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American Planning Association  
 California Chapter

Making Great Communities Happen

# CALIFORNIA PLANNER

Planning News & Updates from APA California

Old Town Sacramento. Source: Chris Allan Photography, Sacramento

MARCYEBER | VP-Public Information

## Capitalizing on our Diversity

California's capital city is a goldmine of diversity...ecologically, culturally and in innovation. In Sacramento many locals are fond of saying, "California begins here." It is the confluence where the old west meets a multicultural community and where the delta influences the grid. It is home to the most influential state policies in the country and fashions itself as "America's Farm-to-Fork Capital." In the past decade, the city has experienced much transformation and revitalization. The most significant change has been the construction of the Golden 1 Center and the adjacent redevelopment in the Downtown Commons.

This year's conference, as in past years' gatherings, will offer ample time to secure your CM credits and engage in professional networking, but also will allow for a bit of fun all with minimal impact to your professional schedule. Further, there will be 109 sessions and 19 mobile workshops that will give you a rare opportunity to see local and state planning efforts at work. But that is not all. There will be dynamic keynote speakers that will enlighten, social events to engage, and educational sessions to excite your passion as a planner.

Your Local Host Committee, co-Chaired by **Jeannie Lee**, **David Kwong**, and **Bob Lagomarsino** along with the Chapter's VP of Conferences, **Hanson Hom**, have been working diligently over the past 18+ months to ensure a successful and memorable conference. Don't miss this opportunity to learn and share the best the profession has to offer.

I look forward to seeing you in Sacramento. **MY**

**FEATURE |** Blake Roberts, Ph.D., AICP

## Sacramento's Planning Evolution: From the Gold Rush to the Golden 1 Center

**While the nicknames "River City" and "City of Trees" may be accurate physical descriptions of Sacramento, the city's early nickname and motto says something remarkable about its people: "Urbs Indomita" is Latin for the "Indomitable City." The city has survived natural disasters and redevelopment failures, but is now the fastest-growing big city in the state and has emerged as an important destination for the farm-to-fork movement, burgeoning craft brewing scene, world-class entertainment venues, and vibrant neighborhoods.**

The Sacramento region has long been a region of plenty. The Miwok, Nisenan, and Patwin people thrived by living off the cornucopia of nuts, seeds, berries, roots, fish, birds, and game. A tragic malaria (and possibly also measles) epidemic between 1830 and 1833 killed up to 50 percent or more of the indigenous population and helped pave the way for Mexican and American incursion into the Sacramento Valley.

In 1839, John Augustus Sutter Sr. established a 77-square mile rancho at the junction of the Sacramento and American Rivers, called New Helvetia after his native Switzerland, in what was still then a northwestern outpost of Mexico. With the help of the native population and Californio settlers, he quickly amassed a large empire, including a mill near Coloma in the Sierra Foothills intended to supply lumber for the new community of Suttersville, south of current day Downtown Sacramento. Ironically, the discovery of gold at his mill on January 24, 1848, would lead to the end of his prosperity.

Many entrepreneurs in the area were making considerable money from the growing influx of miners heading to the Sierra Foothills starting in the summer of 1848, but Sutter Sr. owed many creditors, including the Russians for the purchase of Fort Ross on the Sonoma

Flood of 1862. Source: Wikimedia Commons



K. STREET, FROM THE LEVEE.

INUNDATION OF THE STATE CAPITOL, City of Sacramento, 1862.

Published by A. H. WHEELER, San Francisco

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10th and R Street. Former Fuller Warehouse is now the Fox and Goose Public House and the remnants of rail tracks are preserved through the center of R Street. Source: Kat Hughes

**FEATURE |** Kat Hughes

## Putting the R in Revitalization

**Sacramento is many things: it is a Gold Rush town, a railroad town, and a capital city deeply impacted by both urban flight and suburban sprawl. A glance at any recent map of Sacramento shows the city like a comet; the city center pushing against the Sacramento River and the sprawl of the Sacramento metropolitan area trailing out toward the Sierra foothills. In the past twenty years, however, there has been a pull back toward the urban core. Since the late 1990s, younger generations emigrating in search of an affordable cost of living, and looking for walkable and bike-friendly living with restaurants, galleries, and other entertainment and nightlife close at hand have decided to make Sacramento's burgeoning grid their home.**

Exciting infill development areas such as the R Street Corridor are spearheading the revitalization of Sacramento's historic urban core. This corridor connects the Southside Park area with Midtown along the south side of the central Capitol area of downtown, and was once an operating rail line and warehouse district.

The evolution of the former rail corridor and industrial area has been both organic and

inspired. It moved slowly but inexorably forward, beginning in the 1970s, progressing toward the rapid changes seen in the last five years. Fox and Goose Pub, a stalwart establishment of R Street, was opened in 1975 in an old industrial warehouse, while across R Street at 10th Street, the Capitol Area Development Authority (CADA) leased an old warehouse as a storage facility. Despite the popularity of Fox and Goose, the area remained blighted throughout the 1980s and early 1990s.

Starting in 1999, however, CADA decided to redevelop their storage building, and undertook the arduous process of planning, environmental cleanup (completed with the EPA in 2004), design, and construction of a 116-

unit mixed-use live-work space for artists. The Warehouse Artist Lofts (WAL) is now home to ground-level retail and restaurants, artist-friendly residential and community spaces, and parking. Funding for that project came from a variety of private and public sources, including Federal Historic Tax Credits, State Tax Credits, and the CADA itself.

The efforts to revitalize the R Street Corridor have snowballed ever since. Alive at all waking hours, the Corridor features destinations such as the Ace of Spades music venue, bars, brewpubs, and a dynamic array of restaurants—the majority of which have opened during the last five years. In step with Sacramento's branding as America's Farm-to-Fork Capital, a new grocery store focused on fresh food is slated to open this summer. The store, Market 5-ONE-5, developed by local grocer Raley's, will soon open for business in its renovated warehouse location on the corner of 9th and R. The Ice Blocks, three blocks of shops, residences, and a community event space located between 16th and 18th, is scheduled to start opening this year. Reinvestment by R Street merchants is being coupled with streetscape improvements by the City, including updates to the streetscape, sidewalks designed to comply with ADA standards, bicycle and pedestrian improvements, and a maintenance schedule aimed to preserve historic lighting features along the corridor.

Now featuring a lively and highly sought-after mixed use, transit-connected, and walkable community, the revitalization of the R Street Corridor has proved an important model for infill projects in Sacramento's densifying urban areas. An integral part of the R Street Corridor's success has been revitalization that retains the area's historic character.

*Kat Hughes grew up in Sacramento and is an assistant planner at LSA, an environmental consulting firm.*

*Ace of Spades is a popular music venue on R Street between 14th and 15 Streets. Source: Blake Roberts*



“The evolution of the former rail corridor and industrial area has been both organic and inspired.”

Historic 10th and R Street, 1924. Fuller Warehouse is in the center, rail tracks running left to right through the center of R Street. Source: The Center for Sacramento History

# CAL PLANNER IFORNIA

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## 2017 PRODUCTION SCHEDULE

(tentative)

Issue	Topic	Articles Due	Released
17 04	Academia 2.0	Aug 11	Sept 6
17 05	Housing	Oct 13	Nov 1

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

## CalPlanner ARTICLE SPECS

**17|03 THEME:** Academia Part 2

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

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

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

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

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

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

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

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

## PLANNING SERVICES DIRECTORY

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

PETE PARKINSON, AICP | President



## See You All in Sacramento!

My last message was written in early May, just before leaving for the National Planning

Conference in New York City. Now, the California Chapter conference planning team is hard at work getting ready for our annual conference to take place in Sacramento, September 23 to 26. Registration is open, so sign up today if you haven't already.

The National conference was stupendous. The plenary speakers were inspiring and the sessions and networking provided a great opportunity to hear about challenges and successes from other parts of the country. I was particularly intrigued with the opening keynote from Peter Leyden, managing editor at the original *Wired* magazine and now CEO of *Reinventors*, a new innovation network working on national-scale issues. Peter sees our nation and the world on the cusp of profound technology- and sustainability-driven change that will have overwhelmingly positive effects long into the future. He framed his view in the context of similar turning points in American history, including the Civil War and New Deal, pointing out that changes of an historic scale are always disruptive and, therefore, always fought by those outdated paradigms. I was especially taken by his closing remarks, which located the epicenter of our profound change on the west coast and especially in California. He noted that California's leadership in technology and progressive issues like climate change have become a new norm here in our state and we can expect to see those ideas propagate across the nation, much as they have done in California. Peter highlighted the fundamental role that planners will have in this transformation; everything from self-driving cars to new modes of working and communicating that are already changing the form and function of our cities. It is exciting stuff and a welcome dose of optimism.

Did you know that the APA membership structure for students and new members is changing in some truly exciting ways? For students, the new program allows active students in **any** college or degree program to join APA, including the California Chapter, and

up to five APA divisions at no cost! Students need not be enrolled in a planning program, a recognition that many academic programs—like geography, urban studies, environmental studies and more—are closely allied with the planning profession. This program greatly expands student access to APA's many benefits, including the latest professional research, career services, networking and conferences. But wait, there's more! In addition to the no-cost student membership, all first-time members can now join APA and the California Chapter for a dramatically reduced rate. The \$95 introductory rate will apply for new members' first two years before entering APA's salary-based dues structure. Tell your friends and colleagues!

A few months ago, APA California, in partnership with the California Planning Roundtable, started a new "Planners4Health" program with a grant from the American Planning Association. The goal of this program is to expand of the successful "Plan4Health" program to build cross-disciplinary connections between planners and public health professionals. The Planners4Health team, led by project manager Linda Khamoushian, has participated in APA's curriculum sessions and co-organized the recent **2nd Regional Convening of Public Health Officers, Planning Directors, & New Partners** in Sacramento. The group is now organizing a similar convening in Southern California for late August. Be sure to check out this group's exciting work at the upcoming conference in Sacramento and on the Chapter website.

Finally, I'd like to give a shout-out to the winners of this year's Great Places in California awards. These awards will be presented at the conference, but I wanted to highlight them here because of the importance of place-making in our profession; after all, it's right there in our logo: *Making Great Communities Happen*. This year's Great Places in California are the City of Lafayette, Old Towne Plaza in the City of Orange and Downtown Santa Monica. Congratulations to the planners, leaders and communities who helped make those places great! **PP**





While K Street opened to automobile traffic in 2011, the focus of the street in Downtown remains on light rail.  
Source: David Wade

**FEATURE |** David Wade, AICP-CUD

## The Transformation of K Street

**For over a century, Downtown's K Street was the commercial and social "Main Street" for the Sacramento region. K Street began as the main path connecting the original settlement at Sutter's Fort to the riverfront. The 1848 Army Corps of Engineers central city plan formalized the street network and extended K Street 31 blocks to present Alhambra Boulevard. As the city grew eastward, K Street became the dominant commercial hub.**

K Street includes three segments with distinctly different functions, aesthetics, and characteristics. The Old Sacramento segment from the Sacramento River to the I-5 freeway is the historic district with buildings from the Gold Rush era. Like many historic areas, this had fallen into decay. The creation of the California State Railroad Museum, revived

interest in the riverfront, and tourism marketing brought the area back to its restored historic district and tourism destination character.

The Midtown segment (15th Street to 29th Street) survived the decades relatively intact. Although it suffered periodic decline, it became the first locus of urban revival in this

region. A fabric of small commercial spaces, churches, neighborhood schools, services, and housing in attractive period buildings combined with walkable, tree lined blocks attracted those seeking an urban lifestyle. The landmark Alhambra Theater (1927 to 1972) created a striking visual terminus to K Street.

The Downtown segment from 3rd Street to the

Convention Center is the heart of the former regional commercial and entertainment area, and provides the most interesting history of planning efforts and potential future urban development.

Until 1960, the core area was the downtown for the Sacramento region. Local retailers provided the year-round shopping and entertainment destination for the entire Sacramento region. Grand movie houses, such as the remaining Crest and Esquire, were the place to go for first-run movies. Several clubs along K Street offered live music. In the 1960s, teens from the surrounding suburbs flocked downtown on summer evenings to "cruise K," as later depicted in the film "American Graffiti."

With the growth of the suburban communities east of Sacramento, the rise of suburban shopping malls, and many other factors, the K Street core experienced a significant decline in its role as the retail, entertainment, and social hub of the region. Since the mid-1960s, planners have undertaken several efforts to revitalize K Street so that it could once again function as the downtown core.

- Macy's (built in 1963) was the first major attempt at revitalization and featured an attractively landscaped pedestrian mall on K Street. Small, child-friendly sculptures were a notable feature that attracted families downtown.
- In 1969, the blocks between 7th and 13th Streets became a pedestrian mall with large concrete forms and water features depicting the geography of central California. Although designed to encourage public interaction, people often referred to the mall sculptures as "tank traps." They were demolished when Sacramento Regional Transit installed light rail on K Street between 7th and 12th Street in 1986. Automobile traffic has been allowed between 7th and 12th Streets since 2011.
- The Sacramento Downtown Plaza opened in 1971 adjacent to Macy's. The mall helped retain regional shopping, but gradually fell into decline, and was largely replaced by the new arena.

▶ P7

“Since the mid-1960s, planners have undertaken several efforts to revitalize K Street so that it could once again function as the downtown core.”

The Alhambra Theater was the eastern end of K Street until 1972.  
Source: cinematreasures.com



## PI Sacramento's Planning Evolution: From Gold Rush to the Golden One Center

“The most amazing engineering feat, though, was the City's effort to raise streets and some buildings nine feet on average, leaving the original sidewalks and first floors hidden.”

Coast. Thinking that Sutter Sr. was now flush with cash from the Gold Rush, these creditors came calling. His son, John Augustus Jr. arrived in New Helvetia from Switzerland just in time to brainstorm a new way to pay off his debts: establish the new town of Sacramento. In December 1848, Captain William Warner, assisted by future Civil War General William Tecumseh Sherman, surveyed and subdivided the four-square miles of land that would form the center of modern day Sacramento.

Warner created a street grid that extended from the embarcadero along the Sacramento River (current day Front Street) in the west, to 32nd Street in the east, to the American River in the north, and to Broadway (then Y Street) in the south. While the plan lacked the large public spaces that the current city center contains, there were twelve block-sized public squares, including present-day Cesar Chavez Plaza, Roosevelt Park, the Sacramento Memorial Auditorium block, and Fremont Park. The only existing building in the plan is the fort that Sutter, Sr. built in the early 1840s, part of which is still standing at 27th and L Streets.

Sacramento quickly became an important transportation center for Northern California and the West Coast. In an era when travel by water was much faster than by land, the city was where 49ers got off their schooners, sloops, and steamboats, bought supplies, horses, and carts, and headed east and northeast along J Street and 12th Street to find their fortune in the gold fields. The city's strategic importance was magnified a decade later when four Sacramento businessmen—Leland Stanford, Charles Crocker, Collis

Huntington, and Mark Hopkins—created the Central Pacific Railroad in the Huntington Hopkins Hardware Store at 220-222 K Street (a reproduction of the building is located west of the California State Railroad Museum). The Central Pacific eventually made Sacramento the original western terminus of the transcontinental railroad.

The City of Sacramento was the second city to incorporate in California on February 27, 1850, more than six months before statehood. The new city was alternately attacked by fire, water, and germs, causing the fledgling government to invest in levees, firefighting equipment, medical care, disinfectants, sanitation, and sewage disposal. In the 1860s, the US Army Corps of Engineers would move the confluence of the Sacramento and American rivers one mile to the north to mitigate flood risk. The most amazing engineering feat, though, was the City's effort to raise streets and some buildings nine feet on average, leaving the original sidewalks and first floors hidden. You can now see remnants of the old city in the [Old Sacramento Underground Tour](#).

Sensing that Sacramento needed an important purpose as the Gold Rush waned, city leaders fought hard to become the new state's capital, which had bounced between San José, Vallejo, Benicia, and Sacramento. Despite fires and floods, Sacramento always had meeting rooms, places to stay and eat, and other facilities for the legislature. The governor officially established the city as the capital on February 25, 1854. The city initially donated a site for the capitol building at what is now Cesar Chavez Plaza, but due to delays a larger site was made available at its current location



Aerial view from 1937 shows the waterfront and commercial district, before redevelopment dramatically changed the fabric of Downtown. Source: California State Library

between L, N, 10th, and 12th streets. City leaders responded to threats to move the capital through flood protection measures in the 1860s and major capital improvements in the 1890s.

Government has been critical to the city's and region's economy and physical growth, particularly as its scope expanded throughout the course of the 20th Century. This growth was most evident in downtown. The national City Beautiful movement spurred expansion of the Capitol Building grounds into the current Capitol Park and the construction of City Hall and other Beaux Arts and Neoclassical Revival style public buildings. Harland Bartholomew Associates proposed the continued development of monumental public buildings to the west of the Capitol along M Street (now Capitol Mall) in their 1929 comprehensive plan. While some public buildings were built on Capitol Mall, state government would eventually grow primarily to the south, while city and county government located in the northwest corner of downtown.

The city has been far more than just a government town, however. Sacramento has long been a center for many industries: **transportation**, including riverboats and multiple railroads, such as what was formerly the city's largest employer, Central Pacific (then Southern Pacific) Railroad; **agricultural processing**, including Blue Diamond, Campbell's Soups, and Del Monte; **retail**, including the traditional K Street corridor and the Tower Records and Weinstock's chains; and **arts and entertainment**, including the landmark Crocker Art Museum, live theater, movie palaces, and minor and major league sports.

Sacramento Railroad Station by German artist Carl Wilhelm Hahn shows the energy of the new city. Source: de Young Museum, San Francisco



## P5 Sacramento's Planning Evolution: From Gold Rush to the Golden One Center

The City of Sacramento continued to grow beyond the grid to the east and south into East Sacramento, Land Park, and Oak Park in the early 20th century, but the most significant physical growth occurred in the two decades after World War II, exploding from 8,900 to 59,400 acres at the end of 1965. Small isolated communities to the northeast, east, and south of Downtown Sacramento, including in neighboring El Dorado and Placer counties, eventually grew into a sprawling conurbation. Although there are several new cities—Citrus Heights, Elk Grove, and Rancho Cordova—much of urban Sacramento County remains unincorporated.

The area west of the Sacramento River is a different story. West Sacramento, which was incorporated in 1986, was a relatively small city with industrial roots until a recent effort to develop high-density residential and entertainment along the waterfront. The Yolo Causeway was constructed in the mid-1910s, and finally provided a reliable connection on the flood prone area between West Sacramento and Davis, but the cities of Davis, Dixon, Winters, and Woodland are the stuff of Sir Ebenezer Howard's dreams: small cities surrounded by considerable greenbelt.

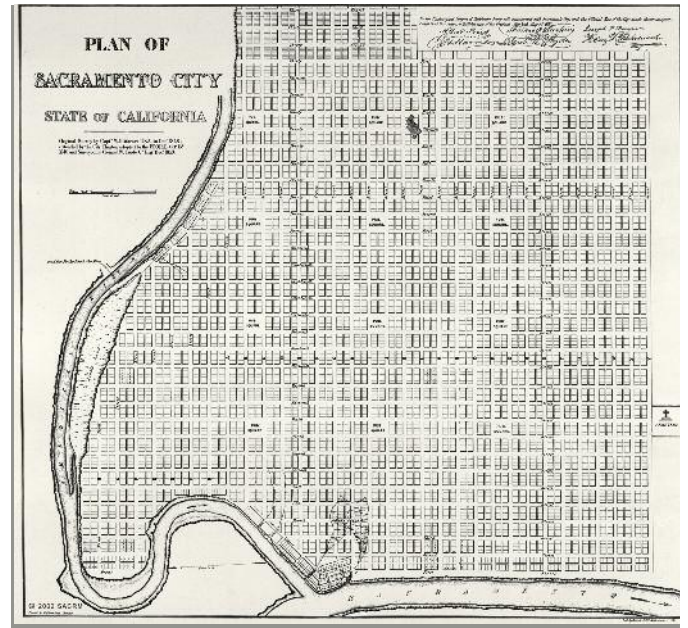
Like many cities in the 20th Century, the growth of automobile ownership disrupted previous commuting patterns, including interurban rail and streetcars, and threatened downtown's dominance within the city and region. By mid-century, the city focused its redevelopment efforts on a 60-block area called the West End between the Sacramento River and the Capitol Building that contained ethnically diverse working class neighborhoods and the city's skid row. The Sacramento Redevelopment Agency considered different

plans for the West End in the 1950s that would replace existing building stock with new, low- and medium-density modern structures. After losing a bond campaign for their plans in 1954, the agency became a pioneer in the use of tax increment financing.

Between the mid-1950s and early 1970s, the city moved forward with redevelopment plans, particularly on K Street and M Street (rechristened Capitol Mall). The redeveloped K Street contained the Downtown Plaza shopping center as the western anchor, the convention center as the eastern anchor, and a pedestrian mall in the middle. The city widened Capitol Mall, constructed a wide median with grass, and cleared buildings to make the street a grander connection between the Tower Bridge and the Capitol Building. The state would eventually construct office buildings on the newly vacant parcels south of Capitol Mall.

The decision on the route for Interstate 5 was a watershed movement for historic preservation and planning in Sacramento, controversial enough for President Kennedy to intervene. Despite historic preservationists' efforts to shift the route to the west side of the river, the selected path went through Downtown and cut off the city's connection to the Sacramento River. The compromise for the historic preservation community was that the

route spared the blocks where Sacramento began in 1849. The Sacramento Redevelopment Agency and private landowners later launched a concerted effort to restore Old Sacramento to its late 19th Century glory. A [documentary on Downtown Sacramento redevelopment](#) is available on the KVIE PBS website: [www.kvie.org](http://www.kvie.org).



Sacramento as envisioned in late 1849. The Sacramento River is on the bottom and north is to the left. Source: From the Special Collections of the Sacramento Public Library

City leaders initially saw redevelopment as a success, but the luster wore off quickly. Much of Downtown Plaza was demolished in 2014 to make way for the Golden One Center and the site was renamed Downtown Commons. The city converted the K Street pedestrian mall into a transit mall in the mid-1980s as part of the region's light rail system and reopened the street to automobile traffic in 2011. Initial redevelopment efforts removed over ninety percent of the residents from the West End; the process of restoring the area to a 24-hour environment has been very slow. Redevelopment did provide a significant financial and economic benefit to the city, however, and Capitol Mall has become a popular business address, though there have been calls to redevelop the street.

Although revitalization efforts were slowed by the Great Recession, there are now numerous hot spots throughout Sacramento's urban core promoted by city planning efforts, including the area around Golden One Center, the R Street Corridor, Midtown, Broadway, and West Sacramento's Bridge District. After years of cleanup and installation of infrastructure, the 240-acre former Southern Pacific Railyards immediately north of Downtown is now poised for major development. Sacramento now finds itself in a similar position as it was 167 years ago: a future certainly filled with challenges, but also endless opportunities.

Blake Roberts, Ph.D., AICP is a Senior Environmental Planner at the Delta Protection Commission and has taught at universities in Northern and Southern California.

Automobile, streetcar, and pedestrian traffic on K (also known as Kay) Street in 1941. Source: California State Library





## P4 The Transformation of K Street

“The City of Sacramento launched the Downtown Housing Initiative to bring 10,000 new housing units to downtown by 2025.”

- The Sacramento Convention Center, built in 1973, blocks K Street at 13th Street to establish the east terminus of the street in Downtown.
- With the opening of the Golden 1 Center in September 2016, K Street is at the beginning of another of major effort to restore economic viability.

It will likely take years to reinvigorate K Street Downtown. Many destinations compete with one another, including new large-scale entertainment venues and maturing suburban centers, which are becoming viable downtowns in their own right. Changing technology and social dynamics, including new ways to travel and shop, reduce the need to visit stores and will affect the viability of all traditional downtown—K Street included.

Significant retailers, a rich entertainment environment, pedestrian-friendly streets, diverse services, and lack of competition were among the many factors that made K Street the region's Main Street for over a century. Equally important was its role in the daily life of a significant resident

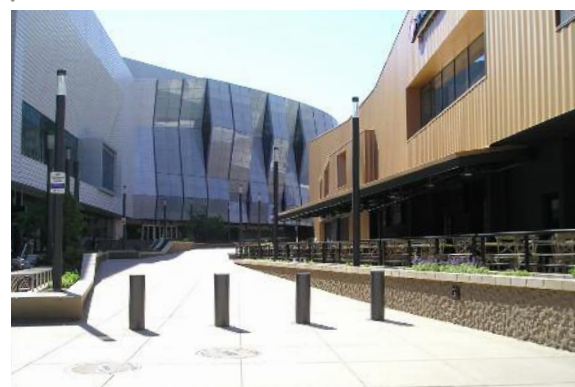
population. Re-establishing a significant local population will be essential to the success of K Street. The City of Sacramento launched the Downtown Housing Initiative to bring 10,000 new housing units to downtown by 2025.

Residential growth in the core, careful design of spaces, and functions that regularly attract people, are essential to success.

David Wade, AICP-CUD is the founding Principal of Wade Associates, a planning and urban design firm specializing in specific plans and master planned communities since 1981.

The opening of Golden One Center, on the left, marks the beginning of a new era on K Street. Source: David Wade

Looking west on K Street toward 19th Street. Source: David Wade



## Big Changes in APA Student Membership!

APA student membership is now free to any full- or part-time student actively matriculated in any university or college degree program. APA also will offer two years of reduced dues to help bridge the gap between university and professional life. First-time members will enjoy discounted introductory rates as well.

Under the new student membership program, any student can be a member of APA, a local chapter, and up to five divisions at no cost. This applies to all students, regardless of current or previous APA membership, seeking a degree at any level (undergraduate, masters, PhD), who are actively matriculated in a college or university degree program. Students do not have to be in a planning program and we welcome individuals in allied programs like geography and urban studies who are interested in planning. After completing their studies, students can transition into a two-year membership program that offers discounted introductory dues.

The expanded Student membership benefits include:

- Free digital access to the latest industry research and trends as reported in Planning magazine, the Journal of the American Planning Association, Zoning Practice, a new E-book Collection and Research Knowledge Base, e-newsletters, as well as by APA's renowned Planning Advisory Service.
- Career services and support through mentoring, Career Reality Webinars, and skills training.
- Awards, scholarships, and competitions recognizing student excellence.
- Financial support for conference attendance and student organization activities.
- Leadership and volunteer opportunities at the national, chapter, division, and university levels.
- Free membership in up to five APA divisions – communities of planning specialties, populations, and interest areas.
- Out-of-classroom learning at the National

- Planning Conference and other in-person
- and online sessions, webinars, and events.

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EXTRA | Abby Jackson and Kat Hughes

# Two Bold Claims About Sacramento's Diversity

What can you expect to enjoy at this year's upcoming APA California Conference in Sacramento? Well, a little bit of everything, because the rumors are true:

**BOLD CLAIM 1. SACRAMENTO IS THE MOST DIVERSE AND INTEGRATED CITY IN THE UNITED STATES.**

While some cities like Chicago and Atlanta tout their diversity, a citywide diversity index does not address issues of segregation within a city. "You can have a diverse city, but not diverse neighborhoods," explains statistician Nate Silver in his blog post on [FiveThirtyEight.com](#). When analyzed using both citywide and neighborhood diversity scores, Sacramento rises to the top. Figure 1 lays out the statistical

“Out of the 100 most populous cities in America, Sacramento ranks highest for diversity and integration.”

Figure 1. Comparison of Diversity and Integration Indices

<b>Citywide Diversity Index</b> The quickest way to calculate the citywide diversity index is to square each group's share of the population, sum the result, then subtract the answer from 1. For instance, in a city that is 70 percent white and 30 percent black, the citywide diversity index would be $1 - (.7^2 + .3^2)$ , which is 42 percent.
<b>Neighborhood Diversity Index</b> The neighborhood diversity index is calculated as 1 minus the isolation index (a measure of the geographic isolation of a racial group within a census tract) for each group, weighted by that racial group's share of the population in each city.
<b>Integration-Segregation Index</b> This metric gets pretty technical, but in case you wanted to know: the Integration-Segregation index is formulated by a generalized linear model that mimics a probit regression, where the dependent variable is the ratio between a city's neighborhood diversity index and its citywide diversity index. (This index ranks Sacramento as the most diverse and integrated city in the country) <span>Source: see footnote 1.</span>

nuances between each index, as detailed by Silver: Out of the 100 most populous cities in America, Sacramento ranks highest for diversity and integration. Sacramento takes pride in its diversity and integration, as it well should. But before we go patting ourselves on the back, it is important to realize that these numbers reflect a self-imposed ranking system. Sacramento is the best among its competition, but is the competition a good reflection of our aspirations? This brings us to:

**BOLD CLAIM 2. THERE IS ROOM FOR SACRAMENTO TO IMPROVE ITS DIVERSITY AND INTEGRATION INDEX RANKING**

Using different metrics to analyze Sacramento's diversity highlights areas for improvement. Nate Silver's metrics (described above) only account for the city's population. According to the Greater Sacramento Economic Council<sup>2</sup>, Greater Sacramento ranks 9th in racial diversity out of the 25 largest US metropolitan areas. The region could definitely be more diverse.

Likewise, a successful region should ensure that economic growth benefits everyone. The Metro Monitor report, published by the Brookings Institute, provides an index of inclusive<sup>3</sup> economic growth in the 100 largest U.S. metropolitan areas. "The Index tracks the economic performance over three periods to illustrate how a metropolis has changed over time. Here is how the Sacramento region performed among the three indicators of growth, prosperity<sup>5</sup> and inclusion:

Figure 2. Sacramento's Inclusive Economic Growth Rankings

	Growth	Prosperity	Inclusion
2014 - 2015	33rd	22nd	45th
2010 - 2015	66th	46th	58th
2005 - 2015	66th	72nd	80th

Source: see footnote 4.

Overall, Figure 2 illustrates that Greater Sacramento has trended towards positive, inclusive economic growth over the last ten years. However, the lag in inclusivity in recent economic growth trends remains significant. So as residents celebrate our city's No. 1 ranking as the most diverse and integrated city, Metro Monitor's index and the Economic Council's data remind us that there is still a lot of work to be done.

In short, yes, by certain standards Sacramento is the most diverse and integrated city in the United States. Also yes, there is room for Sacramento to improve its diversity and integration. To see how the data translates to a vibrant, dynamic Sacramento, join us September 23 through 26. Get beyond the numbers and experience Sacramento's diversity for yourself.

Abby Jackson has a Master's of Science degree in urban and regional planning from the University of Wisconsin-Madison and is an assistant planner at the environmental consulting firm LSA. Kat Hughes grew up in Sacramento and is an assistant planner at LSA.

<sup>1</sup> Silver, Nate, 2015. "The Most Diverse Cities Are Often The Most Segregated." Blog Post accessed on June 15, 2017 at <https://fivethirtyeight.com/features/the-most-diverse-cities-are-often-the-most-segregated/>.  
<sup>2</sup> Greater Sacramento Economic Council, 2017. "Megaregion: Racial Diversity." Data for rankings supplied from US Census Bureau, American Community Survey, 2015 1-Year Estimates. Accessed on June 16, 2017 at <https://www.selectsacramento.com/data-dashboards/megaregion-racial-diversity/>.  
<sup>3</sup> Metro Monitor report states: "Inclusion indicators measure how the benefits of growth and prosperity in a metropolitan economy—specifically, changes in employment and income—are distributed among individuals."  
<sup>4</sup> Richard Shearer, Alec Friedhoff, Isha Shah, and Alan Berube, 2017. "Metro Monitor: An index of inclusive economic growth in the 100 largest U.S. metropolitan areas." Report analyzes data ranging from 2005-2015. Accessed June, 2017 at <https://www.brookings.edu/intellectives/metro-monitor-2017-dashboards/>.  
<sup>5</sup> Prosperity captures changes in the average wealth and income produced by an economy.





## JOIN US FOR THE OPENING RECEPTION AT CAPITOL PARK, FEATURING SACRAMENTO AS AMERICA'S FARM-TO-FORK CAPITAL!

We are pleased to offer Capitol Park for our Opening Reception on Sunday night. With views of the State Capitol Building as a backdrop, the Opening Reception will feature a delicious menu of local foods, wines, and beers highlighting Sacramento is America's Farm-to-Fork Capital. The reception will be a fun picnic in the Park featuring a local band for your entertainment.

Capitol Park is a beautiful setting with 40 acres of gardens surrounding the Capitol Building, including 1,140 trees and shrubs from around the world. Capitol Park features memorials to significant events involving California, including:

- **The Civil War Memorial Grove** planted in 1897 with saplings from famous Civil War battlefields.
- **The California Vietnam Veterans Memorial**, with bronze statues of service men and women depicting military life in Vietnam and featuring engravings of names of Californians killed or missing in action.

*Capitol Park. Source: Blake Roberts*



- **The California Veterans Memorial**, a granite obelisk honoring California Veterans from the Mexican-American War, Civil War, Spanish-American War, World War I, World War II, the Korean War, the Vietnam War and the Persian Gulf War.

### **Why is Sacramento America's Farm-to-Fork Capital?**

Sacramento is the capital of California, the largest agricultural producer in the nation. No major city in America is more centrally located amid such a vast range of high-quality farms, ranches, and vineyards. Sacramento is home to one of the largest California Certified Farmers' Markets in the state and offers the most ethnically diversified market in both produce and customer demographics. The Sacramento region contains 1.5 million acres of regional farmland and 8,000 acres of boutique farms, and 70 percent of the region's land is agricultural, forest, or other open space. Sacramento's Mediterranean climate produces some of the nation's most diverse and high-quality crops year-round.

*Please note that the registration material listed the R Street Corridor for the Opening Reception.*

**Opening Reception  
Sunday, September 24**

## THE 2017 APA CALIFORNIA CONFERENCE WILL BE A MUST ATTEND EVENT

From September 23 to the 26, the Sacramento Valley Section will be hosting the 2017 APA California Conference. The conference will be held in Downtown Sacramento, just steps away from the State Capitol, in the heart of the City of Trees and America's Farm-to-Fork Capital. This year's conference theme is "Capitalizing on Our Diversity." In September 2002, working with research conducted by the Civil Rights Project at Harvard, TIME magazine declared Sacramento "America's Most Diverse City." The recognition was a reflection not only of the city's racial/ethnic make-up in quantitative terms, but also in terms of social cohesion and interaction. As the TIME story observed, "Although many cities are diverse (think New York City or Los Angeles), in Sacramento people seem to live side by side more successfully." This aspect of Sacramento's diversity was validated recently in a study that found Sacramento to be the least segregated major city in the United States (joined by six other California cities in the top ten). While we are proud of our demographic and social diversity, we also value the other dimensions of diversity represented by the Sacramento Valley Section, which extends north to the Oregon border and east to the Nevada border. Our geographic, economic, cultural, and political diversity is unparalleled within California. At the heart of it all is Sacramento, which—in its understated way—has become a go-to spot for fine food and drink (beer, wine, coffee), an

PI10

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# KEYNOTE SPEAKERS YOU WON'T WANT TO MISS

## OPENING KEYNOTE

### Supervisor Phil Serna

will provide Welcoming Remarks. Phil is a member of the Sacramento County Board of Supervisors and is a strong advocate of diversity issues in the Sacramento region. He earned his Master's Degree in City and Regional Planning from Cal Poly, San Luis Obispo and served on the APA Chapter Board as Student Representative. As Supervisor, his focus has been on homelessness, mental health, and building capacity in and improving our disadvantaged communities. The son of Sacramento's first Latino mayor, Joe Serna, Jr., Phil developed an appreciation for public service at a very young age. His respect for his family's humble beginnings and their efforts working with Cesar Chavez to secure rights for farm workers shaped Phil's desire to serve.



We are so pleased to have **Sacramento Mayor Darrell Steinberg** as our Keynote Speaker (invited). Mayor Steinberg is one of California's and Sacramento's most accomplished public servants, serving the state and community for over 20 years. As the State Senate leader, Darrell got things done by building coalitions to deliver results including guiding the State back to fiscal solvency during the economic downturn. During his tenure in the legislature, Steinberg championed affordable housing, economic development, education reform, building sustainable communities, and major investments in health care and education. He authored the Mental Health Services Act, the first of its kind in the nation.



Mayor Steinberg is a strong advocate for planning. His focus is on implementation – how planners can be effective in making things happen in our communities. We look forward to his insightful perspectives!

## CLOSING KEYNOTE

### Carolyn Coleman

Executive Director, League of California Cities is our Closing Keynote Speaker on Tuesday, September 26. Ms. Coleman will speak on important issues facing our cities and will draw upon the Conference theme, "Capitalizing on our Diversity." She brings 25 years of experience as a leader and an advocate in the public and private sectors to her role as executive director of the League of California Cities. She joined the League of California Cities in December 2016 after a decade with the National League of Cities (NLC) in Washington, DC as senior executive and director of federal advocacy. During her tenure at NLC, she oversaw the organization's advocacy efforts and worked closely with city leaders and the 49 state municipal leagues throughout the country to advance NLC's priorities in matters before Congress, the Administration, and the courts. Prior to working with NLC, Coleman served as deputy mayor for the city of Indianapolis, where she focused on economic development, infrastructure and community engagement. She previously practiced law and held marketing leadership positions in the private sector.



**Opening Keynote Luncheon  
Sunday, September 24**

**Closing Plenary Keynote  
Tuesday, September 26**

AP9

The 2017 APA California Conference will be a Must Attend Event

increasingly rich hot spot for urban nightlife, and a center for exceptional cultural, artistic, and leisure opportunities.

With this year's conference programming, we've hit the mark with capitalizing on the diversity in our region and in the profession. The program includes mobile workshops exploring all parts of the Sacramento region, including the Sacramento-San Joaquin Delta (with wine), the Lodi wine region historic Folsom, and the foothills of Placer County (with beer and wine). Within Downtown Sacramento, you'll have the opportunity to see the Golden 1 Center (2017 Sports Technology Awards international winner for "Best Elite Sports Facility or Venue"), visit the Sacramento Railyards (one of the largest urban infill projects in the United States), pedal the American River Parkway (a 23-mile ribbon of unique wildlife and recreation areas), and witness the ongoing renaissance of Downtown and Midtown Sacramento from the city's famously tree-lined (and shaded) streets. During the conference, you'll also be able to choose from over 100 sessions that address the diversity of planning challenges that we face in California, including sessions on the following subjects:

- Planning for racial equity and sustainable communities
- Using art as a community engagement tool
- Rural community resiliency planning
- Strategizing for more equitable park and open spaces
- Creating safe and inclusive communities

In addition, you'll have access to the *Joint Workshop of the Governor's Office of Planning and Research and Strategic Growth Council*. This first-of-its-kind series of sessions will provide an opportunity to get up-to-speed on what the State of California is up to.

**We look forward to seeing you there!**

# NIGHT ON THE TOWN

For those who live and/or work in Sacramento, we know that there's a great scene of restaurants, bars, sports games, and festivals to help us connect to our community and friends. As planners who love good communities and the types of activities that foster great connections, we're excited to introduce other planners to our special Sacramento-area venues. On Saturday night, we'll be hosting attendees to the APA California Conference at our favorite venues. These smaller events will give attendees a chance to network in more

intimate settings and see our city the way a local does. After the diversity summit on Saturday, you are invited to join planners from the Sacramento area at a range of great venues. We're finalizing the events this month and will be asking attendees to RSVP for some select activities in August. Some of the hosted events may include a candy tasting at our local "candy apothecary," catching a soccer game, trying out one of our local bars, or having dinner with some other planners at a favorite restaurant. It's our way of

welcoming you to Sacramento and inviting you to see what our city and region have to offer.





## Not going to the conference? You Can Still Register for These Seminars!



# PRE-CONFERENCE SESSIONS

*Experts in these fields will share their knowledge and discuss your issues*

**Saturday, September 23**

9:00 am - 4:00 pm

### Pre-Conference Session #1

## LEADERSHIP AND MANAGEMENT WORKSHOP 2017

Additional \$90 fee applies. Includes lunch.

**CM | 6.5**

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

In this all day session, you will learn about:

- Strategies to better manage people, team, politics and yourself
- Active listening skills
- The importance of having a strong vision/identity to make external connections and maintain external relationships
- How to make people feel connected either in a one-on-one setting or as a team
- Ways to manage conflict
- Understand the drivers behind decision making and managing relationships.

Participants will receive a pre-conference survey to assess their interests and needs.

#### Panelists

Steven A Preston, FAICP, City Manager, San Gabriel; former Community Development Director, San Gabriel and Community Development Director, La Verne. Janet Ruggiero, FAICP, former Community Development Director, City of Citrus Heights; Director, De La Salle Institute. Tim Snellings, REHS, Director, Department of Development Services, Butte County. Laura Stetson, AICP, Principal, MIG Inc., Pasadena; planning consultant and former public sector planner. Linda Tatum, AICP, Planning Bureau Manager, City of Long Beach Development Services, and former private sector planner

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

**Saturday, September 23**

9:00 am - 4:00 pm

### Pre-Conference Session #2

## INTERACTIVE GEODESIGN TOOLS FOR PLANNERS: DESIGN, CREATE AND GAIN CONSENSUS USING NEXT GENERATION TECHNOLOGY

Additional \$90 fee applies. Includes lunch.

**CM | 6.5**

No longer just software used for mapping roads and land uses, GIS is now interactive and able to engage, inform, and build consensus. This session will explore emerging interactive GIS technologies and tools that land use planners and urban designers can use today to engage, build consensus, and inform the public. Training will cover:

- Geodesign-based software to create interactive tools and visualization methods that enable real-time assessment of conditions and "on the fly" assessments of alternative designs and plans;
- Online tools to present your findings and gain consensus;
- Land use scenario assessment tools using GeoPlanner for ArcGIS;
- Online presentations using Story Maps to present scenario assessment findings; and
- Online survey tool using Survey123 for ArcGIS to enable public comment and feedback.

Although the focus will be on the Esri platform, an overview of other available geodesign tools will also be included. Workshop will be held at Esri's office, located two blocks (a 5-minute walk) from the convention center. Laptop computers will be provided. Limited to 15 participants.

#### Panelists

Steven David Early, AICP, LEED AP, Principal, PlaceWorks (moderator); Rob Stauder, Product Manager, GeoPlanner for ArcGIS; Robert Kain, Geospatial Services Business Leader, PlaceWorks

**Saturday, September 23**

10:00 am - 2:30 pm

### Pre-Conference Session #3

## CONFLICT MANAGEMENT AND NEGOTIATION - GETTING TO YES!

Additional \$65 fee applies. Includes lunch.

**CM | 4.0**

Join a panel of experienced California planning leaders for a practical interactive hands-on session. In this half-day session, you will have the unique opportunity to focus the session on what you need to be a successful leader. Specific topics include methods of conflict management using real world case studies, including your examples and challenges. The session will also utilize the negotiations around a development agreement to bring to life the strategies for successful negotiations. You will learn how to prepare a step-by-step approach: techniques such as separating the personalities from the issues, avoiding surprises, etc. Planning is all about getting results and often bringing conflicting sides together; you will walk away from this session with practical knowledge that you can immediately apply to your daily work to "get to yes."

#### Panelists

Jeffrey Lambert, AICP, Community Development Director, City of Ventura; David Booher, FAICP, Adjunct Faculty Member, Department of Public Policy and Administration, California State University, Sacramento; Stan Hoffman, FAICP, President, Stanley R. Hoffman Associates, Inc.; Tony Lashbrook, Town Manager, Town of Truckee; Terry Watt, AICP, President, Terry Watt Planning Consultants

## JOINT OPR/SGC WORKSHOPS

**Monday, September 25**

Over the past seven years, the Governor's Office of Planning and Research (OPR) and the Strategic Growth Council (SGC) have been promoting and implementing ambitious state policies and programs, and developing useful tools and guidelines for state and local jurisdictions. Now, as the Brown Administration rounds out its final term in office, OPR and SGC's focus is on assisting jurisdictions in implementing those policies, programs, and tools. OPR and SGC, in cooperation with APA California, are holding a workshop designed to provide guidance and promote best practices for state and local implementation.

### COMPREHENSIVE UPDATE TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT GUIDELINES

CM | 1.5

An overview of the changes proposed by the Governor's Office of Planning and Research (OPR) to the regulatory guidelines implementing the California Environmental Quality Act ("CEQA Guidelines"). OPR's proposed changes represent the most significant update to the CEQA Guidelines since 1998.

### LUNCH BROWN BAG ON OPR'S CLIMATE INITIATIVES

CM | 1.5

An interactive discussion about current California climate initiatives such as Safeguarding California and OPR's Integrated Climate Adaptation and Resiliency Program. Participants will learn more about how to best integrate proper climate planning to ensure proper implementation of these statewide initiatives.

### 2017 UPDATE TO OPR'S GENERAL PLAN GUIDELINES

CM | 1.5

This session will provide members with an interactive discussion of the key components of OPR's update to the General Plan Guidelines. The updated General Plan Guidelines include statutory references, planning resources, data, tools, and model policies to help local agencies update their general plans.

### BREAK/TOOL HIGHLIGHT

### STRATEGIC GROWTH COUNCIL, CALIFORNIA CLIMATE INVESTMENT FUNDING

CM | 1.5

Strategic Growth Council staff will discuss the funding availability, requirements, and timeline for distributing the California Climate Investments Program competitive grant awards for Affordable Housing and Sustainable Communities (AHSC), Sustainable Agricultural Lands Conservation (SALC), and Transformative Climate Communities (TCC).

## GROUP DISCOUNT NOW AVAILABLE FOR 2017 ANNUAL CONFERENCE

In response to inquiries from agencies and firms about registering multiple staff to attend the APA California conference, the Chapter Board has adopted the following policy:

As an incentive to encourage maximum conference attendance, a 10 percent group discount will be available for ten (10) or more conference registrations from a single public agency or private firm. The discount will be applied to the individual member, non-member or speaker rate (whichever is applicable) that is in effect when registration is processed. This discount is only available for full conference registrations, and is not available for one-day registrations or additional cost items such as mobile workshops, pre-conference sessions or event tickets. The minimum 10 registrations exclude complimentary registrations included with sponsorship packages.

Please contact [reg@hpnglobal.com](mailto:reg@hpnglobal.com) to process the group discount or if you have questions.



## NEW FOR 2017: SUNDAY AGENDA FOR PLANNING COMMISSION AND BOARD MEMBERS

**This year's annual conference will offer select sessions on Sunday, September 24, of particular interest to Planning Commission and Board members.**

To honor our volunteer public officials, kick off the morning at the Planning Commission and Board Breakfast Roundtable. Follow up by attending three successive sessions created to support the role of decision-makers. These sessions will explore communications

between public officials and staff, unique issues encountered at public hearings, and opportunities to shape public policy.

Commissioners and board members may also attend any of the other 24 sessions to be offered that day covering diverse planning topics. Cap off the day by enjoying a festive evening Opening Reception at the nearby Capitol Park. Register for the entire conference or Sunday only.



# INFORMATIVE MOBILE WORKSHOPS - SOMETHING FOR EVERYONE

The Sacramento - San Joaquin Region provides opportunities for diverse planning experiences in both urban and rural environments and 19 mobile workshops have been developed to explore these areas. We invite you to explore this region by foot, by bus, by bicycle, and by

## MOBILE WORKSHOP #1

### City of Trees: Sacramento's Park Neighborhoods

Additional \$75 fee applies. Includes bike and helmet. **CM | 3.0**

See Sacramento and its green infrastructure via bicycle as you ride through the city's green spaces. We'll cover the history of Sacramento's park neighborhoods and approaches to infill development.



## MOBILE WORKSHOP #2

### Oak Park: Sacramento's Oldest Suburb Undergoing Dramatic Revitalization

Additional \$45 fee applies. **CM | 3.0**

This bus and walking tour explores Oak Park's Historic Commercial District with its eclectic mix of locally owned coffee houses, restaurants, barbershops and emerging retail. Learn how the Sacramento Housing and Redevelopment Agency's urban design plan set the vision for neighborhood revitalization, and hear about the growing concerns of gentrification and displacement in this racially/ethnically diverse and mixed income neighborhood.



## MOBILE WORKSHOP #3

### The Sacramento Riverfront: Bridging History and Opportunity

Additional \$35 fee applies. **CM | 3.0**

This transit and walking tour focuses on both sides of the Sacramento River, featuring challenges of supporting and enhancing historic Old Sacramento, pedestrian and bicycle connectivity, cultural institutions such as the Crocker Art Museum, and redevelopment of the West Sacramento Bridge District.



## MOBILE WORKSHOP #4

### The Missing Middle Housing Walking Tour: Documenting Medium Density, House-Scale Building Types

Additional \$35 fee applies. **CM | 4.0**

Get out and about to explore on foot Sacramento's range of housing choices in a walkable context, including house-scale, multi-unit types such as duplexes and small multiplexes. Via photos and sketches, participants will document these Missing Middle Housing examples with the goal of understanding how to support housing diversity in planning efforts.



transit to learn of our rich history, our natural environment, our planning challenges and innovative solutions, and see what other creative planning initiatives await us.

## MOBILE WORKSHOP #5

### Placer County Winery & Brewery Tour: Seeking Land Use Compatibility in Emerging Rural Economic Development Trends

Additional \$75 fee applies. Wine tasting and appetizers included. **CM | 3.0**

Tour and taste Placer County's emerging winery and brewery industry, learning how they promote and regulate the industry, including the development of a draft Winery/Brewery Ordinance. Visit a winery for tasting and appetizers on a beautiful fall day.



## MOBILE WORKSHOP #6

### Pedaling the American River Parkway: Discovering the Planning Tools of this Regional Asset

Additional \$75 fee applies. Includes bike and helmet. **CM | 3.0**

Bike along the American River Parkway, stopping at key locations to learn from the agencies tasked with the planning and operation of the parkway. The workshop will focus on planning principles relevant to participant's jurisdictions including developing guiding and regulatory documents, establishing key partnerships, and implementing best practices for operating and enhancing a parkway. Bicycle and helmet provided.



## MOBILE WORKSHOP #7

### Exploring California's Hidden Region: The Sacramento-San Joaquin Delta

Additional \$75 fee applies. Includes wine tasting. **CM | 4.0**

Learn about the Delta's multicultural rural landscape, past reclamation and current restoration projects, water system challenges, and economic development efforts. Locations will include Walnut Grove's historic Chinese, Japanese, and commercial districts, the Delta Cross Channel, Locke, the only town in the US built exclusively by Chinese-Americans for Chinese-Americans, the proposed Twin Tunnel intake facilities near Hood, and Clarksburg wine country.



## MOBILE WORKSHOP #8

### From Redevelopment to Promise Zone: Sacramento Housing and Redevelopment Agency's Continuing Path to Revitalize Its Diverse Neighborhoods

Additional \$45 fee applies. **CM | 4.0**

View Sacramento's challenged neighborhoods through a revitalization lens. Learn about forces that led to the decline of some of Sacramento's diverse communities. Witness redevelopment in neighborhoods and commercial corridors. Hear how the Sacramento Housing and Redevelopment Agency repositioned itself to continue revitalization efforts utilizing the Federal Promise Zone.



## ➤P13 Mobile Workshops - Something for Everyone

### MOBILE WORKSHOP #9

#### **Public Art and Placemaking: Sacramento's Cultural Districts and Public Places**

Additional \$35 fee applies. **CM | 3.0**

Explore Sacramento's rich public spaces, public art, and cultural investments—formal and informal—on a three hour walking tour of Downtown & Midtown Sacramento. Includes a docent-led tour of Sacramento's most controversial places, artwork, and districts, as well as opportunities to explore the logistics of implementing public spaces in the midtown and downtown areas. Locations covered include: the R Street Corridor (Ice Blocks/Warehouse Artist Lofts Project), Southside Park, and K Street/Golden One Center.



### MOBILE WORKSHOP #10

#### **The Golden I Center of Sacramento: At the Convergence of Sustainability and Downtown Reinvestment**

Additional \$35 fee applies. **CM | 3.0**

This walking tour explores the effort behind Sacramento's new LEED Platinum arena, the Golden I Center, and how the project spurred downtown revitalization and a fostered a renewed focus on multimodal transportation.



### MOBILE WORKSHOP #11

#### **McClellan Air Force Base: Clean Up and Adaptive Reuse for Multiple Purposes**

Additional \$65 fee applies. **CM | 4.0**

Learn how a public-private partnership cleaned up a Superfund site and redeveloped a shuttered Air Force Base. Includes admission to the Aerospace Museum of California.



### MOBILE WORKSHOP #12

#### **California's Atlantis: Carving a Jewel from the Inland Sea**

Additional \$60 fee applies. **CM | 4.0**

California — exceptional drought one year, flooding the next. Located at the confluence of two major rivers, how does Sacramento stay dry? Come find out while visiting Folsom Dam, the American River Parkway, and the Natomas Basin.



### MOBILE WORKSHOP #13

#### **Discover Stockton: Using Transit, Complete Streets, and Infill Development to Revitalize a Historic Downtown**

Additional \$75 fee applies. Tour includes lunch. **CM | 4.0**

Tour downtown Stockton and learn about the revitalization of existing historic structures, new mixed-uses buildings, and complete streets along with innovative transit options, including successful bus rapid transit and northern California's first 100 percent battery-electric bus service.



### MOBILE WORKSHOP #14

#### **Emerging Urban Corridors in Downtown Sacramento**

Additional \$25 fee applies. **CM | 4.0**

Walk three main corridors in Sacramento's central city, exploring new developments and reuse, opportunity sites, challenges ahead, and lessons learned. Participants may purchase lunch at one of the eclectic eateries along 16th Street before returning to the convention center.



### MOBILE WORKSHOP #15

#### **The Sacramento Railway Project: A Historic Site Making New History**

Additional \$35 fee applies. **CM | 4.0**

Discover Sacramento's historic gem: a 244-acre former railyards brownfield that's being redeveloped as a mixed-use community of housing, entertainment venues, offices, a medical campus, shopping and recreation. You will be able to tour within the historic railway buildings and discuss their potential reuse.



### MOBILE WORKSHOP #16

#### **Historic Folsom: The Gold Country Gem**

Additional \$50 fee applies. **CM | 4.0**

Learn how Folsom spent \$30 million to revitalize a historic downtown with a light rail station, mixed use development, streetscape and facade improvements.



### MOBILE WORKSHOP #17

#### **Welcome Home: Creating Safe, Affordable Places to Live in the Central City**

Additional \$35 fee applies. **CM | 4.0**

This walking tour highlights best practices in planning and building subsidized affordable homes for a range of needs: from people experiencing homelessness to low income workers. Enjoy a walk through tree-lined neighborhoods, visiting six infill developments. Learn about challenges and potential to build safe, accessible affordable homes.



### MOBILE WORKSHOP #18

#### **Lodi: Exploring the Wine Region of the Year and the City's Revitalized Downtown**

Additional \$75 fee applies. Includes wine tasting. **CM | 3.0**

Taste for yourself how Lodi has transformed itself into Wine Region of the Year by Wine Enthusiast Magazine in 2015. In 2005, Lodi became a leader in sustainability by adopting "Lodi Rules" encouraging sustainable farming practices. Meanwhile, Lodi managed to revitalize its downtown without the use of redevelopment agency funding.



### MOBILE WORKSHOP #19

#### **Woodland: the Hidden Gem of the Valley**

Additional \$45 fee applies. **CM | 4.0**

Tour Downtown Woodland and see how historic preservation and economic development have together revitalized the community. Learn how Sustainable energy practices have resulted in major community energy savings. Visit the first zero-net energy affordable housing project in the nation.



**We look forward to sharing the best of Sacramento with you in September!**



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**CAPITALIZING  
ON OUR  
DIVERSITY**



APA CALIFORNIA CONFERENCE  
SACRAMENTO CONVENTION CENTER  
SEPTEMBER 23 - 26, 2017

**CONFERENCE-AT-A-GLANCE**  
**SATURDAY, SEPTEMBER 23**

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

8:00 am - 8:45 am	Pre-Conference Session Registration	East Lobby
8:00 am - 11:00 am	Exhibitor Set-Up	East Lobby
8:30 am - 9:30 am	Student Registration	East Lobby
9:00 am - 4:00 pm	<b>Pre-Conference Session #1</b> - Leadership and Management Workshop 2017 Additional \$90 fee applies. Includes lunch.	CM   6.5
	<b>Pre-Conference Session #2</b> - Interactive Geodesign Tools for Planners: Design, Create and Gain Consensus Using Next Generation Technology Additional \$90 fee applies. Includes lunch.	CM   6.5
9:30 am - 11:30 am	<b>Student Orientation/Walking Tour</b> - Pre-registered students only.	-
10:00 am - 2:30 pm	<b>Pre-Conference Session #3</b> - Conflict Management and Negotiation: Getting to YES! Additional \$65 fee applies. Includes lunch.	CM   4.0
10:00 am - 4:30 pm	<b>APA California Board Meeting</b>	-
11:00 am - 6:00 pm	<b>Exhibits Open</b>	East Lobby
11:45 am - 1:00 pm	<b>Richard H. Weaver Student Scholarship Awards Luncheon</b> Pre-registered students and invited guests only. Ticketed invitation event.	-
12:00 pm - 6:00 pm	Conference Attendee Registration	East Lobby
<b>SESSION BLOCK #1</b> 1:15 pm - 2:45 pm	<b>First Time Project Managers: Strategies for Success (CPF Session)</b>	-
	Tools of the Active Transportation Trade	CM   1.5
	Unlocking the Full Potential of Downtowns	CM   1.5
	Urban Planning and Governing for Racial Equity	CM   1.5
	Charting a Career in Sustainability: Steps Students Can Take Before Graduating	-
	Not So Fast Food: Using GIS, Data, and Mobile Apps to Improve Food Choices	CM   1.5
	A Roadmap for GHG and Climate Analysis: Incorporating California's New Scoping Plan and SB 32 Requirements in Local Planning	CM   1.5
	From Guerilla Tactics to Sophisticated, Grassroots Tools: The Latest Innovations from the Tactical Urbanism Frontlines	CM   1.5
	Design for Density	CM   1.5
1:30 pm - 5:00 pm	<b>Mobile Workshop #1</b> - City of Trees: Sacramento's Park Neighborhoods Additional \$75 fee applies. Includes bike and helmet. Meet at 1:15 pm in the J Street Lobby	CM   3.0
<b>SESSION BLOCK #2</b> 3:00 pm - 4:30 pm	Passing the AICP Exam: Who Wants to be a Certified Planner	-
	Art as a Community Engagement Tool	CM   1.5
	Sacramento Riverfront Revitalization: a Tale of Two Cities	CM   1.5
	10 Crucial Things Planning School Didn't Teach You	-
	The Planner as Advocate: Learning to Listen and Partner with Disadvantaged Communities	CM   1.5
	Planning for a Multiracial Future: Lessons from Civic Engagement and Coalition-Building in South Los Angeles	CM   1.5
	Understanding Conflicts Between City Managers and Planners Through an Ethical Lens	CM   1.5   ETHICS
		-

 Mobile Workshops

 Student Sessions/Events

 Special Events

 Leadership Meetings

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### CONFERENCE-AT-A-GLANCE SATURDAY, SEPTEMBER 23

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

<b>SESSION BLOCK #2</b> 3:00 pm - 4:30 pm	The Future of Mobility 2.0: What's In Store for Our Cities	CM   1.5
	Cal State Universities: Planning Students and Faculty Get Together with Diverse Communities	-
4:45 pm - 6:30 pm	<b>Diversity Summit</b> - Supporting Vulnerable Communities: lessons learned from a history of urban renewal and displacement	CM   1.5   ETHICS
6:30 pm - 10:00 pm	<b>Night on the Town</b> - Local planners will host gatherings at our favorite restaurants and bars, or at local events like the Farm-to-Fork Festival or a local soccer match.	-
7:30 pm - 9:00 pm	<b>Student/Young Planners Group (YPG) Mixer</b>	-
	<b>Planners of Color and LGBTQIA Community Mixer</b>	-

### CONFERENCE-AT-A-GLANCE SUNDAY, SEPTEMBER 24

7:00 am - 8:00 am	Continental Breakfast	-
7:00 am - 6:00 pm	Conference Attendee Registration	East Lobby
7:00 am - 6:00 pm	Exhibits Open	East Lobby
8:00 am - 9:30 am	<b>Planning Commission and Board Breakfast Roundtable</b> Open to Planning Commissioners and Board members only	-
8:00 am - 11:30 am	<b>Mobile Workshop #2</b> - Oak Park: Sacramento's Oldest Suburb Undergoing Dramatic Revitalization. <i>Additional \$45 fee applies. Meet at 7:45 am in the J Street Lobby</i>	CM   3.0
	<b>Mobile Workshop #3</b> - The Sacramento Riverfront: Bridging History and Opportunity. <i>Additional \$35 fee applies. Meet at 7:45 am in the J Street Lobby</i>	CM   3.0
8:30 am - 11:00 am	Student Sacramento Riverfront Charrette Walking Tour/Group Discussion <i>Registration required.</i>	-
<b>SESSION BLOCK #3</b> 8:15 am - 9:45 am	Cannabiz: Community Planning and Environmental Review for the Emerging Legal Cannabis Market	CM   1.5
	Rural Community Resilience Planning Process	CM   1.5
	Housing Affordability and Neighborhood Stabilization Policies: The Resurgence of Rent Control in California Cities	CM   1.5   LAW
	Local and Regional Planning Through a Heritage Lens: Developing a Sacramento San Joaquin Delta National Heritage Area	CM   1.5
	Planning for Diversity with Public Health Alliances: Collaboration Tools for Successful Planning and Health Partnerships	CM   1.5
	All Aboard: Lessons from Transit Agencies on How Planners Can Help Joint Development Programs Create Diverse Communities	CM   1.5
	Using Collective Impact Strategies to Build Sustainable and Equitable Communities	CM   1.5
	Measure A: An A+ for Parks	CM   1.5
		-

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 ■ Student Sessions/Events    
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APA CALIFORNIA CONFERENCE  
SACRAMENTO CONVENTION CENTER  
SEPTEMBER 23 - 26, 2017

CONFERENCE-AT-A-GLANCE  
SUNDAY, SEPTEMBER 24

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

SESSION BLOCK #4 10:00 am - 11:30 am	APA California 2017 Legislative Update	CM   1.5   LAW
	You Said WHAT? You Hear the Darndest Things at Public Hearings (Planning Commission and Board Session)	CM   1.5
	Solutions for 10 Million Feet: Pedestrian Improvement Prioritization at a Mega Scale	CM   1.5
	Women in Planning: Why We Matter	CM   1.5
	From Urban to Rural: Diverse Approaches to Cannabis Land Use Regulations	CM   1.5
	Taking it to the Streets: Participatory Planning Strategies for Transportation Projects	CM   1.5
	New Suburbanism: Changing the Way We Reinvest in California's Suburban Communities	CM   1.5
	Disaster Resiliency Planning for Rural Communities	CM   1.5
	Forging Partnerships for Successful Conservation Planning	CM   1.5
11:30 am - 1:00 pm	<b>Opening Plenary and Keynote Luncheon - Darrell Steinberg, Mayor of City of Sacramento and Former President of the State Senate (Invited)</b>	CM   1.0
SESSION BLOCK #5 1:15 pm - 2:45 pm	Strategies to Influence Public Policy (Planning Commission and Board Session)	CM   1.5
	Proven Tools and Techniques for Effective Engagement	CM   1.5
	Leadership in a Time of Rapid Change (California Planning Roundtable Session)	CM   1.5
	Retrofitting for Equity: Re-envisioning and Replanning Our Communities - Part A	CM   1.5
	Evolution of the Sacramento Railyards	CM   1.5
	SB 2: So You Think You Comply - An Assessment of the Good, the Bad, and the Ugly Strategies for Compliance	CM   1.5
	Successful Implementation on California's Working Waterfront	CM   1.5
	The Planner's Paradox: Exploring Ethical Advocacy (Section Directors Session)	CM   1.5   ETHICS
	The Power of Storytelling in Community Planning	CM   1.5
1:15 pm - 3:15 pm	Student Charrette Groups Meeting <i>Registration required.</i>	-
1:15 pm - 5:15 pm	<b>Mobile Workshop #4</b> - The Missing Middle Housing Walking Tour: Documenting Medium Density, House-Scale Building Types <i>Meet at 1:00 pm in the J Street Lobby. Additional \$35 fee applies.</i>	CM   4.0
	<b>Mobile Workshop #5</b> - Placer County Winery & Brewery Tour: Seeking Land Use Compatibility in Emerging Rural Economic Development Trends <i>Meet at 1:00 pm in the J Street Lobby. Additional \$75 fee applies. Wine tasting and appetizers included.</i>	CM   3.0
	<b>Mobile Workshop #6</b> - Pedaling the American River Parkway: Discovering the Planning Tools of this Regional Asset. <i>Meet at 1:00 pm in the J Street Lobby. Additional \$75 fee applies. Includes bike and helmet.</i>	CM   3.0

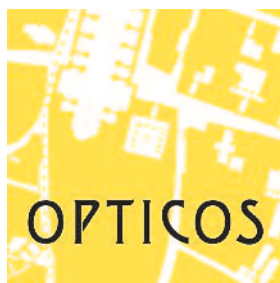
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APA CALIFORNIA CONFERENCE  
SACRAMENTO CONVENTION CENTER  
SEPTEMBER 23 - 24, 2017

CONFERENCE-AT-A-GLANCE  
SUNDAY, SEPTEMBER 24

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

1:15 pm - 5:15 pm	<b>Mobile Workshop #7</b> - Exploring California's Hidden Region: The Sacramento-San Joaquin Delta. Additional \$75 fee applies. Includes wine tasting. Meet at 1:00 pm in the J Street Lobby <b>CM   4.0</b>
	<b>Mobile Workshop #8</b> - From Redevelopment to Promise Zone: Sacramento Housing and Redevelopment Agency's Continuing Path to Revitalize its Diverse Neighborhoods. Additional \$45 fee applies. Meet at 1:00 pm in the J Street Lobby <b>CM   4.0</b>
	<b>Mobile Workshop #9</b> - Public Art and Placemaking: Sacramento's Cultural Districts and Public Places. Additional \$35 fee applies. Meet at 1:00 pm in the J Street Lobby <b>CM   3.0</b>
SESSION BLOCK #6 3:00 pm - 4:30 pm	What are They Thinking? How to Communicate Effectively to Your Boards and Commissions (Planning Commission and Board Session) <b>CM   1.5</b>
	Lean, Green, Park Planning Machine: Strategies for More Equitable Parks and Open Spaces <b>CM   1.5</b>
	Property Rights, Takings, Exactions, and More: A Legal and Practical Update for Planners <b>CM   1.5   LAW</b>
	Retrofitting for Equity: Re-envisioning and Replanning Our Communities - Part B <b>CM   1.5</b>
	Planting Seeds for Rail Transit in the Cross Valley Corridor <b>CM   1.5</b>
	Sparkling Health Partnerships, Funding, and Activism in the Toughest of Places <b>CM   1.5</b>
	Creating a Safe and Inclusive City for the LGBTQ Community <b>CM   1.5</b>
	Rolling Up Our Sleeves with Community Residents <b>CM   1.5</b>
	Creating a Culture of Inclusion and Diversity in the Workplace <b>CM   1.5</b>
3:00 pm - 4:30 pm	<b>Planner Emeritus Network (PEN) Meeting</b> -
3:30 pm - 4:30 pm	Student Charrette Presentations <i>Registration required</i> -
4:45 pm - 5:45 pm	<b>APA California 2017 Awards Ceremony</b> -
6:30 pm - 9:30 pm	<b>Opening Reception and Student Poster Contest</b> -

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APA CALIFORNIA CONFERENCE  
SACRAMENTO CONVENTION CENTER  
SEPTEMBER 23 - 26, 2017

CONFERENCE-AT-A-GLANCE  
**MONDAY, SEPTEMBER 25**

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

7:00 am - 8:00 am	Continental Breakfast	-
7:00 am - 5:00 pm	Conference Attendee Registration	East Lobby
7:00 am - 6:00 pm	Exhibits Open	East Lobby
<b>SESSION BLOCK #7</b> 8:00 am - 9:30 am	SB 1000: Bringing Environmental Justice into the General Plan	CM   1.5
	How the "Bricks vs. Clicks" Battle Is Affecting Local Revenue Streams	CM   1.5
	Upping Our Game: Using Applied Research to Ensure Diverse Community Engagement and Increase Trust	CM   1.5
	Missing Middle Housing: Is Your Planning and Coding Preparing Your City for the 21st-Century Demand?	CM   1.5
	The Three E's of Agriculture: How Planning Can Support Sustainable Growth in the Food System	CM   1.5
	Station at the Heart of the City: Advancing the Sacramento Intermodal Facility by Reviving a Historic Landmark	CM   1.5
	Climate Justice for All: Connecting Climate Protection, Community Resilience, Local Economy, and Health Equity	CM   1.5
	Purposeful Strategic Thinking: Surviving and Thriving in a Charged Political Climate - Part A (California Planning Roundtable Session)	CM   1.5
	Using a Health in All Policies Approach to Planning	CM   1.5
8:00 am - 11:30 am	<b>Mobile Workshop #10</b> - The Golden 1 Center of Sacramento: At the Convergence of Sustainability and Downtown Reinvestment Additional \$35 fee applies. Meet at 7:45 am in the J Street Lobby	CM   3.0
8:00 am - 12:00 pm	<b>Mobile Workshop #11</b> - McClellan Air Force Base: Clean Up and Adaptive Reuse for Multiple Purposes. Additional \$65 fee applies. Meet at 7:45 am in the J Street Lobby	CM   4.0
	<b>Mobile Workshop #12</b> - California's Atlantis: Carving a Jewel from the Inland Sea. Additional \$60 fee applies. Meet at 7:45 am in the J Street Lobby	CM   4.0
8:00 am - 1:00 pm	<b>Mobile Workshop #13</b> - Discover Stockton: Using Transit, Complete Streets and Infill Development to Revitalize a Historic Downtown. Additional \$75 fee applies. Tour includes lunch. Meet at 7:45 am in the J Street Lobby	CM   4.0
	<b>Mobile Workshop #14</b> - Emerging Urban Corridors in Downtown Sacramento. Additional \$25 fee applies. Meet at 7:45 am in the J Street Lobby	CM   4.0
<b>SESSION BLOCK #8</b> 9:45 am - 11:15 am	An Award Winning P3 Model: Local Soft-Infrastructure Financing in the Post-Redevelopment Era (Planner Emeritus Network Session)	CM   1.5
	2017 CEQA Update	CM   1.5   LAW
	Sacramento's Diversity Past and Future	CM   1.5
	Building Healthy Communities Through Cross-Sector Partnerships	CM   1.5
	Creating a Sustainable Agricultural Industry in an Era of Frequent Change	CM   1.5
	Collaborative Planning Through Capacity Building	CM   1.5
	The Journey and the Destination: How to Successfully Capitalize on Multimodal Connectivity	CM   1.5

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**CONFERENCE-AT-A-GLANCE  
MONDAY, SEPTEMBER 25**

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

<b>SESSION BLOCK #8</b> 9:45 am - 11:15 am	Purposeful Strategic Thinking: Surviving and Thriving in a Charged Political Climate - Part B (California Planning Roundtable Session)	CM   1.5
	The Urban-Rural Divide is Not So Divided After All	CM   1.5
	Soapbox: The Next BIG IDEA	-
	Joint Workshop of the Governor's Office of Planning and Research and Strategic Growth Council Comprehensive Update to the California Environmental Quality Act Guidelines	CM   1.5
11:30 am - 12:15 pm	<b>California Planning Roundtable (CPR) Meeting</b>	-
11:30 am - 1:00 pm	<b>Lunch on Your Own</b>	-
11:30 am - 1:00 pm	<b>Student Lunch with Young Planning Professionals</b> <i>Ambrosia Café on K Street</i>	-
11:30 am - 1:00 pm	Joint Workshop of the Governor's Office of Planning and Research and Strategic Growth Council Lunch Brown Bag on OPR's Climate Initiatives	CM   1.5
1:00 pm - 5:00 pm	<b>Mobile Workshop #15</b> - The Sacramento Rail yard Project: A Historic Site Making New History. Additional \$35 fee applies. Meet at 12:45 pm in the J Street Lobby	CM   4.0
	<b>Mobile Workshop #16</b> - Historic Folsom: The Gold Country Gem Additional \$50 fee applies. Meet at 12:45 pm in the J Street Lobby	CM   4.0
	<b>Mobile Workshop #17</b> - Welcome Home: Creating Safe, Affordable Places to Live in the Central City. Additional \$35 fee applies. Meet at 12:45 pm in the J Street Lobby	CM   4.0
	<b>Mobile Workshop #18</b> - Lodi: Exploring the Wine Region of the Year and the City's Revitalized Downtown. Additional \$75 fee applies. Includes wine tasting. Meet at 12:45 pm in the J Street Lobby	CM   3.0
	<b>Mobile Workshop #19</b> - Woodland: The Hidden Gem of the Valley Additional \$45 fee applies. Meet at 12:45 pm in the J Street Lobby	CM   4.0
<b>SESSION BLOCK #9</b> 1:15 pm - 2:45 pm	Land Use and Water: New Tools for Collaborating with Water Managers (Chapter President's Session)	CM   1.5
	Women in Planning: Making the Workplace Work for You	CM   1.5
	Land Use, Economic, and Cultural Strategies for Transformative Change	CM   1.5
	Of Sound Mind: Planning for Mental Health and Wellbeing	CM   1.5
	SB 743: Where Are We and What's Next?	CM   1.5
	The State of California Addresses the Housing Crisis: New Housing Incentives and Accountability for Local Government	CM   1.5
	Legalizing the Lemonade Stands: Working Together to Address the Benefits and Concerns Related to Urban Agriculture	CM   1.5
	whyPLAN? Engaging Young People and Schools as Critical Actors in Building Healthy, Equitable, and Vibrant Communities	CM   1.5
	The Path to Stronger Communities: Vacaville's Rocky Hill Trail and the Value of Community Collaboration	CM   1.5
	Soapbox: The Next BIG IDEA	-
	Joint Workshop of the Governor's Office of Planning and Research and Strategic Growth Council 2017 Update to OPR's General Plan Guidelines	CM   1.5
	Joint Workshop of the Governor's Office of Planning and Research and Strategic Growth Council Break/Tool Highlight	-
	<b>Afternoon Break</b>	-
		-
		-
		-

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CONFERENCE-AT-A-GLANCE  
**MONDAY, SEPTEMBER 25**

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

2:45 pm - 3:15 pm	<b>2017 Virginia Viado &amp; Ted Holzem California Planning Foundation (CPF) Silent Auction Opens</b>	-
SESSION BLOCK #10 3:15 pm - 4:45 pm	Environmental Justice and the General Plan: Advocacy and Implementation of SB 1000 (California Planning Roundtable Session)	CM   1.5
	2 Birds with 1 Stone: Complying with State Law Creates More Child Care and Relieves Zoning Headaches	CM   1.5   LAW
	Engaging Youth Voices: Building Power through Art, Media and Design	CM   1.5
	Equitable Recovery After Disasters	CM   1.5
	Jedi CEQA: The Streamlining Force is with Me. I'm One with the Force	CM   1.5   LAW
	Quality of Life and Vitality: The Ingredients to a Great Downtown	CM   1.5
	Rural Resourcefulness: Keeping the Countryside Connected When Budgets Are Tight	CM   1.5
	A Diversity of Funding Sources Improves Feasibility	CM   1.5
	Make No Little Plans: The Short History of Big Thinking and Big Plans in California (1960-1980)	CM   1.5
	Joint Workshop of the Governor's Office of Planning and Research and Strategic Growth Council Strategic Growth Council, California Climate Investment Funding	CM   1.5
4:30 pm - 6:00 pm	<b>Students/Young Planners Scavenger Hunt</b>	-
5:00 pm - 6:00 pm	<b>Consultants' Reception</b>	-
6:00 pm - 7:30 pm	<b>2017 Virginia Viado &amp; Ted Holzem California Planning Foundation (CPF) Reception and Live Auction</b>	-

Mobile Workshops

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### CONFERENCE-AT-A-GLANCE TUESDAY, SEPTEMBER 26

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

7:00 am - 8:30 am	Continental Breakfast	-
8:00 am - 10:00 am	Exhibit Tear Down	East Lobby
<b>SESSION BLOCK #11</b> 8:30 am - 10:00 am	The State Strikes Back! Recent Development in Housing Law	CM   1.5   LAW
	Survivor: Ethics Island!	CM   1.5   ETHICS
	Designing Housing Solutions	CM   1.5
	Let's Get Real: Real Tools and Real Solutions for Really Effective Community Engagement	CM   1.5
	Health Management and the Built Environment: What the Post-Obamacare Landscape Means for 'Health Districts'	CM   1.5
	Tactical Urbanism	CM   1.5
	Implementing AB 52: Tribal Cultural Resources for Flood Protection Projects	CM   1.5
	Community Risk Reduction Plans: Scaling Up the HRA to the Plan-Level	CM   1.5
	California Planning in the Trump Era	CM   1.5
10:15 am - 12:00 pm	<b>Closing Plenary - Carolyn Coleman, Executive Director, League of California Cities</b>	CM   1.75
12:00 pm - 1:00 pm	<b>California County Planning Directors Association (CCPDA) Meeting</b>	-

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 ■ Special Events    
 ■ Leadership Meetings



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# APA CALIFORNIA WELCOMES STUDENTS!



## CAPITALIZING ON OUR DIVERSITY

APA CALIFORNIA CONFERENCE  
SACRAMENTO CONVENTION CENTER  
SEPTEMBER 23 - 26, 2017

### FREE STUDENT DAY - SATURDAY, SEPTEMBER 23!

#### Activities include:

- **Exclusive Student Walking Tour** - Kick off Student Day with an interactive walking tour to learn about the history of a decades-long revitalization effort of Sacramento's Historic R Street Corridor.



- **Student and Young Planner Mixer** - Join other students and young planners at the mixer Saturday night to network, hang out, and have fun at Lowbrau Bierhalle in Midtown!

### Additional Activities - Join Us Throughout the Conference!

### SUNDAY, SEPTEMBER 24

- **Opening Reception** - Come listen to local musicians and eat local farm-to-fork foods while taking in the breathtaking views of our California State Capitol!
- **Sacramento Riverfront Charrette** - Engage in an all-day charrette and walking tour about the Riverfront revitalization efforts in Sacramento and West Sacramento.

### MONDAY, SEPTEMBER 25

#### Lunch with Young Planning Professionals -

Join us at lunch on Monday at Ambrosia Cafe on K Street along with other students and young planners attending the conference.

#### Historic and

#### Architectural Scavenger Hunt -

Learn more about Downtown Sacramento through a fun scavenger hunt and follow-up with a refreshing beer at de Vere's Irish Pub!



### NEED LODGING?

### SIGN UP FOR THE ROOMSHARE PROGRAM!

Coming from outside the area and need inexpensive lodging? We will be matching local hosts with students and young planners who will need a place to stay while attending the conference. Contact Alicia Brown at [abrown@lgc.org](mailto:abrown@lgc.org) to be added to our outreach list and sign up for this program!

### STUDENT POSTER CONTEST - WIN A CASH PRIZE!

Are you an undergraduate or graduate student pursuing a degree in urban planning in California? Do you have a passion for communicating your ideas in a visually compelling way? If so, then you are invited to participate in the 2017 APA California Student Poster Competition! Posters will be displayed at the Opening Reception and appear in an issue of *CalPlanner* and other marketing outlets. This is a tremendous opportunity for planning students to receive exposure and recognition at the state level.

Email both Kendra Reed @ [kendra4585@gmail.com](mailto:kendra4585@gmail.com) & Kirin Kumar @ [kkumar@walksacramento.org](mailto:kkumar@walksacramento.org) to submit your poster concept by the **August 1st deadline!**

**REGULAR ONLINE REGISTRATION ENDS AUGUST 25!**



ROBERT PATERNOSTER, AICP | Planner Emeritus Network, President



## APA California Completes Its First CPAT Project

It was Thursday April 27, 2017, a beautiful sunny and comfortably cool Central Valley day, when a team of six planning professionals arrived in Kingsburg. The small agricultural community, just 24 miles south of Fresno on State Highway 99, had invited the team for a three and a half day visit to help community leaders prepare a strategy for revitalization of its aging downtown. These planners were not paid consultants; rather, they were volunteers under APA California's new Community Planning Assistance (CPAT) program, offering pro bono planning services to a community that could not afford to hire its own full-time planning staff.

The team of professionals included as team leader a retired planning manager who had served as planning director in major cities on both coasts (Robert Paternoster, FAICP), a Central Valley economic development specialist (Mike Dozier), an urban designer with extensive work in

Northern California and China (Tom Ford, AICP), the president of a Los Angeles urban economic consulting firm (Stan Hoffman, FAICP), a senior designer with a Pasadena wayfinding consulting firm (Emily Morishita), and a zoning specialist from Beverly Hills (Cynthia de la Torre).

The team was greeted at lunch by a welcoming committee which included the mayor, city manager, and several community leaders. They were promptly led on an escorted bus tour of the city and its adjacent orchards and farmlands, and a walking tour of Draper Street, downtown's five-block quintessential main street of commercial buildings dating back to the 1900s. The planners were impressed by the attractiveness and cleanliness of the downtown area. Lovely street trees shaded sidewalks and curbside diagonal parking spaces, beautifully landscaped sidewalk bulb-outs graced the intersections, and colorful banners welcomed visitors to the Swedish Village.

“The branding of the downtown to reflect Kingsburg's Swedish heritage was seen by the team as an obvious strength, although most tourists apparently drove by on Highway 99 completely unaware of the unique attraction.”

CPAT Members with City Officials: from left to right: Stan Hoffman, CPAT Team; Alexander Henderson, City Manager; Cynthia de la Torre, CPAT Team; Michael Dozier, CPAT Team; Robert Paternoster, CPAT Team Leader; Mayor Michelle Roman; Tom Ford, CPAT Team; Emily Morishita, CPAT Team; Jolene Polyack, Economic Development Advisor. Source: Laura Brown



Swedish Village: One of the few Swedish-themed shops reflecting Kingsburg's brand. Source: Cynthia de la Torre

The branding of the downtown to reflect Kingsburg's Swedish heritage was seen by the team as an obvious strength, although most tourists apparently drove by on Highway 99 completely unaware of the unique attraction. In accordance with design guidelines, the architecture reflected a "Swedish architectural style," but the team witnessed few Swedish shops and no Swedish restaurants. And, where were the shoppers? The sidewalks were quiet and the stores empty. The desirable continuous retail frontage did not exist, interrupted frequently by vacant storefronts or by office and other non-retail uses. The team was informed that most of the shops are owned and operated by small local merchants who close their doors on evenings and on weekends; and many of the properties are owned by absentee landlords who would rather rent to a dependable office use than work with a local merchant to establish a viable restaurant or retail business. Kingsburg residents travel to nearby Selma, Fresno and Visalia for major shopping and for entertainment and dining.

The team conducted a community meeting that evening to obtain input on community values and aspirations, and held one-on-one meetings with 23 key



## ➤ P24 APA California Completes Its First CPAT Project

community stakeholders on Friday to gain further insight on the problems and opportunities facing Kingsburg. The team's hard work then began in an intensive charette through Sunday morning. By 1:00 pm Sunday afternoon, the team was prepared to make its recommendations to the community at a special City Council meeting in City Hall. The meeting was well attended by an appreciative community, and the City Council responded positively to many of the team's recommendations. Among the team's 31 specific recommendations are the following:

- Downtown merchants and property owners should form a Downtown Business Association, or even a Business Improvement District (BID), to speak with a strong single voice in a three-way partnership with the City and the Chamber of Commerce to promote downtown Swedish Village.
- A major effort should be made to attract to the downtown quality eating and drinking establishments, unique specialty shops, and a specialty movie theater (for art, foreign and/or classic films) to bring Kingsburg residents back to their downtown.
- The City should immediately abandon its present signage and create a distinctive and cohesive wayfinding system based upon the Swedish Village brand to attract tourists from Highway 99 and direct them to the downtown core.
- The Downtown Business Association should work with tour bus operators to make Kingsburg a regular stop for such bus tours.

Downtown Kingsburg . Source: Stanley R. Hoffman, CPAT Team



Community Participation: Residents and merchants enthusiastically participate in kick-off community meeting. Source: Stanley R. Hoffman, CPAT Team

“ The meeting was well attended by an appreciative community, and the City Council responded positively to many of the team's recommendations. ”

- The city should work with the Fresno/Clovis Convention and Visitors Bureau to promote agri-tourism in Kingsburg, building upon its existing raisin (Sun-Maid is its largest employer), orchard, wine, and olive oil enterprises.
- The City should amend its Downtown Form Based Code to prohibit office uses on the ground floor frontage on Draper Street, permitting only retail, restaurant and personal service uses.
- The city should focus on the redevelopment of four catalytic sites in the downtown, by offering development incentives and by introducing quality commercial developers to existing absentee landlords who lack

development experience. One five-acre site adjacent to the interchange with Highway 99 should be developed with a quality hotel, within walking distance of the downtown core; the other three sites on Draper Street should be redeveloped with three-story mixed-use buildings with ground-floor retail and residential or office above.

The Kingsburg CPAT project proved to be a productive and rewarding experience for both the volunteer team and for the City and people of Kingsburg. The final product was a 62-page report (click here to review the Revitalization Strategy for Downtown Kingsburg) which was forwarded to the community on June 15. City Manager Alexander Henderson expressed his appreciation for the team's work and committed to move forward expeditiously to begin implementation of its recommendations. **RP**

## APA California's CPAT Program

The California Chapter of the American Planning Association has launched the CPAT program to provide volunteer professional planning assistance to municipalities and community groups with limited resources throughout California and Baja California. [Click here](#) to obtain more information about the program and to volunteer to participate. If you are aware of a city or community group that needs help, please tell them about the CPAT program and help them apply for assistance; you will find a link to the application in the program description.

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

**WE NEED YOUR HELP** to ensure that young people drawn to planning are able to fund their education. We need individual donors and sponsors!

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

<https://californiaplanningfoundation.wordpress.com/donations/>

All donations will be acknowledged at the CPF Auction (September 25, 2017 at the APA California Planning Conference in Sacramento, California), and will receive a special "thank you" on the CPF website (<https://californiaplanningfoundation.wordpress.com/>). All Sustaining Level Sponsors receive scholarship naming privileges for their donation. CPF donations are tax deductible and a copy of CPF's W-9 Tax Identification Certification will be sent to you with a donation letter/receipt for your tax and accounting purposes.



American Planning Association  
California Planning Foundation

### California Planning Foundation Virginia Viado and Ted Holzem 2017 Scholarship Auction

**PLEASE NOTE:** Auction/raffle item descriptions and electronic images of items must be submitted to Alison Spindler, and delivery of all items must be made to Bob Zimmerer, by 5:00 pm Wednesday, September 20th (or 10:00am on Sunday, September 24th, if delivery is made at the Conference Site). Bob can be contacted at [rlzimmerer@transystems.com](mailto:rlzimmerer@transystems.com) or (510) 271-8551.

#### CPF 2017 SCHOLARSHIP AUCTION DONATIONS

*Yes! I'd like to donate an item to the 2017 CPF Auction*

Item Name: \_\_\_\_\_

Estimated Value: \$ \_\_\_\_\_

Please provide complete item description below:

How will you deliver this donation?

- ☐ I will bring item to Sacramento ☐ Please contact me for pick-up/drop-off options ☐ This item can be shared electronically

Would you like proceeds from this item to be counted towards a specific scholarship? (select only if you want proceeds to go to a specific fund)

- ☐ Virginia Viado CPF Scholarship Endowment Fund ☐ Ted Holzem CPF Scholarship Endowment Fund ☐ split between the 2 funds

How you would like to be recognized (Name and/or Company Name): \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

Please return form to: Alison Spindler: [calplanningauction@gmail.com](mailto:calplanningauction@gmail.com) or (617) 283-0586

#### BECOME A CPF SPONSOR

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

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

This year, we are looking for individual donors and corporate sponsors to help us continue this important tradition of supporting student planners and CPF activities. For individual donations, please consider becoming an annual "Friend of CPF" by joining or renewing at the level below (please check one):

- ☐ Sustaining Level Sponsor: \$5,000 minimum (donation is awarded over the next 5-years)  
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☐ Silver Level Sponsor: \$1,000 – \$1,499  
☐ Bronze Level Sponsor: \$500 – \$999  
☐ Friend of CPF: \$300 – \$499  
☐ Financial Aid Associate: \$200 – \$299  
☐ Student Advocate: \$100 – \$199  
☐ Scholarship Supporter: Less than \$100 (all donations amounts are greatly appreciated)

Your Donation Amount: \$ (CPF donations at any amount are greatly appreciated) \$ \_\_\_\_\_

Would you like proceeds from this item to be counted towards a specific scholarship? (select only if you want proceeds to go to a specific fund)

- ☐ Virginia Viado CPF Scholarship Endowment Fund ☐ Ted Holzem CPF Scholarship Endowment Fund ☐ split between the 2 funds

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Please return form with a check made out to "CPF" to: Laurie Gartrell, CPF Treasurer, 401 B Street, Suite 800, San Diego, CA 92101

Or pay online at [www.californiaplanningfoundation.org/donations.html](http://www.californiaplanningfoundation.org/donations.html)



JUAN BORRELLI AICP | CPF President

## CPF Needs Auction Items for Conference Reception Fundraiser

The California Planning Foundation (CPF) is a nonprofit, charitable corporation whose goal is to further the professional practice of planning in California. WE NEED YOUR HELP to ensure that young people drawn to the planning profession are able to fund their education.

Last year, CPF awarded 33 scholarships totaling more than \$50,000 to planning students throughout California. Last year's list of CPF scholarship recipients is at: <https://californiaplanningfoundation.wordpress.com/2016-2017-scholarship-recipients/>.

Our primary fundraising activity is the annual Scholarship Auction held at the APA California Conference. This year, the auction will be held on Monday, September 25, in Sacramento in honor of planners and former CPF board members Virginia Viado and Ted Holzem, each of whom passed last year.

We hope you will donate the following items for the live and silent CPF auctions:

- Gift cards or gift baskets
- Restaurant gift certificates
- Weekend stays at your cabin, beach house, or local resort
- Day of consulting services
- Tickets to sporting events
- New high tech electronics
- Family heirlooms designated to pass on
- Household decorating accessories
- Planning books
- Art work
- Movie tickets
- Bottles or cases of wine

Every APA member is also a member of CPF, so please help! To donate an item, please fill out the attached donation form and send to Alison Spindler, at [calplanningauction@gmail.com](mailto:calplanningauction@gmail.com), or call her at (617) 283-0586.





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

## APA California Legislative Update

### Many Important Planning-Related Bills Still in Play

APA California remains very busy working on hundreds of planning-related bills that are moving through the Legislature. With the first major deadline to pass all bills out of their house of origin behind us, many problematic bills continue to move to the other house. While APA California has been successful in negotiating amendments to several important housing-related bills, others including those related to housing and to permitting of small cell wireless infrastructure, continue to move despite substantial opposition – APA California is working very hard to put the brakes on those bills.

### 2017-2018 Budget and Cap and Trade

On June 15, legislators and the Governor reached an agreement on the 2017-2018 budget. While there wasn't any reference to the Cap and Trade extension in the budget deal, the Governor did later reach an agreement with the legislature on July 17 by passing AB 617, AB 398 and ACA 1 – this legislative package establishes a comprehensive, statewide program to address air pollution in neighborhoods with poor air quality. The new program will require neighborhood air monitoring and targeted community action plans that require pollution reductions from mobile and stationary sources for greenhouse gases, and criteria and toxic pollutants. The legislation also mandates that large industrial facilities upgrade their old equipment with cleaner, more modern technology by December 2023 and increases penalties for violations of emission requirements.

The other main feature of the package is the extension of the state's cap-and-trade program to meet its SB 32 target to reduce greenhouse gas emissions 40 percent below 1990 levels by 2030.

### Housing Package

While the Governor didn't directly include

any monies in the 2017-2018 budget for affordable housing, he did ask the Legislature by the end of the year to send him bills to streamline the processing of housing. Over 130 housing bills were introduced in January. The Governor recently engaged on all of the major housing bills, and has put together a list of bills he wants to see in a housing package. He intends to ask for a quick vote when the Legislature returns from its summer recess on August 21<sup>st</sup>. APA California will be working closely with other local government associations to help influence that package and continues to work with a broad housing coalition to ensure that any housing package includes a balance of funding for affordable housing, planning and infrastructure to support housing, as well as reasonable streamlining changes. PLEASE WATCH YOUR EMAILS FOR AN ALERT ON THE GOVERNOR'S HOUSING PACKAGE! The package of the Governor's preferred bills are listed below in this article.

### How You Can Get Involved

As bills are making their way through hearings, APA California has been sending letters to the authors in support or opposition of their measures. As always, we would appreciate letters from members or their employers that are consistent with those positions. To review the letters, and for more information on all of the housing bills, please go to the legislative tab on APA's website at [www.apacalifornia.com](http://www.apacalifornia.com). All position letters will be posted on the APA California website "Legislation" page, which can be found here: <https://www.apacalifornia.org/legislation/legislative-review-teams/position-letters/>. Position letters will continue to be posted here as they are written and updated – please feel free to use these as templates for your own jurisdiction/company letters.

### UPDATES ON MAJOR HOT BILLS

#### AB 72 – Housing Law Enforcement and Finding of Noncompliance by HCD

*Position: Support if Amended – Part of the Governor's Housing Package*

*Location: On Senate Floor*

This bill provides the Attorney General with the authority to enforce housing statutes, and allows Housing and Community Development (HCD) to find a jurisdiction in non-compliance with Housing Element Law after initially finding the housing element in compliance. APA supports increased enforcement of housing element laws and other targeted housing statutes, but suggested amendments now in the bill to limit the statutes that HCD can use to determine noncompliance to failure to adopt a housing element, failure to complete promised rezonings, failure to provide and maintain adequate sites, provision of SB 2 zoning for emergency shelters, transitional housing and supportive housing, adoption of a reasonable accommodation ordinance, and adoption of a density bonus ordinance. All of these are violations of clearly defined provisions of law. The bill was also amended at APA's request require that HCD notify cities and counties of its concerns/potential violations before referring or beginning any finding of noncompliance action and to provide a chance for the city or county to cure the violation to avoid the noncompliance finding. The bill however still needs amendments to allow more time to cure (from 30 days up to 120 days depending on the actions required), and to apply similar due process and curing requirements to AG enforcement actions.

#### AB 686 – CA Affirmatively Further Fair Housing Law

*Position: Support if Amended to Mirror Federal Regs- Part of the Governor's Housing Package*

*Location: Senate Transportation & Housing Committee*

This bill would require a public agency, including cities, counties and regional agencies, to administer its programs and activities relating to housing and community development in a manner to affirmatively further fair housing, and to not take any action that is inconsistent with this obligation. Unfortunately, the requirements in the bill go way beyond federal regulations. APA submitted amendments to pare back the bill to include only the federal regulations in California law, but instead the bill was recently amended to state that in selecting meaningful actions to fulfill the obligation to affirmatively further fair housing, the bill does not require a public agency to select, or prohibit a public agency from selecting, any one particular action. The bill was a two-year bill, but may be resurrected as part of the Governor's Housing Package.

#### AB 678/SB 167 – New Housing Accountability Act Enforcement Provisions

*Position: Neutral on HAA portions of bills/Oppose amendments inserted as part of the Governor's Housing Package*

*Location: On Senate Floor/Assembly Rules*

## ➔P27 APA California Legislative Update

These bills make a number of changes to the Housing Accountability Act (HAA). Originally, both bills (which are now identical) included requirements that local governments would not have been able to meet and would have imposed automatic fines for HAA violations without the ability to cure those violations. As now amended, the bill is in better shape but still changes the HAA standard of review from substantial evidence to preponderance of the evidence—a change APA opposed but have agreed now agreed to to ensure many other provisions of the bill were corrected and reasonable. And, as of now, the majority of those other sections that APA strongly opposed have been fixed, including: removal of the ability for a judge to impose automatic fines on jurisdictions that cure a violation pursuant to a judge's order; removal of the ability of a court to approve a project that is the subject of a challenge; and elimination of a requirement that all conditions imposed "ensure that the project remains feasible" according to the applicant; and a provision that would have allowed a developer who had agreed to a condition or requirement to ignore that condition if the developer believed it was taken under pressure from the local government. Due to all of the amendments taken by the authors, APA will be removing its opposition to the HAA portion of these bills. Unfortunately, as part of the Governor's Housing Package, new amendments have been inserted that APA opposes.

### **AB 1397 – Restrictions on Adequate Sites in Housing Element**

*Position: Oppose Unless Amended - Part of the Governor's Housing Package*

*Location: On Senate Floor*

This bill would place restrictions on the ability of cities and counties to designate non-vacant sites as suitable for housing development and would require all designated sites to have water, sewer, and utilities available and accessible to support housing development during the planning period. Many of the most onerous requirements for these sites in the original versions of the bill have already been removed. However, APA continues to work with the author and sponsors on additional amendments to ensure that built-out cities can identify adequate sites, and clarify the utility requirement provisions. Unfortunately, as part of the Governor's Housing Package, new amendments have been inserted that APA opposes unrelated to the adequate sites provisions.

### **AB 1515 – Deemed Consistent Standard for General Plan and Zoning Determinations in HAA**

*Position: Oppose - Part of the Governor's Housing Package*

*Location: On Senate Floor*

This bill specifies that a housing development project or emergency shelter is deemed consistent, compliant, and in conformity with an applicable plan, program, policy, ordinance, standard, requirement, or other similar provision if there is

substantial evidence that would allow a reasonable person to conclude that the housing development project or emergency shelter is consistent, compliant, or in conformity, pursuant to the HAA. This "deemed consistent" standard will allow the developer to determine consistency of a development with the General Plan and zoning—APA continues to oppose this change.

### **SB 35 – New Ministerial (By Right) Approval Process for Housing**

*Position: Support if Amended - Part of the Governor's Housing Package*

*Location: Assembly Rules*

This bill establishes a ministerial approval process for developments that meet certain conditions. If a development meets those conditions, including inclusionary housing requirements and payment of prevailing wage, then the project will be subject only to the specified ministerial approval and design review process and cannot be subject to a conditional use permit. The bill also adds new requirements to the annual report, including the number of units entitled. Although APA supports by-right housing approvals, this bill has been loaded down with requirements, costs and restrictions on eligible sites that will make the by-right provisions unlikely to be requested by developers for many parts of the state. APA is working with the housing coalition on amendments to make sure that the trigger for the by-right process is based on entitlements that a local agency controls rather than building permits pulled by the developer.

### **SB 166 – Expansion of No-Net Loss to Loss of Affordability**

*Position: Support if Amended - Part of the Governor's Housing Package*

*Location: Assembly Rules*

This bill would mandate a number of new requirements on localities to implement a rolling adequate sites and rezoning requirement by income level, making the previous no-net loss provision a production requirement by income level. Although APA agrees that no jurisdiction should be left with only a few or no sites that can accommodate affordable housing by the end of the planning period, the continuous requirement to rezone sites so that 100% of the sites are always available will be very expensive and difficult to implement by cities and counties, alert those in the area that don't want affordable housing, and may actually lead to fewer units, particularly multifamily units, being produced. APA has been working with the authors and sponsors of the bill to find a more reasonable alternative to continuous rezonings that will most likely require CEQA compliance, but has had no success to date.

### **SB 649 – Small Cell Wireless Infrastructure Permitting and Mandatory Leasing**

*Position: Oppose*

*Location: Assembly Appropriations Committee*

This bill is a reincarnation of AB 2788 from 2016. The bill effectively eliminates public input and full local environmental and design review, mandates the leasing of publicly owned infrastructure for small cells infrastructure, and eliminates the ability for local governments to negotiate leases or any public benefit for the installation of "small cell" equipment on taxpayer funded property. Specifics of the bill are as follows:

Discretionary approval of small cell permits are only allowed in the coastal zone and in historic districts. All other areas must process these permits through either a building or encroachment permit.

Limited ability to apply design standards for property in the right of way, and those provisions are conflicting and difficult to interpret.

Small cell dimensions defined in the bill are still very large and don't include all associated equipment needed to support the small cells. Mandatory leasing of public property at prescribed fees—Fees for leasing of public property would be set by using a formula for attachments to Public Utility Commission (PUC) poles, plus an additional \$250 for the time to set up the fee structure. After applying the formula, those fees would likely barely cover maintenance costs.

APA California also believes SB 649 will set a dangerous precedent for other private industries to seek similar treatment. APA California, along with other local government associations and many cities/counties continue to remain opposed. While many amendments have been made to the bill since its introduction, they have not been in direct consolation from opposition and many have only caused further concerns with ambiguous language, requiring more amendments in subsequent committees to fix the original amendments. At the very least, APA California believes this bill should be made into a two-year bill to allow more time for a meaningful discussion on the issue and a fair process.

## **HOUSING BILLS SUPPORTED BY APA**

**SB 2 – Permanent source of affordable housing funding and funding for planning through document fee - Part of the Governor's Housing Package**

**SB 3 – Housing bond - Part of the Governor's Housing Package**

**AB 1505/SB 277 – Palmer Fix to allow inclusionary zoning for rental housing**

**AB 1521 – Notice of proposed changes to assisted housing developments - Part of the Governor's Housing Package**

**AB 1568 – New sales tax option and streamlining for Enhanced Infrastructure Financing Districts**

### **All Hot Bills**

To view the full list of hot planning bills, copies of the measures, up-to-the minute status and APA California letters and positions, please continue to visit the legislative page on APA California's website at [www.apacalifornia.org](http://www.apacalifornia.org). **JT, SG, LDS**



STEPHEN MICHAEL HAASE, AICP | Commission and Board Representative



## Capitalizing on Our Diversity

I want to thank the Sacramento Conference Committee for the awesome

support they provided in developing this year's program for Commission and Board representatives. We are devoting Sunday, September 24, to our appointed representatives and their support staff. Our Sunday begins with a welcome breakfast and roundtable discussion of issues facing decision-makers and the ways APA can provide support to these individuals. The rest of the day includes three additional sessions focused on topics relevant to public-sector planners, Commissioners and other decision-makers.

Commission and Board members can start the day at 8 am with members of the host city for a welcome and informal conversation on the opportunities and challenges of advancing the planning profession and decision-making. Meet new people, share stories, celebrate and commiserate with your colleagues—and enjoy a light breakfast as a reward for your dedication to planning!

The first session of the day kicks off at 10 am with **You Said WHAT?!?** We can all agree we hear the darnedest things at public hearings. This session explores the range of public comments—from funny to serious—and the role of planning professionals to promote a civil dialogue and respond to issues that are in conflict with our principles and ethics. You will laugh along with the “crazy talk” of public hearings and then dive into the serious issues of economic inequality, social justice, and racism that affect the planning process. This interactive session will engage all participants in strategies to create a positive environment for decision-making. Hosted by yours truly, I anticipate a lively, unvarnished conversation with our panel and the audience!

For lunch, take the opportunity to explore downtown Sacramento's culinary offerings before returning at 1:15 pm for a discussion of **Strategies to Influence Public Policy**. Brooke Peterson, past president of the California Chapter, will lead us beyond the role of project

review to planning policy. In our role as a quasi-judicial body, Commissions and Boards may not get many opportunities to influence public policy. What opportunities can be created for the expertise of appointed officials to influence the public, planning staff, and elected officials? Participate with public officials as they share strategies and brainstorm opportunities for advocating for great planning.

We cap the day at 3 pm with a session on **What Are They Thinking?** I return with several top planners from the State to explore effective communication techniques in the public setting. Communication is the exchange of ideas, information and opinions between two or more people and is a **dialogue**, not a

monologue. Hear from both staff and representatives on strategies that work—and some that do not—for articulating a perspective, anticipating issues in the public process, and persuading and advocating for a recommendation.

The conference is a team effort and my thanks to the moderators and panelists who unselfishly have offered their time, expertise, and knowledge to contribute to the Commission and Boards track. We will strive to educate, engage, and challenge you as a partner in these sessions. As a volunteer, I face similar challenges to find the time to “do it all.” We benefit from your attendance.

See you in Sacramento! **SMH**

“What opportunities can be created for the expertise of appointed officials to influence the public, planning staff, and elected officials? Participate with public officials as they share strategies and brainstorm opportunities for advocating for great planning.”

## APA California Board - Elections!

The APA California online elections will commence on August 7, 2017 and conclude on September 7, 2017. As an APA member, you will receive an email that will give you a link to

### APA California Positions

#### President Elect

- Julia Lava Johnston

#### Vice President for Administration

- Sung Kwon, AICP

#### Vice President for Marketing and Membership

- Siân Llewellyn, AICP
- Mary P. Wright, AICP

#### Vice President for Public Information

- Marc Yeber

#### California Planning Foundation Board (two positions)

- Juan Borrelli, AICP
- Hilary Nixon

participate in the elections that include both National and Chapter offices. Please take a moment to review the candidate's statements posted online and vote!

### National Positions

#### APA President Elect

- Kurt E. Christiansen, FAICP
- W. Shedrick Coleman, AIA

#### APA Director, Region VI

- Kristen Asp, AICP
- Shane Burkhardt, AICP

#### APA Director, Elected at Large

- Lauren Driscoll, AICP
- Todd Kinskey, AICP

#### APA Director, Elected at Large (Planning Board Member)

- Marjorie Press
- Mitch Thrower

#### AICP President Elect

- Deborah Alaimo Lawlor, FAICP
- Whit Blanton, FAICP

#### AICP Commissioner, Region VI

- Marissa K. Aho, AICP
- Catherine Yu Lin, AICP

# Vote: August 7 - September 7!



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**Seeking New Sponsorship Strategies**

Now that the new editorial format for the *CalPlanner* has been established, we are seeking suggestions from APA California's partners and sponsors on ways to better reach the Chapter membership. This means rethinking the traditional calling card ads for example, as well as all ad placement and associated links. So we need to hear from you on innovative ideas that would complement the new design and format while offering a more effective way to generate awareness for your business or service. We hope you will continue to support the *CalPlanner* and encourage your comments and ideas by contacting Marc at [myplanning@live.com](mailto:myplanning@live.com)

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