directed to corridor centers - major crossroads with the greatest concentrations of existing retail and/or the greatest potential for future activity - such as the Town Center Core, which includes an existing mall near a freeway interchange, or six smaller convenience-oriented neighborhood centers.

As new pedestrian-oriented retail migrates to the centers, miles of corridor segments in between will transition from single-use commercial to a mix of residential, workplace, and some retail. Enhanced housing entitlements, combined with reorganized retail entitlements, create value that is more in line with market demand and better matched with contemporary development trends. The mix of uses and intensity of each segment are conditioned by the context and by the strongest existing assets. Office, medical office, and hospital-serving retail will take advantage of proximity to the Huntington Beach Hospital in the Neighborhood Boulevard segment. The Neighborhood Parkway segment will transition primarily to housing, drawing value from residential neighborhoods to the south.

The plan also supports the continued presence and success of existing uses including auto dealerships. By being somewhat more restrictive about location, the code can be less restrictive about permitting such uses and encouraging investment. The code ensures that new development contributes appropriately to the desired pattern. For example, new commercial development in the Neighborhood Parkway segment must be appropriately scaled and must feature deep, landscaped setbacks, and well buffered parking areas.

### Redesigning the Thoroughfare

The plan includes streetscape improvements to ensure that the corridors match planned new development. Street designs vary in accordance with centers and segments. Classic multiway boulevard improvements, featuring protected curbside parking and slow-moving traffic along service lanes paralleling the central through-lanes (see aerial rendering), are required along Edinger Avenue's major town center. Segments likely to be mostly residential in character contain well landscaped sidewalks that provide significant screening.

Continued from page 9

## Planner on the Move

### Environmental Science

**Associates (ESA)**, an environmental science and planning firm is proud to announce that *The San Francisco Business Times*



awarded **Gary W. Oates, President and CEO** of Environmental Science Associates (ESA), as one of the San Francisco Bay Area's Most Admired CEOs in the professional services category. The award honors those CEOs who have made a difference.

# LSA

LSA ASSOCIATES INC.

[www.lsa-assoc.com](http://www.lsa-assoc.com)

PLANNING | ENVIRONMENTAL SCIENCES | DESIGN

### Mogavero Notestine Associates

Redevelopment Design Guidelines    Urban Design Smart Growth    Specific Plans Revitalization

2012 K Street  
Sacramento, CA 95814  
916.443.1033 Fax.443.7234

[mognot.com](http://mognot.com)

## How to Login for the First Time



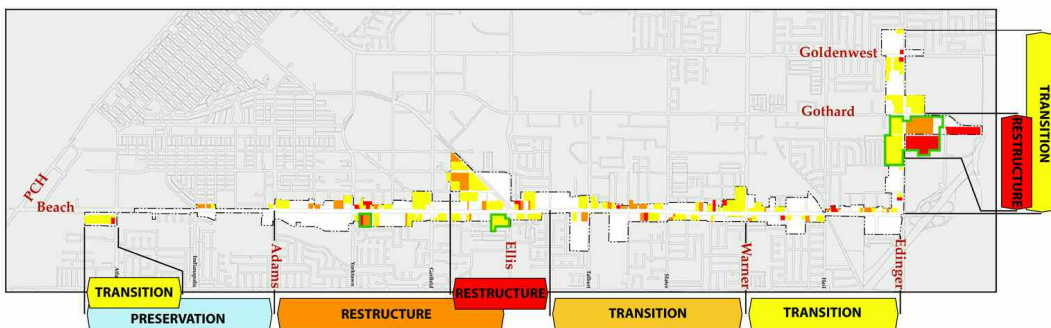
APA California Chapter members are now able to login to gain access to Members-Only capabilities. Have you

forgotten your password? To reset it, or to login for the first time, click on the link "Forgot your Password?" in the lower left area of the homepage; type in the email address APA California Chapter has on file for you, and you will receive an email with your user name and a link to reset your password.



## A Market-Based Model for Retrofitting Suburban Strip Corridors

Continued from page 8



Strategies vary according to potential for change along the corridor

### Addressing Potential for Change

To guide new investment, the strategic approach in Huntington Beach divides the corridors into three broad categories based on potential for change.

Areas with significant potential for change are targeted for aggressive restructuring into mixed-use, pedestrian-friendly environments. The two major town centers are designated as restructure areas because of large vacant or underutilized properties and strong economic potential.

Segments featuring only moderate potential for change are given a planning framework that accommodates gradual transition away from the single use, auto-oriented strip commercial corridor of today.

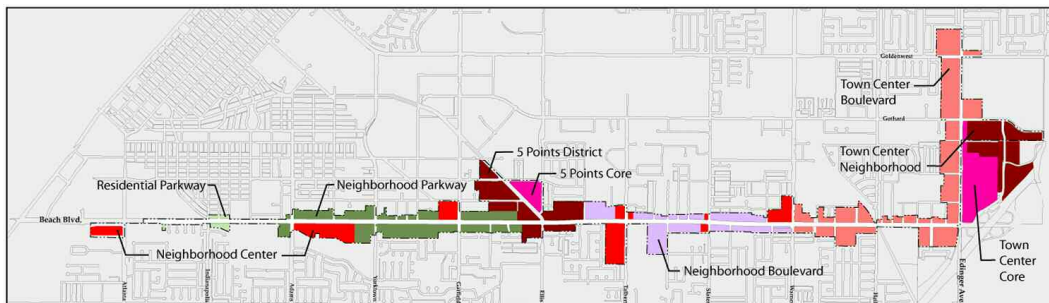
Areas that are economically stable and already feature a desirable development pattern are treated as preservation areas, focused primarily on replicating and subtly improving upon the best features of the existing pattern.

The plan prioritizes capital improvements in locations featuring the greatest potential for change. Context-specific streetscape improvements which enhance the physical character of the corridor and support planned new development will encourage private investment. In this way, market-sensitive land-use policies and public investment in vulnerable areas will combine to kick off restructuring. To date, several development applications have been submitted and approved.

### No One-Size-Fits-All Solutions

This "potential for change" framework helps fight the tendency to apply a single solution continuously to long stretches of corridor. Strategies must vary not only across the Transect, but also along a corridor in response to varying markets, demographics, and physical conditions.

Despite the challenges that corridors pose, they offer significant opportunities to transform large and valuable pieces of otherwise built-out suburbs and move communities to a more livable and sustainable settlement patterns. Market-based plans that sufficiently address existing conditions and apply Transect-based urban design principles stand the best chance of success.



Regulations framework: A pattern of corridor Centers and Segments



[http://www.huntingtonbeachca.gov/Government/Departments/Planning/major/beach\\_Edinger.cfm](http://www.huntingtonbeachca.gov/Government/Departments/Planning/major/beach_Edinger.cfm)



[www.planningcenter.com](http://www.planningcenter.com)

COMMUNITY PLANNING | DESIGN | ENVIRONMENTAL PLANNING  
ENVIRONMENTAL SCIENCES | ECONOMICS | SCHOOL PLANNING



Where solutions and service meet

Los Angeles  
Oakland  
Olympia  
Petaluma  
Portland  
Sacramento  
San Diego  
San Francisco  
Seattle  
Tampa  
Woodland Hills  
[www.esassoc.com](http://www.esassoc.com)



A World Leader in Landscape Architecture  
Landscape Architecture • Planning • Urban Design  
[www.swagroup.com](http://www.swagroup.com)

## Join the APA California Legislative Review Teams

The APA California Legislative Review Teams are once again gearing up to review the new planning-related legislation to be introduced in 2012. To get more information on the teams, please visit the APA California website, [www.apacalifornia.com](http://www.apacalifornia.com). If you would like to become a member of the Review Teams, please e-mail Sande George at [sgeorge@stefangeorge.com](mailto:sgeorge@stefangeorge.com).



## Pay Your APA National Dues Monthly

National APA provides members with an option to pay their dues on a monthly basis. If you cannot afford the lump sum contact National APA and have your dues prorated over 12 months and deducted directly from your bank account. Contact National APA for more information or when you receive your dues statement ask for that option. [www.Planning.org](http://www.Planning.org)



## APA California Legislative Update - Winter 2012 Legislature Returning in January

*By Sande George, Stefan/George Associates, APA Lobbyist and Executive Director*



All has been quiet at the Capitol while legislators are on winter interim and waiting for the outcome of various lawsuits challenging 2011 budget decisions, including the elimination of redevelopment agencies.

They will be returning on January 4, 2012. For an update of key bills APA CA lobbied in 2011, please see the latest article on the website at [www.calapa.org](http://www.calapa.org).

### Other key deadlines:

January 10.....Governor's budget is due

January 27 .....deadline to submit a bill to Legislative Counsel

February 24 .....deadline for actual bill introduction

April 27.....policy committee deadline

## APA California ON-LINE: Check it Out!

APA California has developed this web site to provide on-line services for APA California members and others interested in planning issues: [www.apacalifornia.org](http://www.apacalifornia.org)

In addition to the ability to view and post jobs online, view a Consultant Find - Business Directory and access APA California publications online, APA California members have access to the following capabilities:

- Register for events at the discounted member price
- Track legislation progress
- Access Members Only Legislative Resources such as Legislative Alerts, Hot Topics, and Hot Bills Access Articles posted for Members Only view

### Discounts on:

- Solano Press books during the annual State Conference.
- Insurance for Professionals discounts that includes:
  - Reduced insurance costs
  - Risk management services
  - Expertise addressing the concerns of planners & design professionals
  - Loss control counseling
  - Client contract review
- Receive email notifications about information pertinent to California planning and APA California initiatives

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

## CPD and NACP 2012 Project Awards Accepting Applications

The APA County Planning Division (CPD) and the National Association of County Planners (NACP) are pleased to announce the opening of their 2012 Project Awards Program application cycle. This program provides them the opportunity to recognize outstanding planning projects from counties around the country at the APA CPD/NACP annual business meeting in Los Angeles at the APA National Conference. The program provides members with the chance to see and learn about development, conservation, government, or environmental projects, where planning has had a positive impact on the outcome. Judges will be looking for innovativeness and quality, and the potential for use in other areas.

### Awards of Excellence and Merit

A complete award package must be received by each juror either by regular mail or electronic mail no later than 5:00 pm, Friday, February 10, 2012 (no exceptions). Please direct any questions about the awards program to Tim Brown, Chair, Awards Committee at 334.615.3416 or by email to [downtown54@hotmail.com](mailto:downtown54@hotmail.com).

### For submittal information and application check out:

<http://www.countyplanning.org/the-nacp-2012-project-awards-program-780/>

### DESIGN, COMMUNITY & ENVIRONMENT



1625 SHATTUCK AVENUE, SUITE 300  
BERKELEY, CALIFORNIA 94709

TEL: 510 848 3815  
FAX: 510 848 4315

[www.dceplanning.com](http://www.dceplanning.com)

comprehensive planning | urban design | environmental review  
landscape architecture | public participation | smart growth | GIS

**mintierharnish**  
Planning Tomorrow Today®

Planning and Project Services | Legal Support  
Issues Research and Management  
GIS, Graphics, and Mapping

[www.mintierharnish.com](http://www.mintierharnish.com) (916) 446-0522



## Student Sagacity

# Planning is Everywhere: Making the Most Out of Your Planning Student Career

By Cindy Ma, LEED AP, APA California Student Representative



Hi, my name is Cindy Ma and I will be the student representative on the Cal APA Board of Directors for the 2012 year. Currently, I am a graduate student at Cal Poly San Luis Obispo studying City and Regional Planning with an emphasis on urban design.

I am excited to be a part of the Cal APA board and represent planning students throughout the State. Since the prior student representative, Chris Read, discussed the benefits of being an APA member and conference highlights in previous issues of Cal Planner, in this issue I would like to focus on the topic of local APA chapters and extracurricular opportunities that can help enrich your planning student experience.

As planning students, it is important that we explore and discover any opportunity there is to expand our planning knowledge. Local APA chapters can provide a more personal experience that may not be available, or may enhance resources, at the national and state level. At Cal Poly San Luis Obispo, there is a strong partnership between the Central Coast APA chapter and the university. This relationship has allowed for informative and valuable exchanges between professionals in the area and students at the university.

Every quarter Cal Poly APA student representatives and the local APA chapter host several events to enrich the learning experience of students and planners in the area. So far, this academic year there has been lectures, panels, tabling, and mixer events. Topics at lectures and panels have varied from water conservation to the different pathways in planning. These small discussion- and panel-based events encourage a dialogue between students and professionals, providing an opportunity for both sides to learn from each other. Additionally, a tabling event was held at the farmers market to bring awareness about the field of planning and a mixer was held at a local planning firm to encourage dialogue between planning professionals and students.

In order to make the most out of our career as planning students, it is imperative that we take advantage of APA at all levels and combine it with other extracurricular opportunities. As many of us have come to learn, planning is everywhere. This means that our educational experiences should not be limited to just the classroom. Extracurricular opportunities such as internships, volunteer work, and competitions allow for an additional layer of discovery and exploration that can help us put what we have learned to practice and prepare ourselves for the professional realm. Internships and volunteer experiences provide valuable insight into finding our interests as well as our strengths and weaknesses.

So make the most of your planning student career! Take advantage of what APA (at all levels) has to offer and combine it with extracurricular opportunities so that you can get the best of both the educational and professional worlds. To help get you started, links to local APA chapters and some ideas for extracurricular opportunities are listed at the end of the article.

As your APA California student representative, I would love to hear any comments, questions, or concerns you have about APA California. Please contact me at [cma03@calpoly.edu](mailto:cma03@calpoly.edu).

## Local APA California Chapter and Planning Universities:

- Central: <http://www.centralsection-apa-ca.org/>
- Northern: <http://www.norcalapa.org/>
  - UC Berkeley: <http://dcrp.ced.berkeley.edu/>
  - San Jose State: <http://www.sjsu.edu/urbanplanning/>
- Orange: <http://oc-apa.org/news.php>
  - UC Irvine: <http://ppd.sococo.uci.edu/>
- Los Angeles: <http://www.la-apa.org/>
  - UCLA: <http://publicaffairs.ucla.edu/urbanplanning>
  - USC: <http://www.usc.edu/schools/price/>
- Sacramento: <http://www.sacvalley-apa.org/>
  - Young Planners Group (YPG): <http://www.sacvalley-apa.org/ypgmenu/overview>
- San Diego: <http://www.sdapa.org/home/index.php>
  - UC San Diego: <http://usp.ucsd.edu/>
  - San Diego State University: [http://arweb.sdsu.edu/es/admissions/graduate/city\\_planning\\_mcp.html](http://arweb.sdsu.edu/es/admissions/graduate/city_planning_mcp.html)
  - Young Planners Group (YPG): <http://sdapaypg.weebly.com/index.html>
- Central Coast: <http://www.centralcoastapa.org/>
  - Cal Poly San Luis Obispo: <http://planning.calpoly.edu/>
- Inland Empire: <http://www.ies-apa.org/index.asp>
  - UC Riverside: <http://www.ucr.edu/>
  - Cal Poly Pomona: <http://www.csupomona.edu/~urp/index.shtml>

## Extracurricular Opportunities:

- Intern/volunteer with:
  - Local, county, regional, state and federal agencies
  - Planning firms (consider a range: design, environmental, transportation, etc.)
  - Professional development agencies (i.e. APA, SPUR)
  - Non-profit organizations (i.e. Housing Trust Funds, Land Trusts, Green Belt Alliance, Habitat for Humanity, etc.)
- Competitions:
  - Gerald D. Hines Urban Land Institute (ULI) interdisciplinary urban design competition
  - <http://www.udcompetition.org/>
  - AECOM Water Student Design Competition
  - <http://www.aecom.com/What+We+Do/Water/Design+Competition>
  - Bank of America Low Income Housing Challenge (ask your university department about this competition)

# Sacramento Valley Section Mentors Young Planners

*By Derek Wong, AICP, APA California, Sacramento Valley Section, Membership Inclusion Director*

The state wide Membership Inclusion Directors are actively developing programs and initiatives to further the goals and objectives of diversity and inclusion for our membership. In support of this, APA's Sacramento Valley Section recently launched a mentorship program for young planners. The **PLAN Sac Valley program (Planning + Leadership + Advancement + Networking)** is in its inaugural year and provides professional planners who are just starting their careers with enriching **one-on-one and group mentoring sessions** for personal and professional growth and advancement. The goal of the program is to support young planners so that planning is a viable career choice.

The **9-month program matches mentors with protégées** and is dedicated to providing new technical insight into planning and other related fields, professional development tips, leadership skills, and networking strategies that can be integrated into young planners' day-to-day lives. The program curriculum addresses topics such as the politics of public and private sector planning and personal branding, with group meetings focused on issues such as "The Future of the Planning Profession." PLAN Sac Valley mentors are established technical and planning policy professionals that have volunteered to share their knowledge and experience with young planners.

**Enrolment in the 2011/2012 PLAN program includes nine mentors and nine protégées** from a diverse range of backgrounds. Participants include planners from local, regional, state, and federal government, as well as consultants representing small and large planning companies. The program also integrates participants with general APA Sacramento Valley Section and YPG events, including being recognized at the Section Awards Night Program.

**PLAN Sac Valley is a member-only benefit** and resulted in six new APA members in its first year. The Sacramento Valley Section intends to continue the PLAN program on an annual basis. For more information about PLAN, please visit <http://sacvalley-apa.org/ypgmenu/plan-sac-valley> or email Tracey Ferguson, Sac Valley Section YPG chair, or Ben Rubin, PLAN Sac Valley program coordinator, at [ypg@sacvalley-apa.org](mailto:ypg@sacvalley-apa.org).

And if you have any questions about or want to become involved in APA California diversity and inclusion activities, please contact Chapter Membership Inclusion Co-Directors David Salazar, AICP at [salazar@csulb.edu](mailto:salazar@csulb.edu) or Connie Galambos Malloy at [connie@urbanhabitat.org](mailto:connie@urbanhabitat.org)

## APA California Chapter Co-Membership Inclusion Directors

David Salazar, AICP  
(562) 985-4131, [salazar@csulb.edu](mailto:salazar@csulb.edu)

Connie Galambos Malloy, Commissioner  
(510) 717-3775, [connie@urbanhabitat.org](mailto:connie@urbanhabitat.org)

## Section Inclusion Directors

Northern Section - Miroo Desai, AICP  
(510) 596-3785, [mdesai@ci.emeryville.ca.us](mailto:mdesai@ci.emeryville.ca.us)

Central Coast Section - Lilly Okamura, AICP  
(805) 654-7758, [lokamura@cityofventura.net](mailto:lokamura@cityofventura.net)

Los Angeles Section - Anna Vidal  
(818) 374-504, [Anna.Vidal@lacity.org](mailto:Anna.Vidal@lacity.org)

Orange Section - William Hoose  
(714) 750-7275, [William.Hoose@atkinsglobal.com](mailto:William.Hoose@atkinsglobal.com)

Sacramento Valley Section - Derek Wong, AICP  
(530) 601-2508, [dwong@pmcworld.com](mailto:dwong@pmcworld.com)

Inland Empire Section - Nelson Miller  
(951) 787-9222, [nmiller@hogleireland.com](mailto:nmiller@hogleireland.com)

San Diego Section - Jane Clough-Riquelme, Ph.D.  
(619) 699-1909, [jcl@sandag.org](mailto:jcl@sandag.org)


## AICP Exam Scholarships Available

If you are NOT already a member of AICP or FAICP, AND you meet the minimum educational and experience qualifications required to take the May 2012 AICP Exam, AND you are experiencing real financial hardship... consider applying for one of the **APA California AICP Exam Reduced Fee Scholarships**. **The deadline to apply by email is 5:00 on Tuesday, January 17, 2012.**

This scholarship program was put into place to offer assistance to APA members in California who may defer taking, or are unable to take the AICP exam, because of its high cost. All applications received by the deadline will be evaluated by a subcommittee of the Chapter board, and a final determination of Chapter scholarship recipients will be made by January 20, 2012.

Unfortunately, since these reduced fee scholarships are very limited in number, and in order to make this opportunity available to as many members as possible with the greatest financial need, past Chapter or Section AICP Exam Reduced Fee Scholarship recipients are not eligible to apply.

## "Quick Leg Info" Feature Now on Website Homepage

 APA California Chapter has a quick legislative information feature - members can now 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), just click on the "Hot Bill List" link. That link connects members to reports on the hot bills, APA California Chapter positions, and the status of each measure.

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



## 2012 APA National Conference Mobile Workshop (W045)

# Santa Catalina Island: A Microcosm of Small Town Planning Issues in the West

By Dale Powers, AICP, Immediate Past Chair, Small Town and Rural Planning Division (STaR), American Planning Association

As many of you know, different parts of the country face unique planning challenges not experienced elsewhere. In the American West, there are several planning challenges:

- In resort communities with upscale housing, a struggle for affordable housing for residents who work at the resort exists.
- Transportation is a big issue for residents of island communities with limited opportunities to work and shop.
- Water is a BIG issue in the American West, with interstate compacts determining how much water each state can use, as well as controversy over agricultural vs. residential usage.
- Balancing good land stewardship with property rights and creating economic opportunities for residents.
- Accommodating growth in resort communities with geographic limitations for outward expansion.

Each one of those challenges would make a great topic for a mobile workshop – especially with the 2012 National Conference being held this coming April in Los Angeles. To have all of those topics covered in one mobile workshop is a good use of your agency's training dollars.

**"Santa Catalina Island: A Microcosm of Small Town Planning Issues in the West"**, on Tuesday, April 17, does all of that and more! For much less than the cost of several mobile workshops, you will experience firsthand how Santa Catalina Island and the City of Avalon have addressed these issues. As well, your learning experience will be enhanced by the breath-taking beauty of Santa Catalina Island:



(left) Avalon, California – on Santa Catalina Island; (right) Catalina Casino

In addition to actually seeing how Santa Catalina Island addresses each of the five challenges listed above, you'll also be intrigued by learning more about:

- Why there is freshwater and saltwater service to each structure serviced by City sewer and water.
- Why there is a 17-year wait to own a car on the island.
- Why the Casino is not a gambling casino and what it is used for.

This all-day mobile workshop is hosted by Siri Eggebraten, Associate Planner for the City of Big Bear Lake, California; Anne Krieg, STaR Vice Chair of Programs; and Dale Powers, STaR



**Heffernan Professional Practices**

Specialists in Insurance for Planners.

Marsha Bastian  
Account Executive  
marshab@heffins.com

heffins.com  
714.919.4230  
Orange, CA



**Michael Brandman Associates**

- Environmental Planning
- Natural Resources
- Regulatory Compliance
- Cultural Resources
- Restoration Planning
- Air Quality & Climate Change
- Water Resources

### Locations

Fresno, Irvine,  
Palm Springs, Sacramento,  
San Bernardino & San Ramon

(714) 508-4100

www.brandman.com

**Wagstaff/MIG**

Environmental Planning/  
CEQA Compliance

Urban and Land Planning

www.wagstaffassociates.com

phone (510) 845-7549

800 Hearst Avenue Berkeley, CA 94710

**PCR**  
SERVICES CORPORATION

Environmental Planning & Documentation  
Biological Services  
Air Quality & Climate Change  
Acoustics  
Archaeological & Paleontological Resources  
Historic Resources

**Santa Monica**  
233 Wilshire Boulevard  
Suite 150  
Santa Monica, CA 90401  
TEL: 310-451-4480  
FAX: 310-451-5279

**Irvine**  
One Semora  
Suite 150  
Irvine, CA 92618  
TEL: 949-753-7001  
FAX: 949-753-7002

**Pasadena**  
80 South Lake Avenue  
Suite 570  
Pasadena, CA 91101  
TEL: 626-266-6170  
FAX: 626-266-6171

www.pcrnet.com

## APA California Chapter Broadcasts Information



APA California Chapter 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 916.773.0288 if you need assistance or further information.

## Santa Catalina Island: A Microcosm of Small Town Planning Issues in the West

*Continued from page 13*

Immediate Past Chair. Attendees will experience several learning modules during the workshop. En route to the island, Siri will give an overview of California planning law, including the California Environmental Quality Act (CEQA), and the role of the California Coastal Commission in land use decisions.

After landing at Avalon, attendees will be welcomed by Amanda Cook, Planning Director for the City of Avalon. The group will be taking trolley cars up to Wrigley Memorial Gardens. During the trolley ride, Amanda will share with the group the historical context of Santa Catalina Island and how that has influenced land use planning. At the Memorial Gardens, Mel Dinkel of the Catalina Island Conservancy – which controls over 80% of the land area of the island – will present the Conservancy's role as steward of the undeveloped land and the role of eco-tourism in business development.

Lunch will be at the beautiful Catalina Island Country Club. During lunch, a representative of Hamilton Pacific LLC will share with attendees the challenges of constructing affordable housing on the island, where the scarcity of available buildable land drives up housing costs; Audra McDonald of the City of Avalon will discuss transportation grants that help offset the high costs of travel to the mainland; Wayne Griffin of the Catalina Island Chamber of Commerce will talk about the impact of tourism on the local economy; and a representative of Southern California Edison will share with the group how saltwater is converted to freshwater, and a representative of Environ Strategy will present why saltwater is run into structures on the island.



*(left) Catalina Island Country Club; (right) Triana of Avalon – affordable housing*

Of course, it wouldn't be a STaR mobile workshop without some interesting wrinkle. After the formal presentations, attendees will have 90 minutes to either partake in a special investigative exploration of Avalon (on foot or golf cart) based on what was presented at the workshop; visit the Casino with its unique architecture and history; visit the various tourist attractions of the area; or simply walk around and enjoy the beauty and unique architectural styles of the City of Avalon.



*(left) Unique architectural styling; (right) Avalon business district*

*Continued on page 15*

*Celebrating 30 Years of Excellence*



**EMC PLANNING GROUP INC.**  
A LAND USE PLANNING & DESIGN FIRM

Monterey, CA 831.649.1799 [www.emcplanning.com](http://www.emcplanning.com)



URBAN DESIGN  
CAMPUS PLANNING  
LANDSCAPE ARCHITECTURE  
LAND PLANNING

San Francisco (415) 249-0130  
Nevada City (530) 264-7033  
[www.bmsdesigngroup.com](http://www.bmsdesigngroup.com)

## DUDEK

Helping public agencies and major landowners throughout California develop the long-term value of their assets by ensuring projects are technically and economically sound, regulatory compliant, and sustainable.



**Natural Resource Management**  
**Infrastructure Development**  
**Regulatory Compliance**

[www.dudek.com](http://www.dudek.com) [info@dudek.com](mailto:info@dudek.com) 800.450.1818  
**PLAN | DESIGN | PERMIT | CONSTRUCT | MANAGE**

**BBK**

**BEST BEST & KRIEGER**  
ATTORNEYS AT LAW

**BB&K** is the largest and most experienced full-service municipal and public agency law firm in California. We offer clients unique experience in handling complex planning, building and redevelopment issues.

*Offices throughout California, please visit [BBKlaw.com](http://BBKlaw.com)*



**Hogle-Ireland, Inc.**

*Planning in Motion*

Contract Staffing  
General Plans  
Development Codes  
Specific Plans  
Entitlement Services  
Community Design & GIS  
Environmental Planning

[www.hogleireland.com](http://www.hogleireland.com)



## Santa Catalina Island: A Microcosm of Small Town Planning Issues in the West

*Continued from page 14*

Finally, on the trip back to the Convention Center there will be a trivia contest based on a combination of learning experiences and just plain fun! Prizes will be awarded – and all attendees are guaranteed to win a memento of their experience on the island.

The all-day workshop begins at 7:00 am from the Convention Center and arrives back at the Convention Center at 7:30 pm. There is a fair amount of walking on this workshop, so bring good walking shoes!

While this mobile workshop is more expensive than others, the awarding of 8.0 AICP CM credits makes the experience well worth the expense. It's like participating in 5 different workshops without paying for 5 different workshops.

If you have any questions about this mobile workshop, contact Dale Powers at 320-493-8930 or [dalepowers@ziplanning.com](mailto:dalepowers@ziplanning.com).

Thanks – and I look forward to seeing you in April!

### GRUENASSOCIATES

Architecture	Master Planning
Environmental Planning	Specific Plans
Transportation Planning	Urban Design/Revitalization
New Community Planning	Campus Planning
Community Participation	Landscape Architecture

carbrey@gruenassociates.com tel 323 937 4270  
www.gruenassociates.com fax 323 937 6001  
6330 San Vicente Blvd., Suite 200, Los Angeles, CA 90048

### STANLEY R. HOFFMAN ASSOCIATES

#### Economic, Fiscal and Financial Studies

11661 San Vicente Blvd., Suite 306, Los Angeles, CA 90049  
Phone: 310.820.2680 • Alameda Office: 510.522.1129  
[www.stanleyhoffman.com](http://www.stanleyhoffman.com)

#### Planning Services Directory

Calling card advertisements support the publication of *Cal Planner*. For more information on placing a calling card announcement and to receive format specifications, contact: Laura Murphy at 916.773.0288 or email [nhe2011@live.com](mailto:nhe2011@live.com).



*Click on a sponsor call card and be linked to their website.*

## Cutting-Edge Courses From an Environmental and Sustainability Leader

### ENROLL NOW!

**Introduction to Climate Change, Environment and Sustainability**

*Jan. 7–Feb. 4 in Belmont*

**Introduction to Renewable Energy Technologies**

*Jan. 17–March 20 in Berkeley*

**Solar Energy: Understanding Policy-Driven Markets**

*Feb. 21–March 20 in San Francisco*

**Water Recycling**

*Feb. 27–March 26 in Berkeley*

**NEW! Plastics and the Environment**

*March 14–May 16 in Berkeley*

**Sustainable Remediation Methods for Soils and Water**

*April 2–30 in Berkeley*

**NEW! Smart Grids: Energy-Efficient Buildings**

*May 12 and 19 in Belmont*

[extension.berkeley.edu/environmental](http://extension.berkeley.edu/environmental)



**UC Berkeley Extension**

Be Your Best With Berkeley



**BILL PALLESCHI**, graduate, Professional Programs in Sustainability and Energy and in Corporate Social Responsibility Reporting

## Getting to Know PEN - Planners Emeritus Network

*By George Osner, AICP, APA California PEN President 2011-2012*

So you've been to the Conference, or read the *Cal Planner*, and you've seen a reference to this thing called PEN - **Planners Emeritus Network** . . . PEN is one of APA California's lesser-known related organizations; here's a little more about PEN to round out your knowledge and whet your interest.

PEN was established to recognize the efforts of senior members of the planning profession who have contributed to California planning by their leadership and service to the profession; and to serve as a support group to the APA California Board of Directors, the California Planning Foundation and other Chapter Board authorized organizations for the purpose of providing a resource of long-tenured members of the Association and to ensure that their personal insights, experiences and planning history are recognized and are made available to the Board and related organizations.

So who is a member of PEN? You may already be a member and not even know it! You are a member if:

- You are a Life Member of APA (members who are over the age of 65 and have twenty-five years of continuous membership in APA)
- You have ever been a state-wide elected Board officer of APA California
- You are a Fellow of the College of the American Institute of Certified Planners (FAICP) from California
- You are/were a member of the former California Planning Historical Society
- You are a retired planning professional who is a member of APA California

PEN carries out its purposes through a variety of programs, most significantly including the PEN Honor Awards, presented each year at the annual APA California conference, and through program sessions at the conference highlighting planning history and helping the current members to avoid "reinventing the wheel." PEN also assists the Chapter Historians in their work.

The **PEN Honor Awards** recognize California professional planners who have distinguished themselves by service to APA California and its various instrumentalities, and/or the Planning profession within California, over an extensive period of time. Awardees are planners who are viewed as mentors by younger planners for their planning wisdom and advice. They are planners who have maintained their strong commitment to the planning profession throughout their careers with ethical and visionary action.

The **2011 Class of PEN Honor Awardees** were recognized at the Santa Barbara conference in September, and included the following seven outstanding California planners:

- John Anderson (Orange Section)
- Alec Bash, AICP (Northern)
- Elaine Costello, FAICP (Northern)
- Alex Hinds (Northern)
- Donald D. Lamm, AICP (Orange)
- Robert Pasternoster, FAICP (Los Angeles)
- Paul Wack, AICP (Central Coast)

Congratulations again to this year's group of PEN Honorees, a group who has been diligently serving the public with exceptional planning skills and has served the profession and its organizations diligently and in a multitude of capacities over their extended careers. This is truly a group who is "in it for the long haul."

If you would like to be added to PEN's email list, please feel free to drop me an email at [gosner@ainet.com](mailto:gosner@ainet.com).



• CEQA / NEPA • Biology  
• Environmental Planning • Archaeology and Paleontology  
• Environmental Compliance • Climate Change and Sustainability Services

Half Moon Bay 650.440.4160    Pasadena 626.240.0587    San Luis Obispo 805.543.7095  
[www.swca.com](http://www.swca.com)



**Landscapes Architecture,  
Urban Planning & Urban Design**

James Oviatt Building, 11th Floor  
617 S. Olive Street, Los Angeles, CA 90014  
(213) 673-4400    [www.melendrez.com](http://www.melendrez.com)



urban economics for  
sustainable development

[bae1.com](http://bae1.com)

san francisco 510.547.9380  
sacramento 530.750.2195  
los angeles 213.471.2666  
new york 212.683.4486  
washington dc 202.588.8945

### Planning Services Directory

Calling card advertisements support the publication of *Cal Planner*. For more information on placing a calling card announcement and to receive format specifications, contact: Laura Murphy at 916.773.0288 or email [nhe2011@live.com](mailto:nhe2011@live.com).



**Click on a sponsor call card  
and be linked to their website.**



ENVIRONMENTAL PLANNING  
RESOURCES MANAGEMENT

Costa Mesa: (714) 444-9199  
Pasadena: (626) 351-2000

[www.BonTerraConsulting.com](http://www.BonTerraConsulting.com)

## Send Your Articles and Photo Essays for *Cal Planner*

Dorina Blythe

*Cal Planner* Managing Editor

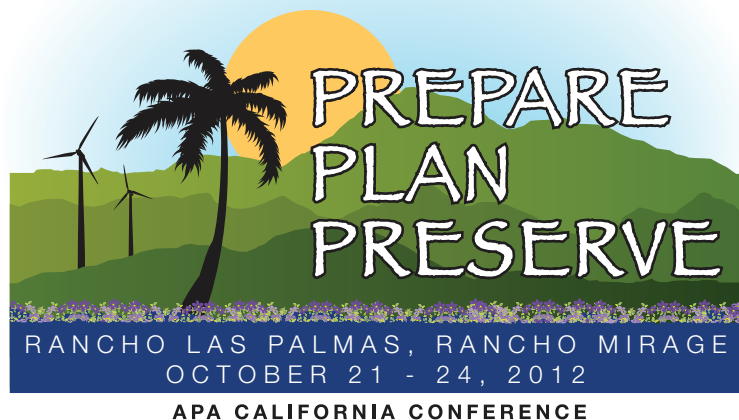
GranDesigns

31807 Green Oak Way, Temecula, CA 92592

Telephone & Fax: 951.695.3646

[Dorina@GranDesigns.us](mailto:Dorina@GranDesigns.us)





The theme for the 2012 APA California Conference is Prepare, Plan, Preserve.

**Prepare:** Getting Ready for What Lies Ahead.

**Plan:** Addressing Today's Challenges and Opportunities.

**Preserve:** Retaining and Protecting Resources.

The 2012 APA California Conference Host Committee along with the Inland Empire Section - APA California Board wish to remind everyone that Call for Presentations are due by January 9, 2012. The state conference will be held October 21 - 24, 2012 at the beautiful Rancho Las Palmas in Rancho Mirage California. The Host Committee is primed and geared for the best conference yet.

Featured will be engaging keynote speakers, informative sessions and mobile workshops including the Sunnylands Education Center and Gardens ([www.sunnylands.org](http://www.sunnylands.org)) and the Marine Corps Air Ground Combat Center in 29 Palms! The APA All Star Band will be center stage at one unforgettable evening. If not already, mark your Outlook and iCloud calendars now!"

**Additional conference information can be found at**  
**[www.apacalifornia.com](http://www.apacalifornia.com)**

## Volunteers Needed

Have fun, meet new people and volunteer for one of the many conference committees.

Please contact

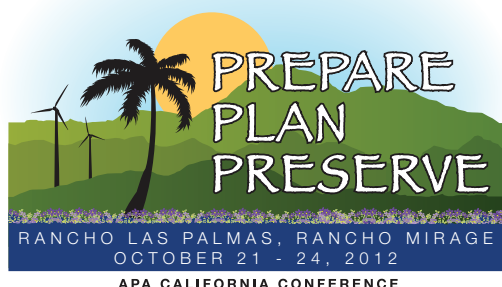
Meenaxi Pannakkal

Volunteer Chair

951.781.9310

[Meenaxi.pannakkal@isa-assoc.com](mailto:Meenaxi.pannakkal@isa-assoc.com)





## EXHIBITOR AND SPONSOR OPPORTUNITIES

Please make check payable to APA California and mail to:  
APA California Conference

P.O. Box 214065, Sacramento, CA 95821

Fax exhibitor and sponsorship submission to: 760.674.2479

Name \_\_\_\_\_ Company Name \_\_\_\_\_

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

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

### Exhibit and Sponsor Opportunities

*Note: Booth and tabletop locations are on a first-come first-pay basis. See the next page for booth/tabletop numbers and availability.*

Booth # Choice 1 \_\_\_\_\_ Booth # Choice 2 \_\_\_\_\_ Booth # Choice 3 \_\_\_\_\_

Tabletop # Choice 1 \_\_\_\_\_ Tabletop # Choice 2 \_\_\_\_\_ Tabletop # Choice 3 \_\_\_\_\_

### Exhibit and Sponsorship Package Opportunities

Conference Bags	<input type="checkbox"/> 1 Available - \$5,000
Conference Lanyards/Conference Badges	<input type="checkbox"/> 1 Available - \$2,750
Exhibit Booth & Mobile App	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & CPF Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Keynote Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Continental Breakfasts	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Closing Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Student Scholarship Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Awards Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Tabletop & Afternoon Breaks	<input type="checkbox"/> 3 Available - \$1,750
Exhibit Tabletop & Mobile Workshops	<input type="checkbox"/> 7 Available - \$1,750

### Sponsorship Only Opportunities

Silver	<input type="checkbox"/> 5 Available - \$2,750
Gold	<input type="checkbox"/> 3 Available - \$5,000
Platinum	<input type="checkbox"/> 2 Available - \$7,500

### Exhibitor Registration

Exhibits are for the support of the conference and promotion of your product, service, or program and have been created for flexibility in price and level of exposure. Exhibit locations are on a first-come, first-pay basis.

A specified number of complimentary exhibitor badges (complimentary for booth staff use only and does permit attendance at sessions, meals, or events) are included in the booth and tabletop costs.

### Exhibitor and Sponsorship Questions

APA California 2012 Conference Office: Lynne C. Bynder, CMP, APA California Chapter 2012 Conference Planner

Email: [lbynder@meetingxceptional](mailto:lbynder@meetingxceptional) • Fax: 760.674.2479

### Please Total the Items Selected Above Here

Sponsorship Package Opportunities Total \$ \_\_\_\_\_

Sponsorship Only Opportunities Total \$ \_\_\_\_\_

I would like to donate an item for the conference registration bag (i.e. pens, notepads, mints, magnets, lapel pins, etc.) *Please note that the 2012 Conference Committee approval is required for items to be included in conference registration bag.*

Item \_\_\_\_\_