

July 2014

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American Planning Association
California Chapter
Making Great Communities Happen

MARC YEGER | VP-Public Information

Change is in the Air

This issue of the **CalPlanner** is the third 21st Century Transformation of *Continental and International News*. Along with the regular *CalPlanner* staff, Carolyn Jones, highlights and announces news, you will find stories of rejuvenation and rebirth that are occurring in several California cities. This issue is ground zero for the Chapter's well-timed work in transforming its communications efforts with an average of 5,000 members. From our recently launched new website and redesigned *CalPlanner*, our new *News Plus* and member-only LinkedIn Discussion Board, we have been responding to better deliver relevant and timely content to our members and enhance the entire process. But we have not made this happen solely by the efforts of the Chapter staff and Board of Directors. From all the planners who contribute, con-

FEATURE | David DeGrassi with Marc Yeger, ASA

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

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

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industry has transformed significantly over the past century causing some study lots with economic stagnation and outdated facilities.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 For many years, the *Lox* languished, frozen in time and limited by an outdated footprint and constrained by established development norms surrounding the campus.

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

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

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

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

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

Happy Reading, MY

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Mobility Cities on the Move

Urban Design: Why It Matters

This issue of the *California* attempts to address the role of design in city-making. Unlike building professions, landscape architecture, planning and engineering, **Urban Design** is a practice that requires a construct and a design intervention from several (or all) of the aforementioned professions. It is a process not formalized in its own right, but has become the linchpin to many of the most important urban design issues.

A mid 20th Century urban design germinated from the acknowledgement that the mere act of planning or architecture could not evolve into meaningful city-making. It is generally believed that urban design grew out of the 1956 *Urban Design Conference* Series held by Harvard University. However, the practice dates further back. Ancient Rome, with its gridded streets and water-side structures, laid some claim to what we consider basic tenets of urban design. Other antecedents were the medieval cities, Della Porta, and Palladio all employed planning and architecture strategies that framed urban design principles. In the 19th Century, the Spanish urban engineer Ildefonso Cerda, who developed a framework with which the built form was a result of the form of the proposal, also drew claim to what the individual experience was as critical to the collective function. More recently, Jane Jacobs, the editor of *Landscape Urbanism* by espousing organizing principles that placed an emphasis on landscapes and not buildings, in any city, the philosophy of urban design, whether conscious or not, is deeply rooted in organizing through creation.

Urban design since the previous decade has become a more formalized design process that is complementary to the policy and regulatory framework defining much of the planning activity. That said, opinions are different perspectives on the way the process functions. For obvious reasons, the articles here only touch upon the topic. But we hope you find it both interesting as a designer who interacts with urban design and informative as a practitioner who is confronted with the urban design process in the built environment.

Haley Reading, MYS

FEATURE | Ric Abramson, AJA & Mary Yeber, ASLA

Urban Design: Nurturing Civic Pride and City-Making

Meaningful citymaking in the 21st century relies on a sufficient range and collaborative accountability that urban planning community resources in a sustainable manner. At least that is this reporter's conclusion. In the absence of mutual agreement, building a city or town is reduced to the adoption of a regulatory framework derived as land use, infrastructure or new development. Yet, cities and their contents are living entities that stem from a more complex arrangement of established cultural land concerns: naturalism, livability, material resources and community health. Although difficult to define, the unique composition that is characteristic of each city or town ultimately influences resulting community values and the spaces and programs that bring them into being.

The nurturing of community, whether directly or indirectly requires actions that address not only the physical form of a street or place, but also the civic mindset. This psychological factor eventually determines "wellness" with respect to livability, economic vitality and overall urban identity. Our legacy for a sense of place is tied to the Roman term of *civitas*, which in a contemporary context is best understood as a community bonding and civic identity. It is shaped from a shared sense of responsibility alongside expectations about behavior, lifestyle practices as well as forms of work and play. City-making then results from localized patterns of expectations where arrangement materializes into a discernible civic identity.

So how does it relate to this question of city-making? Urban design incorporates formal, aesthetic and program-based strategies established to address the vitality and health of the cities. It is not merely the implementation of plans, guidelines and policies, but rather place-making at a scale that is larger than a mere individual building. Instead urban design involves a greater collaboration of architects, landscape architects, civil engineers, transportation

and infrastructure engineers, sustainability consultants, energy modelers and wayfinding specialists who are able to recognize and tap into a greater psyche embedded in each locality, to achieve an individual civic. Thus, the Design is far more than a public discipline, instead it is more accurately a way of thinking that balances (1) the conditions with geographic opportunities, (2) a psychology of scale with prevailing rhythms in the existing community fabric, (3) predominant identities defining urban behavior with general lifestyle preferences, and (4) new forms of sustainable-driven design with localized aesthetics. Whether on the regulatory side where urban designers have found a home within planning or community development departments,

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Readings: Climate Response & Water Conservation
Submission due: November 5, 2014

FEATURE | American Public Transportation Association

Record 10.7 Billion Trips Taken on U.S. Public Transportation in 2013

The Highest Transit Ridership in 57 Years

In 2013 Americans took 10.7 billion trips on public transportation, which is the highest annual public transit ridership number in 57 years, according to a report released today by the American Public Transportation Association (APTA). This was the eighth year in a row that more than 10 billion trips were taken on public transportation systems nationwide. While vehicle miles traveled on roads (VMT) went up 0.3 percent, public transportation use in 2013 increased by 1.1 percent.

"Last year people took 10.7 billion trips on public transportation. As the highest annual ridership number since 1956, Americans in growing numbers want to have more public transit services in their communities," said Peter Varga, APTA Chair and CEO of The Rapid in Grand Rapids, MI. "Public transportation systems nationwide—in small, medium, and large communities—saw ridership increases. Some reported all-time high ridership numbers."

Some of the public transit agencies reporting record ridership system-wide or on specific lines were located in the following cities: Ann Arbor, MI; Cleveland, OH; Denver, CO; Espanola, NM; Flagstaff, AZ; Fort Myers, FL; Indianapolis, IN; Los Angeles, CA; New Orleans, LA; Oakland, CA; Pompano Beach, FL; Riverside, CA; Salt Lake City, UT; San Carlos, CA; Tampa, FL; Tulsa, OK; and New York, NY.

Since 1995 public transit ridership is up 37.2 percent, outpacing population growth, which is up 20.3 percent, and vehicle miles traveled (VMT), which is up 22.7 percent. "There is a fundamental shift going on in the way we move about our communities. People in record numbers are demanding more public transit services and communities are benefiting with strong economic growth," said APTA President and CEO Michael Melaniphy.

"Access to public transportation matters," continued Melaniphy. "Community leaders know that public transportation investment drives community growth and economic revitalization."

Another reason behind the ridership increases is the economic recovery in certain areas.

MARC YEBER | JVP-Public Information

Moving California Forward

If pressed, could you identify an element of planning that does NOT involve or is NOT influenced by mobility? Can you imagine a scenario where development did not have to consider the impacts of traffic? Would you be able to fully understand the context of planning in California without first recognizing the movement patterns of people and goods both regionally and locally? Of course these are all rhetorical questions for planners, which is why this topic is the linchpin to so much of community planning.

This issue on Mobility is not meant to be comprehensive exercise on the topic, but rather an opportunity to learn about a few recently published studies, policy modifications and projects currently under review. The related articles in this issue are from diverse and multi-disciplinary sources and highlight topics from public transit up to rethinking the use of LOS. Plus there is a new column labeled Plan Forward where we highlight projects and policy in their various stages of planning. For this inaugural column, Oakland's Lake Merritt to Bay Area Connection is summarized.

This chapter news along with Local Section updates, upcoming programs and announcements and much more await your review. Thank you to all who contributed to this issue, especially the American Public Transportation Association (APTA), as well as Prof. Jeffrey Brown, Ph.D. from PSU's Department of Urban and Regional Planning and Prof. Brian Taylor, FAICP, of UCLA's Institute for Transportation Studies.

We hope you enjoy this issue and as always, we welcome your feedback. Happy Reading.

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BEST PRACTICES: Planning in California
Submission due: April 8, 2015

FEATURE | California FAICP

The End of Water Sprawl

The days of reaching for new sources of water only to transport it great distances for consumption are over. There will likely not be another State Water Project, Central Valley Project or Colorado River Aqueduct. What we might call "water sprawl" has been rendered obsolete by a combination of natural changes and human mistakes.

Consider our current dire water situation in California. Rainfall has been below normal for now four consecutive years, and climatologists warn of a mega-drought that may last for decades. Due to reduced precipitation and warmer temperatures, coupled the lack of Sierra Nevada snowpack, the state's natural water reservoir is one-third of its normal level and the man-made reservoirs are at half of their capacity. Water shortages in the Sacramento-San Joaquin River Delta, along with court orders protecting fish species, has virtually cut off water deliveries from the Delta. Flows in the Colorado River, our other major source, are down substantially, and upriver states are claiming a larger share than in the past. Fortunately, numerous realistic opportunities to ameliorate our water supply situation are available. These "new" water sources and strategies, moreover, are not as vulnerable to natural disasters like droughts and earthquakes.

Using Less. First and foremost, there is conservation. The least expensive and most environmentally friendly gallon of water is the one you don't use in the first place and thereby save for another day. The state mandates a 20% reduction in water use by 2020, but even that will not be enough to keep pace with increased demand due to population growth. Fortunately we have ample opportunity for conservation.

With 80% of water going to agriculture, huge reductions in use are possible just by moving away from water-intensive crops such as nuts and alfalfa. And about half of the agricultural water use is devoted to growing fodder for livestock, so reducing meat consumption will bring about further conservation. Farmers are making up for reduced water delivery by overpumping ground-water, over other natural reservoirs.

Meanwhile in urban areas, about two-thirds of residential consumption goes towards outdoor irrigation. Conversion from lawns and ornamental plants to native landscaping along with installation of efficient irrigation controllers and better monitoring can reduce water usage by half. Indoors, while newer homes are highly water efficient, huge numbers of older homes need to be retrofitted with more efficient fixtures and appliances. So far, we are not meeting this challenge very effectively. Residential use has dropped only nominally state-wide, and continues to rise in more affluent areas.

The other important element in promoting conservation is proper pricing. Urban potable

MARC YEBER | JVP-Public Information

Responding to Climatic Challenges

RESILIENCY: Climate Response & Water Conservation is the topic for this issue. Given that one of the tenets for planning is to ensure the public health, safety and welfare, the purpose here is not to debate the merits of the climate change argument. Rather, the following articles set out to highlight some of the discussion and action in response to the undeniable changes and conditions that we are witnessing throughout the state. The current (and prolonged) drought condition for example poses significant challenges to both urban and rural communities, and to agricultural and manufacturing processes alike. Several articles address potential strategies in water management as communities adjust to this new normal. By contrast, flooding and rising sea levels put residents who live near flood-prone areas or along the coast in significant risk and there are articles that address this challenge as well.

This issue also marks the one year anniversary since the reorganization and redesign of CalPlanner. In the past year we have explored topics from urban design and community transformation to planning best practices and mobility. The articles written, past and future, will become part of a digital resource library accessible to our members via the CA Chapter website. The objective is for planning professionals to consider this repository as a tool for planners to foster community building both literally and figuratively. In that spirit, we are asking members to suggest planning & related topics or categories that might be of interest to professionals engaged in a broad range of planning efforts. As usual, we welcome your comments by contacting me at myeb@apa-cal.org. Happy Reading.

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Planning's Future: Trends
Submission due: December 20, 2015

FEATURE | Diverse Staff FAICP and Barry Pines FAICP

A Brief History of Urban Planning in Oakland, 1850 - 2015

Standing in front of the Marriott Hotel at 11th Street and Broadway, it's hard to fathom that 165 years ago all of Oakland was a vast cattle ranch. Since 1850, Oakland has leveraged its geography, weather, transportation, and human spirit to define itself. Its early plans convey an ambition to make Oakland the new "center" of the Bay Area—a counterpart to its neighbor across the Bay. A legacy of planning has shaped today's Oakland, with success evident in some quarters and challenges persistent in others.

For thousands of years, the native Ohlone people settled the east shore of the San Francisco Bay. Modern Oakland's story began in 1850 when where East Coast gold-seekers and land speculators leased a portion of Rancho San Antonio, a 45,000-acre Spanish land grant to Luis Peralta. The city's founders commissioned a survey of the proposed townsite, naming it "Oakland" for the area's prodigious oak woodlands. The survey established a traditional grid of streets and lots, bound by First, Fourteenth, Market, and Fallon Streets, and conveyed ambitions for wide streets, five squares envisioned as parks, and a Civic Center.

The new California legislature incorporated the town of Oakland in 1852; two years later, the City of Oakland was established. Its first Mayor, founder Horace Carpenter, echoed themes that are as valid today as they were in 1854.

Contributing to it does the... Oakland center of one of the richest agricultural valleys in the state... Oakland has one of the most... all-American cities... a favorable place... for residents for families who can escape from the dust and turmoil of San Francisco.

In 1869, Oakland became the western terminus of the Central Pacific transcontinental railroad. Oakland's population swelled, as goods and people flowed west. Cotton and jute mills, canneries, lumber mills, breweries and other industries thrived along the waterfront.

MARC YEBER | JVP-Public Information

The 2015 Conference: Rooted in AuthenticITY

Welcome to the Conference issue of the CalPlanner, your glimpse into all that is planned for the upcoming conference in Oakland, where Tom Hanks, Gerardo Sain and Isadora Duncan claim roots. It is a city of 54 sq mi and a median age of 36. So in addition to emphasizing APA California's upcoming annual gathering, the following articles highlight the history of planning in Oakland (or as the locals sometimes say, Bamp City referring to its rich music and dance culture) as well as several exciting planning efforts currently underway in the Bay Area. By including this material, we hope to illustrate that there is a compelling professional reason to make plans to attend this year's Conference.

The 2015 APA California Conference represents a modified format to offer ample time to secure your CP credits and engage in professional networking, but also to allow for a bit of fun at with minimal impact to your professional schedule. Further there are 16 mobile workshops that will give you a rare opportunity to see local planning efforts at work. But that is not all. There will be dynamic keynote speakers that will enlighten local events that will enthrall and educational sessions that will enrich your passion as a planner.

Your Local Host Committee, co-chaired by Erik Bakley, Darcy Krenin, and Marwan Horn along with the Chapter's VP of Conferences, Betty McCullough have been working diligently over the past 18 months to ensure that this is one of the most professionally stimulating and memorable conferences. So if you did not get to go to the APA National Conference this year or you missed last year's APA California Conference, here is your opportunity to witness and experience history as well as real-world planning.

Happy reading and I'll see you in Oakland.

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Code: Today's Basis for Planning
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WELCOME TO 2016

As most of us do at the start of a new year, we use this occasion to look forward. As such, this issue highlights some of the work that will influence transportation and trends of planning. More specifically, the content here explores a few topics currently being contemplated, analyzed and critiqued within some of the planning schools throughout the state. I would like to take this opportunity to thank Julia L. Johnson, APA California's University Liaison, for helping to identify some of the thinkers and their work within the academic community. Without her assistance, this issue would not have been possible. So THANK YOU Julia!

Continuing on the theme of looking forward, APA California has embarked on a few communication efforts for 2016. You will see some changes to help improve our communications and courtesy to the entire membership as well as the interaction between the Chapter and Local Sections. From transforming the current APA California website and social media platforms to altering the CalPanner and E-Blasts, these modifications are being employed to increase your access to planning content and news from around the state. So that we can better address your communication needs, including the type of content, the means of delivery and frequency, we need your participation. We will be sending out a brief survey to help us tailor our efforts to your collective needs.

In the meantime, we welcome your suggestions or comments about the CalPanner or any other communication effort. Happy Reading, MY

FEATURE | Susan Shady, PhD, and David Shady, PhD

Increasing Highway Capacity Unlikely to Relieve Traffic Congestion

Issue: Reducing traffic congestion is often proposed as a solution for improving fuel efficiency and reducing greenhouse gas (GHG) emissions. Traffic congestion has traditionally been addressed by adding additional roadway capacity via constructing entirely new roadways, adding additional lanes to existing roadways, or upgrading existing highways to controlled-access freeways. Numerous studies have examined the effectiveness of this approach and consistently show that adding capacity to roadways fails to alleviate congestion for long because it actually increases vehicle miles traveled (VMT).

An increase in VMT attributable to increases in roadway capacity is called "induced travel." The basic economic principles of supply and demand explain this phenomenon: adding capacity decreases travel time, in effect lowering the "price" of driving and when prices go down, the quantity of driving goes up. Induced travel counteracts the effectiveness of capacity expansion as a strategy for alleviating traffic congestion and offsets in part or in whole reductions in GHG emissions that would result from reduced congestion.

Key Research Findings

The quality of the evidence linking highway capacity expansion to increased VMT is high. All studies reviewed used time-series data and sophisticated econometric techniques to estimate the effect of increased capacity on congestion and VMT. All studies also controlled for other factors that might also affect VMT, including population growth, increases in income, other demographic factors, and changes in travel services.

Increased roadway capacity induces additional VMT in the short-run and even more VMT in the long-run. A capacity expansion of 10% is likely to increase VMT by 3% to 6% in the short-run and 6% to 10% in the long-run. Increased capacity can lead to increased VMT in the short-run in several ways: if people shift from other modes to driving, if drivers make longer trips (by choosing longer routes and/or more distant destinations), or if drivers make more frequent trips. Long-term effects may also occur if household and business moves to more distant locations or if development patterns...



(18-01) Highway interchange in Los Angeles, Source: Google Earth

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REGULATING LAND USE AND COMMUNITY FORM

Depending on your perspective or stake in the planning debate, zoning can either be a boon or a bane. This issue on codes takes no position on the topic, but rather highlights a few projects and perspectives on this regulatory tool used in nearly every planning endeavor. The prevailing code throughout the U.S. remains Euclidean zoning with form-based code making significant inroads into the way planners shape our communities. Even though there are other types of zoning, performance- or incentive-based to name a few, the articles to follow focus on the juxtaposition of use- and form-based codes or some variation. This, along with Chapter, Section and National updates, announcements and much more await your review. Thank you to all who contributed to this issue.

I am also taking this opportunity to express my gratitude to Gabriel Barreras who will be stepping down as Assistant Editor for the CalPanner in order to focus on new responsibilities associated with fatherhood - CONGRATULATIONS!! Gabriel not only helped to develop story topics, identify potential contributors, and refine article submissions, he wrote on a number of topics. He brought talent, insight, and enthusiasm to the position. As such, today's CalPanner has his DNA embedded in its overall tone and readability and for this reason the California Chapter is grateful for his service.

As usual, your comments are welcome by contacting me at myplanning@live.com. Happy Reading, MY

PERSPECTIVE | GABRIEL BARRERAS AND MARC YEHR, ASLA

Creating Places, Not Projects

Let's admit it...the land-use policy discussion can be a prickly topic to say the least. It is generally laden with verbiage that requires skilled deciphering and cross-referencing multiple levels of code, overlay zones, supplemental regulatory plans and design guidelines. In addition to development standards and guidance, these policies serve as safeguards from legal challenges. This should not surprise anyone when you consider that the first zoning code in 1916 was written by an attorney in Manhattan, New York, where it remained an active ordinance until 1961. Despite the gradual integration and evolution of land use policies, zoning codes and regulatory tools over time, built developments are often site- or parcel-specific. This outcome leaves efforts to create meaningful and interconnected places - that ultimately define a community - largely marginalized.

Use-Based vs. Form-Based Codes

The codes in wide use today become formally known as the Euclidean zoning in 1926. Established by the Village of Euclid v. Ambler Realty Co., the U.S. Supreme Court ruled that municipalities have the right to prescribe and restrict land use in order to fulfill a community's intended vision, balancing property rights with public welfare. While Euclidean zoning has evolved into one of the most entrenched regulatory tools in planning today, these use-based codes are often framed by broad and publically-perceived abstract concepts such as density, FAR, and lot coverage, all of which are largely devoid of specifics on architectural design and urban form. By primarily focusing on these thresholds, Euclidean zoning provides architects and developers with a simple list of clear details that potentially offer greater flexibility in design; however, the absence of standards for architectural details and larger urban forms has the potential to lead to ad-hoc, project-by-project developments that are often limited in their ability to create consistent urban patterns, building forms, and most importantly, meaningful places. In response, form-based codes have gained greater traction over the past three decades as they minimize the role of land use and instead focus on the value of creating a predictable public realm and consistent urban forms. In addition, form-based codes broaden the discussion to consider how development beyond a single parcel or project site can be coordinated to create a unified built environment consisting of streetscapes, public spaces, and...

A form-based code model not only addresses development, but also the relationship of that development to the broader context of a community and its public realm.

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PLANNING YOUR 2016 APA CALIFORNIA CONFERENCE: Crafting Our Future

As most of you already know, planning is as much an art as it is a science. After all, how would argue that planning public engagement predicting a community outcome is anything but an visionary endeavor. This year's theme, "Crafting Our Future," is a nod to the vision for the Arts and Crafts Movement. It has been eight years since the last State Conference was held in the Greater Los Angeles Area and much has transpired. For example, one can now travel from Pasadena to the ocean via downtown LA on Metro's light rail system. Pasadena is home to the Huntington Library, a 16-block area Nationally designated area known for the most comprehensive examples of craftsman landscaping. One of the hippest and trendiest dining and shopping districts in the region is Old Town Pasadena with a mix of new and old commercial buildings. And of course a civic center and architecture that rivals any city in the west.

This year's conference is in just years' gathering will offer ample time to secure your CPH credits and engage in professional networking but also will allow for a bit of fun with minimal impact to your professional schedule. Further there will be 130 sessions and 25 mobile workshops that will give you a rare opportunity to see local 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 Kevin Keller, Meghan Khanna, and Melani Smith along with the Chapter's VP of Conference, Betty McCullough 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 Pasadena, MY

FEATURE | Marc Yeher, ASLA with Aaron Schickel

The Art and Craft of Planning in Pasadena

As one of the polycentric centers of the Greater Los Angeles Area, Pasadena has played an important role in the planning and evolution of the region. Long associated as one of the centers for the Arts and Crafts period in the United States, it has a rich history in the American Craftsman style in design and City Beautiful movement in planning.

Defined and anchored by the Arroyo Seco, both literally and figuratively, Pasadena is a city that blends aesthetic and environmental values often aspired and emulated throughout Southern California. The strong expression for Arts and Crafts in this remote early 20th Century place shaped the progressive community of Pasadena, a community of citizens who migrated from the East and Midwest to seek a better quality of life.

Local architects and designers including architects Charles and Henry Greene (known as Green + Greene), designer Ernest Batchelder and artist John Manheim all helped to influence both the image and quality that largely characterize Pasadena today. It is home to the California Institute of Technology, a leading scientific research center, the Jet Propulsion Laboratory, NASA's arm for the development and operation of robotic spacecraft, the Norton Simon Museum, and internationally renowned art museum, the Art Center College of Design, a leading school in commercial arts, and of course, the Tournament of Roses. But it is the planning of the city that makes it one of the most livable and visited cities in the region.

Pasadena's first city plan, completed by its founders in 1874 and incorporated in 1886, was laid out along the edge of the Arroyo Seco, a picturesque natural ravine at the foot of the San Gabriel mountains. The main street,...



(18-01) Pasadena House of the Arts, Source: Google Earth

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HEALTHY PLACES, HEALTHY PEOPLE

One of the trending topics today among the planning profession is Healthy Communities and the ways that policies influence not only individual well-being, but promote a integrative approach towards a thriving collective. Think of more neighborhoods and whole communities as being entities that depend on a broad set of measures to achieve well-functioning and sustainable viability in the long-term. So we are not just talking about direct impacts of health upon individuals, but the indirect and interconnected determinants that shape places. From social justice and food equity to sustainability, resiliency and mobility (just to name a few of the focus), multiple factors are in play that not only shape livability, but affect our shared quality of life. To that end, this issue highlights a few of those topics with couple of the articles containing embedded links for your further reading please.

Also inside, we remember two extraordinary women who shaped APA California, Virginia Vialdo and Ted Holzem, who passed away recently. They each embodied the spirit of volunteerism and commitment toward the profession. We hope you will use this opportunity to learn about their APA involvement and honor them with action of your own. I also want to thank Julia Johnson for assistance with this issue and welcome Elise Pore to the CalPanner team.

As usual, your comments are welcome by contacting me at myplanning@live.com. Happy Reading, MY

FEATURE | Beth Altshuler, MCP MPH CPH, Matthew Rains, AICP, LEED-AF MRP, and Aaron Welch, LEED-AF MA

Healthy Community Planning 2.0

According to the World Health Organization, "health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." This perspective was affirmed by the County Health Rankings which concludes that genetics and clinical care only account for 30% and 15% (respectively) of our health outcomes, while health behaviors (20%), environmental conditions (5%), and social and economic factors (30%) combined account for the other 55% of health outcomes. This means that community health is strongly impacted by the decisions that planners make on a day-to-day basis - development decisions, general plan policies, zoning codes, and economic development strategies.

In recent years, when planners have become increasingly aware of the negative and positive public health implications of our policies, plans, and projects. Reflecting this interest, many local governments, foundations, and advocacy groups are now focused on how to address health disparities and create healthy communities for all. This article describes the components of a healthy community and focus on one critical aspect of health that is at the forefront of the national media - social and racial equity.

What is a Healthy Community?

There is no single, authoritative definition of a healthy community but in 2013 the California Planning Roundtable's (CPR) Healthy Communities Work Group developed the following definition:

A healthy community is one that strives to meet the basic needs of all residents; it is guided by health equity principles in the decision-making process; it empowers organizations and individuals through collaboration, civic and cultural engagement for the creation of safe and sustainable environments; vibrant, livable and inclusive communities provide ample choices and opportunities to three economically, environmentally and culturally, but must begin with health!

The CPR definition then goes on to identify a range of healthy communities characteristics that support basic needs for all and a safe, sustainable environment, while promoting...

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SEEING THE BIG [PLANNING] PICTURE

As someone who continues to be curious and fascinated in the way we communicate data, analysis and ideas, I thought we would take a break from the usual two-dimensional content and offer a glimpse, though rather abbreviated, into how information is graphically being communicated to stakeholders and the public. Graphics are no longer just pie charts and bar graphs. They are fully visually-narrated boards that tell a story using graphic illustrations and coding instead of words. This method for communicating reminded me of my days (and too many late nights) of selling over countless diagrams to illustrate not only my design ideas, but the data used to support such strategies. Today within the planning profession, big data is being employed in illustrative ways that both engage the viewer and offer information in an appealing manner.

The *CalPlanner* team had hoped for specific planning local community projects, so instead we offer a series of infographics that cover statewide topics such as water usage, agriculture, drought, and housing. Also included is a perspective on the effectiveness of RDA numbers along with 2016 APA California Conference wrap-up, Legislative Update, Historical Corner and much more.

As usual, your comments are welcome by contacting me at meyers@apa-cal.org.

Happy Reading, MY

A Snapshot of APA's California Chapter

2016 Membership Distribution

Region	2016	2015
Northern	100	100
Central	58	58
San Diego	19	19
Orange	3	3
San Jose	167	1764

2016 FAST FACTS

- 2066 Members
- 58 Chapters
- 19 Chapters
- 3 Chapters

1948 2016

\$863 \$511,900

3 47

APA Chapters APA Chapters

Chapter Morphology

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Engaging the Public

Whether you are presenting a neighborhood plan, environmental analysis, or design scenarios, the effective engagement of the public is one of the most fundamental goals in any planning process. Regardless of the technical expertise or novel approach at play, the success of any policy or development proposal is largely contingent on the ability to reach the public, not only to collect individual perspectives and suggestions, but to get the pulse of the community as a whole. This issue of the *CalPlanner* focuses on the topic of public engagement and how planners from around the state are employing different tools and methods to successfully reach their respective communities while helping to guide the process and shape the outcome of a particular proposal. From employing digital technology to forming local committees, the articles assembled here highlight the latest in engagement strategies. In addition to these features, you will find Affiliate News, California Legislative Update, Commission and Board Report and much more.

Our next issue will feature the topic of historic preservation. We invite you to consider submitting an article that illustrates efforts to highlight and preserve the narrative of your community's past. We are seeking topics that aim to advance how planners and communities view and treat cultural places and landmarks. As usual, your comments and suggestions are welcomed by contacting me at meyers@apa-cal.org.

Happy Reading, MY

Getting the Most Out of Online Engagement

In a world in which there is constant competition for our time and attention, it can be increasingly challenging to derive community participation in planning projects. As attendance at public workshops seems to dwindle over time, many cities and agencies rely more heavily on online tools engagement tools. These offer many advantages to staff and stakeholders alike, but should be carefully selected, created, applied and analyzed to ensure they foster meaningful input.

Online and mobile engagement tools encourage participation by allowing people to choose where, when and how to share their ideas. They require significantly less time than attending an evening workshop, commission or council meeting and provide more flexibility. Many tools can be accessed from smartphones and mobile devices. And while the costs of tools vary significantly, they typically offer a better value than workshops when measured by the number of participants.

Public comment and participation opportunities that can be posted, forwarded and tweeted are also more likely to reach a broad section of the community. Through our work assisting cities and public agencies we have found that online engagement is more successful at reaching a greater number and a greater diversity of respondents than traditional tools. The number of responses to an online survey is typically several times that of workshop attendance. Online tools are more effective at reaching a broad section of the population in terms of age, tenure and length of residency. They also create opportunities to hear from residents who don't typically interact with local government, and further help staff reach beyond "the usual suspects."

Like any good community engagement process, the selection and use of online engagement exercises should be based on clearly defined outreach goals. The old adage "form follows function" applies here. Don't write questions to fit the format of your application; choose the application that best matches your needs. The following questions and tips will help you select and apply the best web-based tool to meet your needs.

What's Your Budget?

Costs for online and mobile tools vary substantially. There are many free, open-source and low-cost options to choose from as well.

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Preserving Our Past

Telling the story...every community has one. Whether it is about the origins of settlement in California, an event that shaped a neighborhood or the work of a master, the genesis of nearly every plan is understanding the past in order to plan for the future. While future (or long-range) planning may be an intangible endeavor for many community members, historic preservation is an effort that is more tangible as a result of physical presence, or its ability to be singled out as already established. This issue of the *CalPlanner* focuses on the topic of preservation and its role in community planning. It manifests itself in many forms, from a California bungalow or a burger stand to civic plaza or recreational park. In this issue, we featured the Golden Gate Bridge, which is part of a National Recreation Area (NRA), due to the fact that it is one of the most significant sites in California and the most visited National Park in the U.S. according to the National Park Service. It is an example of how preservation can be a powerful planning tool for economic development as well as a marker to our past. The issue features projects resources, and perspectives all associated with preservation. Also inside, noting that any association with the topic would be purely coincidental, is a profile on one of the profession's pioneer advocates and revered practitioners, Wanda Teister.

This content, along with the California Legislative Update, Commission and Board Report and much more are here for your reading pleasure. Our next issue will be all about history and planning in preparation for the upcoming state conference. As usual, your comments and suggestions are welcomed by contacting me at meyers@apa-cal.org.

Happy Reading, MY

Protecting the Mendocino Woodlands

Mendocino Woodlands State Park is a 720-acre National Historic Landmark nestled in a coast redwood forest with steep hillsides and intermittent flatlands in Mendocino County. It was established as part of the New Deal federal recovery program. Today the Recreational Demonstration Area (RDA) is divided into three parcels that are owned by two California state agencies, Department of Parks and Recreation and Department of Forestry and Fire Protection.

Mendocino Woodlands is significant because of its association with the New Deal, as one of 46 RDAs established in the United States just prior to World War II. At the time, it was the only RDA in California, the only one in a Redwood forest, and one of only two group camp facilities west of the Rockies. Today, it is one of the two best remaining examples of RDA planning and design in the country. It is a complex site where cultural resources, natural resources, and recreation resources all come together. In many ways, this is why the place resonates with so many people, and provides such good habitat to its numerous flora and fauna. However, the management of these elements today has caused conflict and is threatening this important landscape.

Identifying Preservation Issues

In 2011, a cultural landscape report was developed for the non-profit Mendocino Woodlands Camp Association (MWCA) to help them refine their understanding of the landscape, identify issues associated with its long-term care and management, and learn ways to address those issues. This effort relied on the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes and was a partnership with the University of Oregon, with assistance from MSG, Inc.

Through that process, six issues were identified that are adversely affecting Mendocino Woodlands by threatening its historic integrity, its ability to function as a...

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MARK YEBER | VP-Public Information

Capitalizing on our Diversity

California's capital city is a gem of diversity, ecologically, culturally and in innovation. In Sacramento many local are fond of saying, "California begins here." It is the confluence where the old west meets a multicultural community and where the data influences the grid. It is home to the most influential state policies in the country and famous coal 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 CPE 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 **Jeanette Lee, David Kwong, and Bob Lagomarsino** along with the Chapter VVP of Conference, **Hanson Horn**, 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 Indomitica" is Latin for the "Indomitable City." The city has survived natural disasters and redevelopment failures, but is now the fastest-growing 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.

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.

The Sacramento region has long been a region of plenty. The Minors, Nisens, and Paton 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 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 sold then a northwestern outpost of Mexico. With the help of the native population and California settlers, he quickly amassed a huge empire, including a mill near Coloma in the Sierra Foothills intended to supply lumber for the new community of Sutterville, 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.

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Back to (Planning) School

With school back in session, we also return to Planning's academic environment. As such, *CalPlanner* revisits the planning programs to highlight some of the work that will influence future trends of planning. Specifically, the content here explores a few new topics currently being contemplated, analyzed and critiqued within some of the 11 planning schools throughout the state. I would like to again take this opportunity to thank John L. Johnston, APA California's University Liaison, for helping to encourage those in academic community to share their research and ongoing work. Without her assistance, this issue would not have been possible. So [another] thank you John!

Continuing on the theme of the future of planning, this issue also highlights some of the key legislation that APA California has been lobbying giving an important voice to our membership. The current legislative session has been rather extraordinary in the both the scope and significance of the issues. To put this in perspective, the average session sees approximately 200 to 250 planning-related bills. This session, there were 130 bills introduced that addressed just housing. So I hope you will take the time to see what is being considered by our State's elected officials and don't forget to get further updates at the upcoming conference during our 2017 Legislative Update Session on Sunday, September 24 at 10:00 am.

In the meantime, we welcome your suggestions or comments about the *CalPlanner* or any other communications efforts. **Happy Reading. MY**

FEATURE | Prof. Stephen H. Wheeler, Ph.D.

Planning for a Carbon-Neutral California in 2050

Although California has been widely praised for its climate change planning to date, the biggest challenges lie ahead. In particular, we need to plan as a state how to approach carbon neutrality by mid-century. (By carbon neutrality I mean a condition of no net global warming emissions when life cycle impacts of production and consumption are considered. The state's official goal is 80 percent below 1990 levels of greenhouse gas (GHG) emissions by 2050.)

In this brief summary of a forthcoming article in the open access journal *Urban Planning*, I'd like to consider the problem at two levels. First, what additional policy directions might the state need in order to approach carbon neutrality? Second, what broader changes in social ecology can help carbon neutrality planning come about? By social ecology I mean the web of human systems in our state along many different dimensions, as shown by Figure 1.

The Need to Look Beyond Current Policy Directions

A number of recent modeling studies provide evidence that California's existing policy directions are inadequate to meet long-term GHG reduction needs. Morrison et al. (2015, 146) reviewed nine models of deep emissions reductions for the state, and warned that "without new policies, emissions from non-energy sectors and from high-global-warming potential gases may alone exceed California's 2050 GHG goal" (emphasis original). Yang et al. (2015) found the 2050 goal potentially achievable only by assuming rapid adoption of questionable technologies including biofuels and carbon capture and sequestration. Greenblatt (2015) and Yeh et al. (2014) both found that California's mid-term 2020 targets could only be reached by policies going well beyond existing initiatives. Finally, Jones et al. (2017) argue that the state's existing sector-based GHG accounting leaves out emissions due to residents' consumption.

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MARK YEBER | VP-Public Information

Affordable Housing in California

With the ink barely dry on Governor Jerry Brown's signature on 15 housing bills in September, coming right on the heels of an extensive legislative session that introduced nearly 10 times as many bills, APA California is leveraging this opportunity to highlight one of the most difficult and contentious issues facing the planning profession. Arguably, planning for housing while navigating a multitude of political landmines in any California community is enough cause for any planner to retreat to the nearest cave.

To be clear, the housing shortage is largely one of affordability and not housing created by planning profession. That's right, the profession is a victim of its own success. Effective community planning over the past decades, especially in metropolitan areas, has inadvertently created a demand that is largely economically out of reach for many. This issue of the *CalPlanner* explores a few of the housing complexities and challenges at play.

Setting aside the aforementioned affordability issue, the housing supply in the North Bay of the San Francisco Metropolitan Area is now considerably strained as a result of the most destructive series of wildfires in the history of California. Some estimates put the number of structures destroyed at nearly 9,000, with the majority of the losses being housing. As a result, we have included information on how you can contribute and assist in the recovery. This and much more can be found inside this issue.

As usual, we welcome your suggestions or comments about the *CalPlanner* or any other communications efforts. **Happy Reading. MY**

FEATURE | Lisa Wink, AICP

Planning Considerations for Short-Term Rentals in California Jurisdictions

Short-term rental (STR) online services such as Airbnb, Homeaway, and VRBO enable individuals to rent out property as temporary lodging, a Digital-Age take on employing resources and fulfilling needs.

Components of the "sharing economy" which have burst on the scene in the last 10 years (Homeaway founded 2005, Airbnb founded 2008), STRs have pushed local governments to consider the costs and benefits, largely in response to neighborhood complaints. Many local governments are exploring the best course of action, but quantitative data is limited and inconsistent since STRs are a relatively new.

The sharing economy is simultaneously a corporate and grassroots phenomenon. Internet startups, as well as individual "sellers" and "buyers" will contribute to an estimated increase in industry profits from \$15 billion in 2014 to \$335 billion in 2025. In the past, renting apartments, automobiles, or even power tools was difficult given constraints in sharing information and high transaction costs. Crime platforms (e.g. Airbnb), eliminated many of those hurdles, opening income opportunities for property owners. As of August 2017, Airbnb boasted 660,000 listings in the United States, and 4 million listings worldwide, more than the top five hotel brands combined. However, the access, amount, and frequency of activity in the sharing economy have raised concerns and presented challenges to local governments, established industries, and neighborhood residents.

In 2016, Lisa Wink Consulting, Inc. (LWC) was tasked with analyzing the impacts of STRs in Marin County. With a population of approximately 260,000, Marin has one of the smallest Bay Area county populations, and is considered the most affluent with a median household income of \$93,257. Marin County is a scenic, tourist-oriented coastal area, which generates considerable STR activity. In 2014, LWC was engaged by the City of Ojai to conduct similar research. Ojai is also a scenic, rural community with a strong tourism industry and while much smaller than Marin.

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Planning Abroad

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CAL PLANNER IFOORNIA

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Coastal Quarters San Diego, Source: San Diego

What Makes a Great Street

It is the multiple modal options available to navigate a particular community? Could it be the ability to offer a safe and comfortable environment to interact? Perhaps it is the strategic impetus to promote economic vitality. Whatever the intended outcome, it is the result of looking at our streets in more than just arteries for automobiles. Whether it is labeled as Active, Livable, or Complete Streets, it's employment takes a multi-disciplinary approach to better integrate a diversity of activities and meet a broad range of policy goals. Inside this issue of the *Cal Planner* are several feature articles highlighting the topics of Complete Streets along with related analysis and planning endeavors.

On the topic of feature articles, as well as news content from the Chapter, the *Cal Planner* is wholly dependent on volunteer submissions from fellow APA California members. So I want to use this opportunity to sincerely thank all those who have submitted content since I started this venture four years ago. That said, I want to encourage others to consider submitting an article on other work for which you have been involved or a planning-related perspective you want to share. It is a terrific way to promote your planning skills and writing fluency.

As usual, we welcome your suggestions or comments about the *Cal Planner* or any other communications effort. Happy Reading!

MY

FEATURE | Davide Kachian

Building Transportation Infrastructure that Everyone Can Enjoy: SANDAG's Approach to Complete Streets

Complete Streets is about making sure our transportation systems are safe, useful, and attractive for everyone—pedestrians, motorists, bicyclists, transit users, and the movement of freight alike. For more than a decade, SANDAG has been working to make Complete Streets a reality in the San Diego region.

By providing more efficient and seamless travel choices, Complete Streets can help to protect the environment, create healthy neighborhoods, and stimulate economic growth all the while improving mobility for the needs of our communities.

SANDAG began incorporating Complete Streets principles into major planning efforts, such as Regional Transportation Plan updates years ago. To make this multi-modal vision successful, it was important to encourage implementation at both the regional and local level. In 2004, SANDAG voters approved a 40-year extension of Transit, a half-cent sales tax for transportation projects. The Transit sales tax extension supported Complete Streets in three important ways. First, it established a "routine accommodation" provision that requires all Transit-funded transportation projects to accommodate bicyclists and pedestrians unless special circumstances make doing so unreasonable. Second, it specified funding for specific transportation projects, including a number of transit and rail projects, thus investing in infrastructure that would support the expansion of regional transportation options beyond driving. And third, it included dedicated long-term funding for two competitive grant programs, the Smart Growth Incentive Program.

Walk + Bike, Child View Project. Source: SANDAG

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Orange County Water District Replenishment System, Source: ENR California

Planning Beyond Our Borders

Up until now, *Cal Planner's* focus has been squarely on the planning activities that shape communities, manage mobility, and help define the character of California. This issue's topic shifts to gaze abroad to distill the similarities and differences in strategies to various planning challenges. Although the stories' origins came from a couple of them have significant connections to the Golden State. For example, we start off with a story where Singapore looks to a planning effort established in Orange County California and its approach to water reclamation. We then travel to Brazil where a group of planning and academic professionals from the state help facilitate a planning collaboration in a former colonial mining town. Plus we highlight the 2017 and 2018 APA's *Plan of the Future International Planning Award* recipients.

Bringing the spotlight back to California, the *Cal Planner* team would like to know if the topic-oriented format of this publication (rolled out in 2014) continues to be of interest to APA California's members. As you are aware the *Cal Planner* is wholly dependent on volunteer submissions, whether written or identified by fellow members. It takes a significant amount of resources, both paid and volunteer, to curate and produce this member service. Should we consider a different communication model? Your opinion, thoughts and/or suggestions are welcomed as we complete potential modifications to ensure that the content and its delivery remains relevant and meaningful for its members.

In closing, I personally and sincerely thank

Hing Wong, APA California's Past President as well as other members for contributing content to this issue. MY

Singapore's Water Leadership: Building a Model for Sustainable Cities

The connection between Orange County and Singapore might not be apparent at first, but look below the surface, and it is clear that both places are models for sustainable water management, especially based on investment in water recycling. At the 2017 Summit & Technology in Society Forum in Kyoto—Khai Teng Chye, Executive Director of the Singapore Ministry of National Development, Centre for Liveable Cities, spoke in *The Planning Report* about how his small country's quest from being a cornucopia of desecrated urban management to an international model for sustainability.

"Singapore was once a hopelessly disastrous case of urban management gone wrong. Today, we have 5.6 million people, and yet I dream we are one million people and more sustainable than ever before."

—Khai Teng Chye

We speak today at the 2017 STS Forum in Kyoto, where you are a panelist. Share with our readers the Centre for Liveable Cities' mission and accomplishments to date.

Khai Teng Chye, The Centre for Liveable Cities is a government think tank. Our mission is to distill, create, and share knowledge on livable and sustainable cities. We do research and build case studies based on Singapore's experience over the last four or five decades.

Singapore was once a hopelessly disastrous case of urban management gone wrong. We had less than two million people. We didn't have enough water; we had pollution; we had droughts; we had crime, disease, and so on. We are essentially the same island, and yet I dream we are more livable and more sustainable than ever before.

Before assuming leadership of the Centre for Liveable Cities, you spent much of your professional career on water. What are Singapore's challenges and priorities around water?

Water is one area where Singapore has

really been able to turn things around. We are a tropical country near the Equator. We get about 2.4 meters, or eight feet, of rainfall a year. Because we are a tiny island and highly urbanized, it's very difficult for us to collect all that water. And we have no groundwater or other source of water, so we have historically had to buy water from our neighbor, Malaysia. In recent years, we have been trying to build up a more diversified and sustainable water supply to reduce our dependence on buying water from Malaysia. To do that, we're harvesting as much of the water from the sky as possible. Today, two-thirds of Singapore is a water catchment. We have 17 reservoirs, which we built systematically over the years. We do recycling on a large scale, which we learned from Orange County. We have five recycling plants, and up to 40 percent of our water can be supplied from recycling. We also do desalination. It makes sense for us, since we are 70%.

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CAL PLANNER IFOORNIA

Planning News & Updates from APA California

San Diego San Diego from Ford Lane Source: Chris & Margaret

Planning your 2018 APA California Conference: Invention & Reinvention

Framed by idyllic climate and a postcard worthy coastline, San Diego is place of invention and reinvention. From a Catholic mission to a military town to a biotechnology hub, California's second largest city today is a place of boundless innovation framed by a strong sense of the outdoors. Formerly called San Miguel, San Diego is California's "first city" or birthplace of California as a result of the Treaty that ended the U.S.-Mexican War. Today it is a community steeped in Cal-Baja culture, a hub of creativity and a playground of infinite possibilities. Whether it is dining in the Gaslamp Quarter, meandering through Historic Old Town or recreating in Balboa Park, it will be easy to craft your own San Diego experience.

This year's conference as in past years gatherings will offer ample time to secure your CP credits and engage in professional networking, but also to allow for a bit of fun with minimal impact to your professional schedule. Further, there will be 111 sessions and 13 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 Gary Fernandez, Brooke Peterson, and Gary Halbert along with the Chapter's VP of Conferences, Marlon Horn, 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 San Diego.

MY

FEATURE | Betsy McCullough, FAICP

A Modern History of San Diego Planning

San Diego's 2008 General Plan was awarded the prestigious APA Daniel Burnham Award for a Comprehensive Plan in 2010, building on a legacy of forward-thinking and modern planning efforts in the city for more than 100 years.

Just after the turn of the last century, civic leader George W. Marston prompted the Chamber of Commerce to form a Civic Improvement Committee to help John Nelson (known as America's first city planner) to lead direction to San Diego's "unimagined" growth. From 1880 to 1888 the city's population swelled from 2,600 to 40,000 people due to the annexation of the railroad heading south to San Diego. However, by 1890 the population dramatically dropped to 16,000 when the railroad terminated instead in Los Angeles.

So in 1908 as part of the City Beautiful movement, San Diego had to first comprehensive plan based on five key principles:

1. Development of a Public Plaza and Civic Center
2. Creation of a Great Bay Front
3. Identification and Implementation of Small Open Spaces in Developed Neighborhoods
4. Design and Implementation of a Streets and Boulevards Program
5. Development of a System of Parks

This plan was used by business and civic leaders for guidance. The plan was part of the campaign literature for the 1917 San Diego City Mayor's race known as Smokestacks vs. Greenlands, a debate between civic beauty and jobs and economic growth and the

The Great Bay Front as conceived by John Nelson. San Diego Source: Brian Manning, FAICP

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CAL PLANNER IFOORNIA

Planning News & Updates from APA California

Cannabis Growing in Lake County

Planning for Weed

It has been 22 years since the first cannabis "war" initiative was introduced and passed in California. Though efforts to legalize marijuana in some fashion were successful on the local level, such as San Francisco's Prop. P and the subsequent SF Cannabis Bayers Club, attempts to legislate in the state legislature were ultimately met with vetoes. In 1998, California voters passed Proposition 215, the Compassionate Use Act. This would be the first of many steps that would usher in the legal use, possession and cultivation of medical, recreational and industrial production for what is today called cannabis planning. The following articles touch upon just a few of the ongoing planning efforts to regulate marijuana throughout the state. Also aside are highlights from the 2018 APA California Conference held this past October in San Diego including the winners of the 2018 APA California Award of Excellence. This marks the 22nd issue of the *Cal Planner* which has emphasized a single planning topic per issue, whether it is mobility, housing, or cannabis. The source of this content over the past five years has largely been from our members. After all, it is the hands-on experience and daily knowledge of California's professional planners that make this content exemplary and relevant and ultimately help shape the Chapter's repository for state planning information. Further, such material finds its way beyond our state borders and eventually influences planning elsewhere.

In order to continue to be a reliable resource for planning best practices and other related information, we continue to depend on you to contribute by simply improving your perspective and knowledge to your fellow planners. Consider writing a story or help us identify content that you feel we should publish in future issues of *Cal Planner*. Your opinion, thoughts and/or suggestions are welcome as always.

Happy Reading. MY

LA Adopts Comprehensive Commercial Cannabis Regs with Social Equity Ethics

In December 2017, the City of Los Angeles adopted a comprehensive regulatory framework for commercial cannabis activity, including a program designed to promote social equity by extending opportunities to historically marginalized communities.

Over the course of more than nine months of hearings, workshops and City Council meetings, multiple City agencies worked to create an all-encompassing system for regulating both medical and adult-use cannabis businesses for the first time in LA history. This effort was in response to LA voters' passage of Proposition 63, which called for the repeal of the City's prior moratorium on cannabis dispensaries.

Under State law, cities can enact their own regulations on commercial cannabis activity and grant local authorization to businesses seeking a State license. The City's framework puts the new Department of Cannabis Regulation in charge of the approval process for local authorizations, with oversight from a five-member Cannabis Regulation Commission. All authorized businesses must comply with location restrictions, operating requirements, and other regulations.

One of the major components of LA's regulatory system is a Social Equity Program (SEP) intentionally designed to ensure the cannabis industry provides economic benefits to people and communities affected by past law enforcement and incarceration for cannabis-related offenses. The SEP, which was recognized by APA's LA Section in June 2018 with a Social Change and Diversity Award, offers priority processing to qualified applicants and provides for business, licensing, and compliance assistance.

The office of City Council President Herb Wesson developed the SEP in collaboration with the Department of Cannabis Regulation and the office of the Chief Legislative Analyst. To gather input, the City reached out to interested community members through a variety of channels, including panel discussions and open public comments at City Council and committee meetings.

LA's Cannabis Social Equity Program drew participation from approximately 600 members. Source: Herb Wesson & Information Solutions

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Director Response
Submitted by April 14, 2019 at 11:30 AM

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Planning News & Updates from APA California

**SEVEN DECADES OF
APA CALIFORNIA**

In 1948, the San Francisco "Trafficways" Plan was published. The Redevelopment Agency was created in Los Angeles, and tract house construction throughout California was well underway. This was also the time when two planning organizations merged to become what is known today as APA California Chapter. In this issue, we focus on the Chapter's history and its role in California planning.

Our custodians for that history and lead contributors for the information before you are **Steve Preston, FAICP**, and **Larry Mintier, FAICP**. Since 2011, they have been Co-Chapter Historians and the devoted stewards of not only the Chapter's activities, but also the record keepers of the history for planning in the state. From providing institutional knowledge and tracking our activities to soliciting records and cataloging the state planning archives, Steve and Larry have been Chapter stalwarts. So a hearty thank you for all their efforts.

Along with celebrating 70 years, we are also celebrating the 20th anniversary of the APA California Archives at California State University Northridge. Located in the urban archives at Oviatt Library, the archives are emerging as a leading repository of materials related to the history and development of planning in California. If you have records to donate, or wish to help grow the archives program, please contact the Chapter Historians, Steve Preston (steve.preston@chapter.net) or Larry Mintier (larry.mintier@chapter.net) to learn how you can assist.

Spreading of Chapter activities, it is that time of year again when the Chapter is seeking nominations for the Board of Directors. This is a terrific opportunity to gain a rare and broad insight into the issues that shape California planning. For more information on the process, see **page 11**. As usual, your opinion, thoughts and/or suggestions are always welcome. Happy Reading. **MY**

FEATURE | STEVEN A. PRESTON, FAICP AND L. LAURENCE MINTIER, FAICP
Chapter Historians

What's Past is Prologue: 70 Years of California Planning

For 1,645 APA California members who enjoyed our fall conference in San Diego it was more than just an annual gathering of friends and colleagues to collaborate, commune and celebrate the latest developments in our profession. It was also an opportunity to look back as APA California celebrated the 70th anniversary of its founding on January 1, 1948.

It's also the 70th anniversary of California Planner and its predecessors, starting with the publication *Perspective* (1948-49), then the *CalChapter AP News* (and some variations of that title throughout the 1950s and 1960s) and finally today's *CalPlanner*, which took root in the 1970s. These publications are perhaps the single most consistent source we have for documenting our history.

Our modest celebration of this milestone included special events at the conference, a panel discussion concerning the 1915 Panama-California Exposition, an online feature detailing 70 years of APA California conferences, and the publication of a commemorative booklet summarizing the past 70 years in California planning as viewed by APA California and its predecessors. The commemorative booklet also documents the pioneering history of planners of color and women in the advancement of California planning.

But perhaps the most visible demonstration of our history was the unveiling of a nearly 15-foot long, four-foot high timeline in the grand hall, telling our story over seven decades using images, photos and graphic tools to describe the evolution of both our organization and California planning in general.

Now, thanks to editors of *CalPlanner*, we have been asked to share with you some of that content, so that those of you who may not have been at the conference can see and enjoy the progression of the California planning profession over time.

In five years we'll be celebrating our 75th anniversary, and each of you are helping write that story. California Chapter is unique among APA Chapters for its archival program, based at California State University Northridge. If you would like to know more about the work we are doing to research California planning history, please contact us at monterossuarez@gmail.com or time.jensen@chapter.net. **SP+JLM**

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A RESILIENT FUTURE 2019

CALIFORNIA APA CONFERENCE SANTA BARBARA SEPTEMBER 15-18

Conference issue in production.