



CAL Planner

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American Planning Association
California Chapter

Making Great Communities Happen

What's In A Name?

By Hollee King Brunsky, AICP

The National American Planning Association (APA) has just modified its IDENTITY. National APA has developed its own branding guidelines in the form of a logo, similar to the branding of such giants as Target, Nike, and Coca-Cola. The new logo/symbol was created to easily identify National APA along with its state chapters and local sections. By creating a uniform logo and a strong national identity, the national organization and the state chapters can be identified as a unified organization that represents good planning and planning professionals that are knowledgeable in the many diverse areas of planning.

The need for a national identity has long been a challenge for APA. National APA already had a logo/brand that identified the organization, but many of the state chapters adopted their own logo or symbol that, most often, was not in line with the national logo and therefore, could not be easily identified as belonging to a larger, reputable planning organization.

The need for a national brand/logo could be best described through pictures. These are some of the state

chapters that have designed their own state APA logos:



As illustrated, these state organizations do not have a uniform design and could be mistaken as separate, non-related organizations.

National APA wanted a stronger national presence that would transcend through all state chapters and eventually to all local sections. By improving the national presence of the organization, APA hopes to create the idea of a larger voice for lobbying certain legislation, establishing an organization image of knowledgeable and capable planning professionals, and identifying the national organization and all chapters as a unified organization. Along with the new logo, the national organization also adopted a new tagline: "Making Great Communities Happen."

While planning is working to find consistency and standards for the way we practice (AICP and CM credits, best practices, sustainable development, etc.), it seems only logical that the way

continued on page 9

Inside This Issue . . .

An Interview and Profile – Betty Croly	2
Interview With the Editor – Bill Anderson	3
Commissioner's Corner	4
California Air Resources Board Moves to Curb Greenhouse Gases	5
Legislative Update	6
Planners on the Move	11
Job Opportunities	11
Professional Development News	12
Remembering Gloria Shepard MacGregor Hyde	13
Conference Mobile Workshops	14
Conference Registration	15

An Interview and PROFILE

Betty Croly, FAICP

By Donald Cotton, President of the Planner Emeritus Network



This is the first in a series of profiles of professional planners who have had long careers in California and who have enhanced the status of planning and planners in California. Lance

Schulte, APA California Vice President, Public Information asked Don Cotton as President of the Planner Emeritus Network to interview some long-tenured planners and prepare a profile of several for *CalPlanner*. The profiles will explore the career of the subject planner and will also solicit his/her views regarding how the profession, especially in California, has changed over the past several decades. The articles will also contain any advice the interviewee has for young planners regarding establishing career objectives, professional development, and education. If you have comments or suggestions on content to be included in the profile or planners who might be the subject of a profile, please contact Don at donc2082@yahoo.com.

A Profile and Interview With Betty Croly, FAICP

Betty is well known to members of APA California because of her active involvement in the organization and its activities over many years. Currently, she is the APA California Chapter Historian. She has served in that role since 1988. From 1983-1987, she served as a member of the Commission of the American Institute of Certified Planners. During her tenure, she initiated the establishment of the National APA Historical Program. She is a member of the APA California Board of Directors and has served on the Board in numerous positions over the years. She has also been a member of the California Planning Foundation and is currently Vice President North of the Planners Emeritus Network.

Duties of the Chapter Historian

An important function of the Chapter Historian is to collect planning documents (including general and specific plans), catalog these documents and then send them to the collection of archived planning documents at California State University, Northridge. Through the efforts of Frank Wein, past Chapter President, CSUN agreed to provide space in its newly rebuilt library following the Northridge earthquake. That collection now occupies more than 60 feet of shelf space, and there are many other documents currently being processed. As Chapter Historian, she manages the Pioneer/Landmark Program for APA California and submits proposed designees to National APA. Through her efforts, APA California has earned many awards at the national level. She urges section members to submit nominations for Pioneer or Landmark designations to her.

The Chapter Historian also serves on the APA California Board and reports to the Board at each meeting on items of historic interest and on any submissions for a Landmark or Pioneer designation.

At the annual APA California conference, look for the table in the exhibit area. Betty displays some of the historic documents of interest to conference attendees.

Betty has a long career as a professional planner, beginning in the 1950s while a graduate student at UC Berkeley. She has served the City of Berkeley in several important civic roles.

continued on page 10

Setting It STRAIGHT

In the last few issues of *CalPlanner*, Hing Wong was incorrectly identified as the Membership Inclusion Director. Michele O. Rodriguez, AICP serves as the Chapter's Membership Inclusion Director.



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Interview With the EDITOR

William (Bill) Anderson, FAICP

By Lance Schulte, AICP, Vice President, Public Information



William (Bill) Anderson, FAICP is the Executive Director of City Planning & Development for the City of San Diego, overseeing City Planning (CPCI), Development Services, and Real Estate Assets Departments. Previously, he was in the private sector, primarily focusing on the economic aspects of planning as a senior partner with Economics Research Associates. In 2006, he was selected as the Director for the newly formed City Planning & Community Investment Department (CPCI), which combines Community Planning, Economic Development, Urban Form, Redevelopment, and Facilities Financing. He is an FAICP, and is Chair of APA's Economic Development Division. We interviewed Bill to get his insight on planning and economics, and the roles of public and private sector planners

Bill, you have a strong background in the economics of land use and development. What are the key economic skills you think that all planners should have?

Planners should understand the fundamentals of real estate economics, regional economics, and fiscal economics, and how land use and planning policies relate to each.

Understanding real estate economics means knowing how markets affect absorption and prices to derive value at a given rate of return; how value compared to development, land and carrying costs determines feasibility; and how feasibility is necessary for attracting investment in a community. Planners should know how to calculate "residual land value" to determine the impact of their policies on land markets and to better negotiate with developers.

Understanding regional economics means knowing how base sector industries bring income to the region, how these industries cluster and link with other industries in the economy, how the re-spending of dollars by industry and workers fuels the rest of the local economy, and how different factors, such as labor, infrastructure, institutions, location, and land use give a community, city, or region a competitive advantage or disadvantage.

Understanding fiscal economics means knowing how different land uses and their activities generate fiscal revenues to support public services and infrastructure financing; how to plan facilities and services effectively to minimize the public's tax burden and the cost of impact fees on development and housing; when an activity generates net new revenue or is simply a transfer; how to calculate the present value of a fiscal income stream; and how infrastructure bonds are financed.

Land use planning, development regulations, and infrastructure investments have profound influences on these economics on the local level; however, planners must know their limitations and should appreciate how economic forces beyond their control have an even greater influence.

You have worked in many parts of the country and world during your career. What are the best planning principles or methods you have experienced that California planners should consider to advance great planning?

Best practices are found in many cities, and we should all learn from each other. With the Internet, it's much faster to obtain information about new innovations. For example, we're all learning about how to plan for sustainability rather quickly. Cities are starting to compete with each other in relationship to who has the most innovative "green" practices. In San Diego, we're importing planning ideas from Portland, Seattle, Denver, Vancouver, and some of our brethren California cities that best fit our context and issues. We also have our homegrown approaches, such as the Multiple-Species Conservation Plan.

I don't believe in strict normative standards for planning. What works in one city or country may not work in another due to different laws, traditions, and markets. The best practices are those that are appropriate for a given city's geography, history, culture, technology, demographics, environment, and economy. For example, Manila's jeepneys are effective public transportation, not to mention colorful, but probably not appropriate for San Diego, though some form of jeepneys might work in certain areas.

Planning and economics share principles regarding wise use of resources and planning to achieve economic solutions.

What are the opportunities to advance great planning with economic principles?

I find that there are many links between economic principles and planning. Take mobility for instance. Planning land use and transportation to provide accessible alternatives for moving about, by walking, bicycling, transit, a street grid network, and tollways, in addition to the arterial network and freeways, increases the supply of mobility choices. Commuters, as consumers of mobility, can choose the mode that best meets their needs and willingness or ability to pay (with time or dollars). The modes compete with each other, and the market for mobility sorts itself out. When one mode becomes too expensive, say because of time delays associated with congestion, people can look for substitute modes or routes that provide greater utility, which relieves the initial congestion.

Options are fewer in systems where everyone must drive from home funneled to the same major arterial that feeds into the same freeway to get somewhere. The first system is a market; the second is a monopoly.

The City of San Diego faces budget deficits and a demand for improved public facilities. Since land use is a key factor in determining city finances, what key roles can planners play in addressing the fiscal and infrastructure health of a city? Could these roles collectively help address our state budget and infrastructure situation?

continued on page 16

Commissioner's CORNER

Warming Trend

By Kathy Garcia, FASLA



It's not just summer that is warm. Scientists have concurred that global warming is more than a hunch. Since the 1950s, researchers have documented the

upwards trend of our atmospheric temperature; and at its cause – greenhouse gasses. Now, many greenhouse gasses occur naturally. Water vapor is actually a greenhouse gas, the result of natural evaporation, but our daily habits do have a very prominent effect on our atmosphere. Over 80 percent of the greenhouse gas emissions come from fossil fuel energy use. With every mile we drive we contribute to climate change.

The State of California recognized the need to move quickly and deliberately when the Governor signed AB 32, the California Global Warming Solutions Act of 2006 into law. Within the strategies to reduce our emissions are many community planning and land development policies for which we as planners and Planning Commissioners share the responsibility.

How can we do our part in reducing green house gas emissions?

First, we need to look at our land use plans. Do these plans put walking and transit ahead of the automobile, or are we prioritizing roads and parking over bike routes and bus stops? Can we encourage a more sustainable development pattern that looks for a mix of uses at densities that support transit? Do we encourage "green" buildings?

Secondly, we can look at our water and energy conservation measures. Do we have strong policies in our General Plans? More importantly, are all implementing the policies to the best of

their ability? Often, our policies are far ahead of our implementation, but through our project review at every Commission hearing, we can make sure that the actions are speaking louder than the words.

Finally, we can reward those who do it correctly. We can make a model of developments that come forward with walkable neighborhoods, sustainable building programs, and energy conservation measures. We can hold them up as examples for others who maybe just don't yet "get it." We can encourage our Councilmembers or Supervisors to promote sustainability with permit streamlining or other such programs that offer incentives.

Wait! There's more. Not only do we have to take a leadership role in reducing the impacts that cause climate change, but we also must adapt to the consequences this change brings. We need to protect our communities from the impacts and hazards associated with coastal erosion and sea level rise, wildfires and our demand for potable water as our snow pack shrinks and our water resources diminish.

Many of the solutions are similar – we need to prioritize safe and healthy communities that make wise use of our natural resources. Sure, it's a challenge; but it's our future at stake. We need to warm up to the idea that climate change response is our responsibility.

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

Over 80 percent of the greenhouse gas emissions come from fossil fuel energy use.

APA CALIFORNIA CHAPTER Broadcasts Information

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

California Air Resources Board Moves to Curb Greenhouse Gases

By Judy Corbett, Executive Director, Local Government Commission

AB 32, the Global Warming Solutions Act of 2006, requires that Californians reduce greenhouse gas emissions to 1990 levels by 2020, an estimated 29 percent below business as usual. In order to effectively implement the cap, AB 32 directs the California Air Resources Board (ARB) to establish statewide targets, develop regulations and track our progress in meeting them. The largest single source of greenhouse gas emissions in California comes from the transportation sector, mostly cars and light trucks. While a change in vehicle fuels and increased auto efficiency will get us part of the way to the state's emission reduction goals, they are not enough. Land use patterns must be modified to give people transportation options other than the car. The aggressive emissions reduction targets set by AB 32, and the Governor's Executive Order S-3-05, inform the analysis of global warming as an environmental impact under the California Environmental Quality Act (CEQA).

The California Attorney General's Office has been a driving force in challenging local governments to consider the climate effects of land use changes. In April 2007, the Attorney General sued San Bernardino County under the California Environmental Quality Act (CEQA) for its failure to consider or mitigate greenhouse gas emissions in the Environmental Impact Report (EIR) prepared for the County's General Plan Update. He also reached settlements in a number of other CEQA matters without any case being filed, including a refinery expansion by Conoco Phillips in Contra Costa County, a terminal expansion by the Port of Los Angeles, a corn-based ethanol plant by Great Valley Energy near Hanford, and the San Diego Airport's master plan expansion. In all these matters, the parties agreed to adopt measures to mitigate the greenhouse gas impacts of their proposed projects. California cities and counties have responded quickly to the Attorney General's action, as well as the passage of SB 97 last summer, in which the California legislature made it clear that greenhouse gas emissions are an impact that must be considered under CEQA. According to the Governor's Office of Planning and Research, in 2006, only two environmental review documents prepared under CEQA discussed greenhouse gas emissions. By contrast, from April 2007 to April 2008, this number grew to 222 documents. Through a sum of their individual decisions, California local governments are making a significant contribution toward moving the state away from "business as usual" and toward a low-carbon future. Questions have arisen, however, about how to discuss, analyze, and mitigate greenhouse gas emissions in a CEQA document.

The Office of the Attorney General and the Local Government Commission have been holding regional workshops to address these questions and inspire local governments to take further voluntary actions to reduce greenhouse gas emissions. The workshops attracted over 200 participants in Oakland and Sacramento, over 100 in Visalia, and close to 300 in Los Angeles. Attorney General Brown opened the workshops in Oakland and Sacramento with a passionate description of his motivation. He noted that today's emissions "will remain in the earth's atmosphere for 100s of years. . . . [W]e're not aligned with survivability. . . . [W]e need to get on the side of nature." Brown urged the local government officials to get started, emphasizing the worldwide importance of local action. "The California Air Resources Board can't do it all, we need your help. . . . Local government can push the State, the State can push the country, and the country can push the world."

Speakers from the Air Resources Board, including Chairwoman Mary Nichols and Chuck Shulock, Chief of the Office of Climate Change, have stressed the

continued on page 11

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Legislative UPDATE

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



APA California Legislative Update

Top 15 Planning Bills — May 2008

We are now nearly halfway through the 2008 Legislative Session. As usually happens, a number of problematic planning bills have been amended to eliminate our opposition, have been dropped by the author, or killed along the way (along with a few good ones, unfortunately). For information regarding all of the hot bills, please visit the APA California website at calapa.org.

There are still about 15 bills that planners should be watching:

SB 375 (Steinberg) – Sustainable Community Strategies and Climate Change Emission Reduction Planning – In Assembly Appropriations Committee – APA California Position: Support if amended

- Sets up new regional transportation, development, and conservation planning strategies designed to reduce GHG emissions from cars and light trucks.
- Requires regional transportation plans, based on regional blueprints, to include a development pattern for the region designed to achieve regional GHG reduction targets set by CARB (expected in 2012).
- Requires each regional transportation agency to develop a Sustainable Community Strategy as part of the Regional Transportation Plan, steering development to areas planned for growth in the SCS. The SCS must identify areas for housing and development, a transportation network, significant resource areas and farmland, and a development pattern that will achieve feasible GHG reduction targets.
- If the regional transportation agency can't achieve the GHG reduction targets within the SCS using realistic funding and land use patterns, requires the agency to prepare a supplement identifying additional strategies to meet the targets.
- Encourages but does not require local agency plans and development to be consistent with the SCS; includes very limited CEQA provisions that would be available to local agencies that are consistent.

STATUS: APA is continuing to work with the author and sponsors, the Planning and Conservation League, to ensure that the measure is feasible, and that if local agencies want to be consistent, the bill does not include provisions that would be impossible to meet. There are about 10 amendments that we, along with CSAC, have requested. We are also working on an 8-year RHNA and housing element process to be consistent with the RTP 4-year due dates.

SB 1165 – (Kuehl) – EIR Expiration Date of Five Years – In Senate Appropriations Committee – APA California Position: Oppose unless amended

- Originally would have required internal local administrative drafts of CEQA documents to be available to the public, and all communication on the documents to be in writing – that language has now been removed.

- As amended, requires the lead agency to make available to the members of the public administrative drafts circulated to the project applicant, upon request, when the draft EIR, negative declaration, or mitigated negative declaration is available to the public for comment.
- Specifies that when acting on a project, a lead agency shall not base its action on an EIR for that project that was certified more than 5 years ago without treating the EIR as an uncertified, draft EIR, circulating the EIR for public review and comment, and re-certifying the EIR before the agency may take an action on that project.

STATUS: The administrative draft language in the bill appears fixed, but the 5-year freshness date applicable to EIRs severely hampers the use of program EIRs and general plan EIRs, in addition to project EIRs done for big projects that will be phased out over several years. Once the EIR passes 5 years, any CEQA determinations on the project would be subject to "fair argument," as if no prior EIR had been certified for it.

SB 1185 (Lowenthal) – Extension of Map Expiration Dates – On Senate Floor – APA California Position: Neutral

- Extends the expiration date by 12 months for any tentative map, vesting tentative map, or parcel map for which a tentative map or tentative vesting map has been approved.
- Extends the expiration date by 12 months for a legislative, administrative or other approval by a state agency relating to a development project in a subdivision affected by the bill.
- Increases the time for local discretionary extensions from 5 years to 6 years.

APA California Chapter "QUICK LEG INFO" Feature Now on Website Homepage

APA California Chapter has added a quick legislative information feature — members can now quickly and easily access key information right from the home page, without signing in. Under the new QUICK LEG INFO feature (under the Consultant Directory link), just click on the "Hot Bill List" link. That link connects members to reports on the hot bills, APA California Chapter positions, and the status of each measure.

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

STATUS: APA California is neutral on this measure as amended. All of the other measures that have similar map extension language (most include a 24-month extension) will be amended to be consistent with the 12-month extension in this bill.

SB 1237 (Cox) – Subdivision Map Act Lot Line Adjustments, Designated Reminders and Dedications for Public Purposes – On Senate Floor – APA California Position: Oppose unless amended

- Declares that the exterior boundary of the land shown on a final map or parcel map shall not include a designated remainder parcel or omitted parcel.
- Specifies that the language on final maps and parcel maps regarding the dedication of property in fee or as easements to make it clear whether the property was dedicated in fee or as an easement.
- If the subdivider no longer exists or cannot be located, requires the local agency to convey the property or portion of the property originally dedicated for public purposes but later determined not to be needed, to the subdivider’s heirs, assigns, or successors in interest.
- Requires cities and counties to approve or disapprove a lot line adjustment pursuant to the Permit Streamlining Act.

STATUS: Following the last set of amendments, which removed a number of APA’s original concerns, we are in the process of clarifying the remainder parcel changes, and still oppose the requirement to convey unneeded dedicated property to the subdivider’s heirs.

SB 1500 (Kehoe) – Map Approvals in State Fire Responsibility Areas – In Senate Appropriations Committee – APA California Position: Support if amended

- Requires, on and after July 1, 2009, the legislative body of a county considering a proposed project that is located in a state responsibility area (SRA) to notify the State Board of Forestry and Fire Protection (BOF) when the project application is deemed complete, and prohibits action on the proposed project until structural fire protection services are provided.
- Requires BOF to evaluate whether the proposed project should remain in the SRA or be a local responsibility for structural fire protection.
- Requires that a lead agency under CEQA, consult with BOF for a project within a SRA or a very high hazard severity zone, in the same manner responsible agencies are consulted.
- If the BOF determines that the affected lands should be removed from the state responsibility areas, the county would be prohibited from acting on the proposed project until it ensures that structure fire protection is provided.

STATUS: This measure needs clarification in terms and process. CSAC and RCRC are taking the lead on these amendments.

AB 2000 (Mondoza) – Credit for Units Above RHNA – On Assembly Floor – APA California Position: Support as amended

- Permits a local government that exceeds its regional housing need allocation (RHNA) share during a planning period to count the excess units towards meeting its share in the subsequent planning period.

STATUS: As originally drafted, it was unclear if other jurisdictions would have to pick up the units being carried over. As amended, it appears that will not be the case.

AB 2069 (Jones) – Housing Overlay Zones’ Interaction with No-Net-Loss Law – On Assembly Floor – APA California Position: Support

- Part of the bill vetoed last year that APA opposed, AB 414.
- All of the provisions we originally opposed in AB 414 have been removed.
- Now clarifies the definition of “lower residential density” under the no-net-loss zoning law includes: 1) in cities and counties with compliant housing elements, when the approval of a project on a site on which the zoning permits residential use results in fewer housing units on the site than were projected in the housing element; and 2) in cities and counties with non-compliant housing elements, when a project is approved on a residentially zoned site at a density that is lower than 80 percent of the maximum allowable residential density for that site or when a project is approved on a site that allows both residential and nonresidential uses that would result in the development of fewer than 80 percent of the number of residential units that would be allowed under the maximum residential density for the site.

STATUS: APA believes that the bill clarifies how most planners read the no-net-loss law.

AB 2093 (Jones) – General Plan Consideration of GHG Emission Reduction Policies – In Assembly Appropriations Committee – APA California Position: Support if amended

- Requires that six of the seven mandatory elements of a city or county’s general plan (minus the noise element) give consideration to policies that reduce the emission of greenhouse gases.
- Requires compliance on or before one of the following dates, whichever is earlier: i) The date of the city’s or county’s next general plan update. (ii) A date that is one year after the date specified in Section 65588 for the next revision of the city’s or county’s housing element that occurs after July 1, 2009.

STATUS: This bill is premature given that the AB 32 local GHG emission reduction strategies will not be released until 2012. The bill should also not dictate changes to specific General Plan elements, but instead should require agencies to consider such policies in the General Plan generally.

AB 2219 (Parra) – Mandatory Consideration by City/County of Voluntary Demand Management Water Savings Measures To Provide Sufficient Water Supply – On Assembly Floor – APA California Position: Support if Amended

- Requires that, whenever a city or county considers a water supply assessment for a development project (subdivisions) it reduce the anticipated water demand for the project based on the water service provider’s permanently fixed voluntary water conservation demand management measures.

STATUS: Even though APA supports water savings measures, it is difficult to determine what will be “permanently fixed” to the property, and many of those measures won’t be in place until the subdivision is actually built out. The measures have to be enforceable, and the water savings have to be verifiable by some means other than written verification by the subdivider.

Legislative Update

*(continued from page 7)***AB 2280 (Saldana) – PLEASE WRITE SUPPORT LETTERS!!!!!!!!!!!! – Density Bonus Law Clarifications – On Assembly Floor – APA California Position: Support and Co-Sponsor with League of Cities**

- Clarifies that density bonus law only applies where a local community does not have an inclusionary ordinance or where the developer agrees to include affordable units over and above the inclusionary ordinance (as articulated in the legislative history).
- Adds a 10 percent “across the board” threshold for affordable units which must be built in order to receive a local “incentive or concession,” requiring more affordable units to be built before a developer can waive compliance with an ordinance of community interest such as open space, height, setbacks, reduction in minimal parcel size, lot coverage, etc.
- Clarifies that any request for additional waivers of development standards must be to resolve issues related only to physical hindrances to construction – focusing on mitigating standards that would physically impact the ability of the project to fit as designed on the parcel.
- Clarifies that the applicant must request the density bonus and incentives and concessions at the time the application for the development is submitted to the city or county.
- Provides greater benefits to nonprofit affordable housing developers who provide substantial amounts of affordable housing in each development.

STATUS: The existing density bonus law has now moved away from incentives for affordable housing in favor of developers seeking to avoid community building standards that apply to all other development projects, causing continual disputes between project applicants and cities and counties. This bill is designed to restore balance between incentives given and affordable housing built. **PLEASE WRITE A SUPPORT LETTER TO YOUR ASSEMBLY MEMBER AND SENATOR, AND INCLUDE ANY PROBLEMS THAT YOU HAVE HAD DEALING WITH DENSITY BONUS LAW.**

AB 2447 (Jones) – Restrictions on Approval of Maps in Very High Fire Hazard Severity Zones and State Responsibility Areas – APA California Position: Support if amended

- Requires a county to deny approval of a tentative map or parcel map if the proposed map will cause increased development in a state responsibility area (SRA) or a very high fire hazard severity zone, unless the county: a) makes a finding that the design and location of each parcel and the map as a whole would allow improvements to be made consistent with the regulations promulgated by the Board of Forestry; b) obtains sufficient fire protection and suppression services provided by a state, local agency or agencies for the parcels created by the map prior to the issuance of occupancy permits for the subdivision, or c) makes a finding that there is adequate ingress and egress for the subdivision, including a minimum of two access ways into and out of the subdivision for emergency equipment and evacuations.

STATUS: Like SB 1500, this measure needs clarification in terms and process. CSAC and RCRC are taking the lead on these amendments.

AB 2604 (Torrico) – Postponement of Developer Fees to Certificate of Occupancy – On Assembly Floor – APA California Position: Oppose unless amended

- Prohibits, until January 1, 2012, a city or county from imposing fees on a residential development for the construction of public facilities from requiring the payment of those fees for residential units until the date the certificate of occupancy is issued.
- Allows an exception for a fee necessary to reimburse the jurisdiction for funds it has expended, or will expend within 12 months after issuing the residential building permit, for public facilities related to the residential development.

STATUS: Although the sponsor, BIA, has taken some amendments to address concerns, there are still many problems with the bill as currently written.

AB 2789 (Blakeslee) – Small Wind Energy Systems Permit Conditions – On Assembly Floor – APA California Position: Support as currently amended

- Reenacts a recently lapsed authorization for local governments to provide, by ordinance, for the installation of small wind energy systems.
- Requires local governments that do enact an ordinance to include conditions that are not more restrictive than those specifically listed in the bill.
- Removes a section of the lapsed law that would have required local agencies to approve applications for small wind energy systems by right if certain conditions are met by the applicants.

STATUS: APA is okay with the bill as currently written. However, the sponsors (the manufacturers of small wind energy systems), have expressed interest in eventually amending the bill to allow these systems to again be approved by right with very limited conditions, similar to the solar system approval requirements currently in place. APA believes that since wind systems and solar systems are so completely different and pose different local concerns, the bill should remain in its current form. As a result, we are continuing to watch this bill closely.

AB 2903 (Huffman) – Local Permits for Alcohol and Drug Treatment Facilities Permits for Block “Campuses” – In Assembly Appropriations Committee – APA California Position: Support

- Provides that a facility that serves six or fewer persons does not include a facility wherein separate buildings or portions of a residential facility are integral components of a single alcoholism or drug abuse recovery or treatment facility that serves more than six persons and all of the components of the facility are managed by the same licensee.
- Exempts these interconnected “campuses” from the definition of “residential property” and requires the facilities to apply to their local jurisdictions for conditional use permits and local approval.

STATUS: According to the bill analysis, this bill is the result of concerns raised by the residents of Marin County where a developer has begun developing the Alta Mira Hotel and nearby homes in Sausalito into eight small, interconnected residential treatment facilities. Because each building

continued on page 10

What's In A Name?

(continued from page 1)

we present ourselves as a profession should be consistent as well. Planning in California and throughout the nation is moving into the center of discussion and receiving much public attention due to the housing crisis, green building, the global environment and the need for responsible land use decisions. This necessitates the need for planning to be represented by a single entity — an organization that is recognizable, identifiable, easy to access, and one that represents professionals who can be considered knowledgeable leaders and resources on these important matters.

National APA hired a Pennsylvania-based public relations firm, ThoughtForm, to develop a new logo and establish branding requirements outlined in a 139-page document. The document outlines the elements, language, signature configuration, and brand applications that are required for all chapters and sections letterheads, news-letters, and websites.

After the National APA branding program was adopted, the illustrations below are some of the state chapters' logos that have already been adopted with the branding requirements:

The branding guidelines outline "The Signature Configuration" for each state chapter that is comprised of the following three parts:



- Symbol: APA California logo
- Name: American Planning Association, California Chapter
- Tag Line: Making Great Communities Happen

The "full" logo/signature configuration of the new branding requirement is shown below:



Making Great Communities Happen

Each state chapter, while required to adopt the national logo and tagline, was able to choose its own color scheme. APA California chose the gold color in reference to "California – The Golden State." The branding requirements will also require each local section to adopt its own "logo" that includes the state chapter logo and the local section name placed vertically (and rotated at 90 degrees) along the left side of the state logo. Another important branding requirement is that the full chapter name, instead of the state abbreviation, must be used in all communications, such as APA California, and not APACA. Again, by requiring the same signature configurations, and a consistent protocol, APA will have greater identity and recognition.

The APA California Board supports the branding requirements and agrees with the national APA organization that this will allow for better continuity between national and all state APA organizations and will provide for a greater exchange of information and communication between the state chapters. APA California is committed to adhering to all the new branding requirements for its website, newsletter (*CalPlanner*), and communications by the end of 2008.

The requirements will eventually cover every aspect of communications by the National APA, state chapters, and all local sections. Look for changes in the websites, newsletters, letterhead, merchandising, and other printed/electronic material as each organization adopts the new branding requirements. APA will then emerge to become a more unified representation of professional, reputable planners from one organization known to all as APA.

Hollee King Brunsky, AICP, is the Principal of Lilley Planning Group and serves as the Central Coast APA California Awards Chair/Special Events Officer. She can be reached at 805.901.2261.

Sources: Vince Bertoni, AICP, APA California President; Hing Wong, AICP, APA California Vice-President of Administration; Kurt Christiansen, AICP, APA California President-Elect; Thought-Form report.

CalPlanner Production Schedule		
Issue	Articles Submitted	Mailed*
Sept./Oct.	July 7	August 18
Nov./Dec.	September 8	October 20
* Membership will receive magazine within 10 working days after this date, on average. Dates subject to change without notice.		

We Want to Read Your Article

You and your planning colleagues have much insight and expertise to share. *CalPlanner* is the natural venue to generate discussions about best practices, innovative approaches, and everyday “how to” tactics. Please consider writing an article, submitting bulleted sidebars that make your planning day easier, contributing photos/images for a photo essay, or recruiting another author/photo essayist.

Email your article to Lance Schulte at Meyers-schulte@sbcglobal.net. If you would like to talk with Lance about an article idea, feel free to call him at 760.805.3525. Please tell us if the article has been submitted to other publications, has been printed in another publication, or if it is about to be published.

Articles are around 950 words or fewer. Short, one-paragraph articles heavy with insight are also welcome as well as bullet points for a sidebar. Letters to the Editor are also welcome.

We reserve the right to edit for appropriate content, grammar, and space. Once you have submitted the article, it is considered final, and you will not be allowed to submit multiple revisions.

Each article and/or photo(s)/image(s) must be accompanied with a signed Copyright Agreement that gives the Chapter exclusive rights to the article and photo(s)/image(s). The Copyright Agreement can be downloaded from the APA California Chapter website and faxed to Karen Roberts at 951.769.3917.

We look forward to reading your article.

Planner Profile — Betty Croly, FAICP

(continued from page 2)

Her longest tenure as a practicing planner was with Alameda County from 1969 to 1998 where she served as Assistant Planning Director before her retirement. She has also devoted time to many civic and government organizations, including the Berkeley Waterfront Commission, the East Bay Regional Park Master Plan Committee, and the San Francisco Estuary Public Advisory Committee. With all this experience, we asked Betty to comment on several items. Here are her responses:

What changes in the planning profession have you seen over the years?

- Planning regulations are much more complex than in my early years in the profession. Legal requirements and challenges establish more specifically the contents of general plans and plan elements, and the rise of the importance of environmental documentation has added substantially to the scope and size of planning documents.
- Citizen involvement in the planning process has risen from very little interest in the planning actions of city councils or county boards to the present level of heavily involved citizen participation.

Betty, what advice do you have for young planners on how to grow and advance in the profession today?

- APA California annual conferences, originally attended by a few planners each year, have grown each year to become the large events with hundreds attending today. Young planners were able to attend the early conferences and meet and converse with more experienced planners. Size and cost make the opportunities for interaction with other planners at the conferences more difficult today.
- Planners should become leaders in their own communities as well as in their jobs and workplaces. Participation at the neighborhood level will enhance the life of the professional planner and lead to greater understanding of how to accomplish planning goals.

Betty also urges young planners to become involved in section activities and to attend chapter and national conferences whenever possible. Continuing education and networking is important to any planner's career. Knowledge gained in a variety of areas, including legislation, leads to greater marketability. Look for a mentor for advice, and support you in your career. Many established planners are willing to nurture such a relationship.

Sounds like good advice for every planner!

Donald Cotton is APA California President of the Planner Emeritus Network and can be reached at donc2082@yahoo.com.

Legislative Update

(continued from page 8)

will house six or fewer people, the facilities do not require a license and meet the legal definition of a “residential property.” However, the hotel and the houses will be interconnected and will create a “campus” that has the capacity to treat up to 48 people at a single time. This “campus” phenomenon is occurring in many jurisdictions.

AB 3005 (Jones) – Lowered Mitigation Fees for Housing Near Transit – On the Assembly Floor – APA California Position: Oppose unless amended

- Requires a local agency, when assessing a traffic impact fee on a transit-oriented housing development, to establish the fee at a rate that reflects reduced automobile trip generation associated with such developments unless the local agency finds that the development would not significantly reduce automobile trip generation.

STATUS: AB 3005 is not practical as there isn't a way for a city or county to accurately estimate how many future developments will qualify for this reduction. As a result, if a local agency guesses wrong, jurisdictions may end up being unable to raise sufficient funds for necessary improvements.

Greenhouse Gas Emissions*(continued from page 5)*

necessity of land use planning that offers residents transportation alternatives to the car. Shulock pointed out that the miles we travel are growing by 3 percent, while our population is growing only 2 percent. This is sending CO₂ into the atmosphere at an alarmingly rapid rate. He announced that the Air Resources Board is looking to local government general plans, specific plans, and zoning codes to reduce vehicle emissions. Repeating Attorney General Brown's theme, he stressed, "We're going to have to take quick action to limit CO₂ emissions. Our kids aren't going to think very highly of us if we don't act quickly to correct this."

While the Governor's Office of Planning and Research has been mandated by the legislature to adopt guidance for mitigation of greenhouse gas emissions under CEQA by 2009, the California Air Pollution Control Officers Association has provided very helpful immediate guidance about CEQA and climate change. At the workshops, representatives of CAPCOA have explained the choices available to local agencies for establishing CEQA "thresholds of significance" and some possible greenhouse gas mitigation measures. The CAPCOA document is titled "CEQA and Climate Change" and can be downloaded free of charge from www.capcoa.org.

One of the workshop panels has been focused specifically on CEQA and greenhouse gases. It is made up of experts in the field of emissions analysis, CEQA thresholds, and greenhouse gas mitigation strategies. The experts have answered the most frequently-asked questions about how to address climate change in environmental impact reports. Speakers have pointed out that it is critical for local governments to estimate the potential greenhouse gas emissions that would result from a specific development proposal; yet, most transportation models don't take into account walking, biking, and sometimes, even transit in their travel estimates. Help is on the way, however. Transportation models now in use by the Sacramento Area Council of Governments (SACOG), San Diego Association of Governments, and San Luis Obispo Council of Governments include alternatives to the car in their travel estimates. Mike McKeever, Executive Director of the SACOG, announced at the workshop in Sacramento that it will begin evaluating the vehicle miles traveled and potential greenhouse gas (GHG) emissions from proposed new development projects at the request of member cities and counties, starting in 2009.

ICLEI staff Gary Cook and Brooke Lee have advised planners to begin with an emissions inventory to answer the question, "How do we start putting together a GHG reduction program?" Once a city or region has identified the major sources of its emissions, it can start figuring out how to limit them.

There may also be more workshops added. Registration for workshops can be found at www.lgc.org/events.

Judy Corbett is Executive Director of the Local Government Commission. Kate Wright, Project Manager with the Local Government Commission, and Curtis Alling, AICP, Vice President and Regional Director of Americas West Region of EDAAW, Inc. contributed to this article. Corbett can be contacted at jcorbett@lgc.org. Wright can be reached at kate.m.wright@gmail.com. Alling can be reached at Curtis.Alling@edaw.com.

Planners on the MOVE

Hollee King Brunsky, AICP, has joined the Lilley Planning Group as Principal, Director of Planning Services. She will be the primary contract manager for the West LA and Central Coast area agencies.

Bay Area Economics (BAE) recently promoted **Keren Costanzo** to Senior Associate.

Peter Lyons has been appointed as the City of Simi Valley's Director of Environmental Services. Lyons replaced Al Boughey who retired after 12 years of service to the City.

Job OPPORTUNITIES

Michael Brandman Associates

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- Assistant Project Manager
- Sr. Environmental Scientist, Air Quality
- Project Manager, Air Quality

Sacramento Office:

- Project Manager, Environmental Services
- Project Manager, Air Quality

Irvine Office:

- Senior Project Manager, Environmental Services

San Bernardino Office:

- Senior Project Manager, Biologist/Regulatory Specialist
- Project Manager, Biologist/Regulatory Specialist
- Project Manager, Regulatory Specialist
- Project Manager, Environmental Services
- GIS Technician
- Sr. Environmental Scientist, Air Quality
- Project Manager, Air Quality

Palm Springs Office:

- Senior Project Manager, Environmental Services
- Project Manager, Environmental Services
- Assistant Project Manager

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Professional Development NEWS

Three Californians are Inducted Into The AICP College of Fellows in 2008

By Kimberly Christensen, AICP, APA California Chapter Vice President of Professional Development

Three distinguished California Chapter planners who are members of the American Institute of Certified Planners (AICP) were inducted into the AICP College of Fellows at the American Planning Association National Conference in Las Vegas, Nevada on Sunday evening, April 27, 2008 along with 46 of their peers. The induction ceremony and reception was held at the top of Bally's Hotel. The ceremony included remarks by Sue Schwartz, FAICP, Immediate Past President of AICP; Graham S. Billingsley, AICP, current President of AICP; Craig N. Farmer, FAICP, 2008 Selection Committee Chair, and a member of the 2008 Class, Jeffrey M. Taebel, FAICP. The California Chapter inductees are:

- Robert F. Dannenbrink, Jr., FAICP, AIA
- Robert A. Leiter, FAICP
- Richard W. Willson, FAICP

Election to the College of Fellows is one of the highest honors that the American Institute of Certified Planners bestows upon a member. This honor recognizes the achievements of the professional as a model planner with significant contributions to planning and society. Fellowship is granted to planners who have been members of AICP for at least 15 years and have achieved excellence in professional practice, teaching and mentoring, research, public or community service, and leadership.

The APA California Chapter Board of Directors congratulates the California Chapter inductees on their achievement and commends them for their contributions to furthering the planning profession!

Here are some highlights of our new FAICP members' achievements:

Robert F. Dannenbrink, Jr., FAICP, AIA

Robert Dannenbrink, Jr. is a nationally recognized urban designer and planner with 40 years of experience in urban design, city and campus planning in public and private organizations, consulting, teaching, lecturing and a published author of many articles and graphic illustrations. Mr. Dannenbrink's induction into the 2008 Class of the College of Fellows is based upon his distinction in the professional practice category. He has supervised several national, state, and local award-winning projects for a major university campus; a pre-eminent land development plan and urban design for 17,000 acres on the Irvine Ranch in Orange County, California, the largest new community in the nation; the Urban Design Implementation Plan for the new City of Irvine (53,000 acre sphere); and urban character and image

analysis, design studies, urban form growth concepts, general plan development and strategy for regeneration of a large inner city area for Los Angeles, the second largest city in the United States.

He served on the Editorial Advisory Board of *UD Review* and *Urban Design and Preservation Quarterly* from 1982-1992 and also as a contributing correspondent for the *AIP Urban Design Department Newsletter* from 1976-1982. He was Chairman of the Urban Design Committee of Orange, AIA, and a member for 23 years. Early in his career, he was an Assistant Professor and Research Associate in a graduate Urban Design Program and later a visiting design critic and lecturer at several other universities.

He was a member of AIP from 1966-1978 and a charter member of APA and AICP at its inception in 1978. During the course of his 30 years of APA membership, Robert Dannenbrink's involvement has included participation as an awards juror and as a speaker at numerous APA local, regional, state, and national conferences. He is the recipient of two AIP Cal Chapter Awards in the categories of Policy Planning and Urban Design for his work in the City of Los Angeles, and he is the recipient of an APA California Chapter Orange Section Comprehensive Planning Award for his work on the UCI 1989 Long Range Development Plan. He is also the recipient of an ASLA National Honor Award in Urban Design and an AIA state chapter award.

Robert A. Leiter, FAICP

Robert Leiter has made significant, lasting contributions as a professional planner in improving the natural and built environment in Southern California and particularly the San Diego region, though his work in comprehensive planning, growth management, environmental planning, urban design, and regional land use and transportation planning during his more than 30 years of professional practice. Mr. Leiter's induction into the 2008 Class of the College of Fellows is based upon his distinction in the professional practice category.

Currently, as Director of Land Use and Transportation at the San Diego Association of Governments (SANDAG), he led major model planning efforts such as the Regional Comprehensive Plan, regional transportation mitigation, and Smart Growth incentive programs that have successfully made the link between transportation and land use. As Community Development Director for two San Diego County cities, Robert Leiter implemented multiple major planned

continued on page 13

communities, updates to General Plans, multiple species conservation programs, and growth management plans. Of particular note, is his cutting edge “new urbanism” work on the San Diego Multiple Species Conservation Plan which conserved over 11,000 acres with protection of endangered biologically diverse habitat while providing for 27,000 housing units through high density transit-oriented villages. The significance of his accomplishments is reflected in the successful implementation of these adopted plans and the transferability of his work to other communities in California and around the country.

Robert Leiter has served the profession as an APA San Diego Section Board member and received the San Diego Section, Distinguished Service Award in 2003 in recognition of leadership in regional planning in the San Diego region. He served on the Organizing Committee for the 1997 National APA Conference in San Diego, and he has shared his insights from his many project accomplishments with his colleagues and planning professionals at both national and state APA Conferences, as well as in his day-to-day work mentoring planners.

Dr. Richard W. Willson, FAICP

Dr. Richard Willson has left a lasting legacy in academic education in California, particularly in the field of transportation planning. Dr. Willson’s induction into the 2008 Class of the College of Fellows is based upon his distinction in the teaching and mentoring category. His well-rounded experience as Graduate Program Coordinator, a tenured professor, Interim Dean of the College of Environmental Design, and Chair of the Department of Urban and Regional Planning at California State Polytechnic, Pomona, has provided him the opportunity to demonstrate his skills as an outstanding teacher and mentor deserving this highest honor.

Dr. Richard Willson was awarded the California Chapter’s Outstanding Planning Award for Distinguished Leadership and Service/Academic in 2005 for good reason. He exemplifies the best in academic education because of his role as a caring mentor and because he brings a unique approach to his teaching style that combines the breadth of his knowledge and as both a scholar and a planning consultant, and his effective “learn by doing” method of involving students in real-world application of planning principles. He has also demonstrated his enthusiasm, passion for teaching, and commitment to the profession in assisting the California Chapter for many years with AICP Exam preparation classes.

Many of his students have been recipients of scholarships from the California Planning Foundation, which is a scholarship entity within the California Chapter of the American Planning Association. Projects produced by students in his classes have won local Los Angeles Section APA awards, and his students have gone on to successful planning careers of their

own. Most recently at the APA Conference in Las Vegas, one of his students won the Outstanding Planning Student Organization Award for Best Practices. His students have shared their firsthand accounts regarding his role as their mentor – always making time for them – and inspiring their decisions to become planners. As an educator, Richard Willson is an individual who represents the highest standard in quality and commitment that the academic community has to offer the planning profession, its students, and practicing professionals.

For more information regarding the induction event, the names of all of this year’s inductees, or the AICP College of Fellows see www.planning.org/faicp. For more information regarding the California Chapter inductees, see www.calapa.org.

Kimberly Christensen, AICP, is APA California Chapter Vice President of Professional Development. She can be contacted at KChristensen@elsegundo.org.

Remembering Gloria Shepard MacGregor Hyde

By Margarita McCoy

Gloria Shepard MacGregor Hyde died on April 28 at her home in Lincoln. She was 81. Memorial services were held on May 17 in Nevada City.

Gloria was born on June 17, 1926, in Fresno to Arthur Cyrus Shepard and Nina Muriel Jones. She was a resident of Grass Valley for many years. She was previously the wife of David McGregor and William Hyde, both of whom predeceased her. Gloria was a pioneer, as a woman, in the field of engineering, earning her Bachelor of Science in civil engineering from Washington State University and Master of Science in regional planning and civil engineering from the University of Minnesota. She served as Community Development Director for the City of Davis, Community Development Director for Yolo County, and served the City of Grass Valley for five years as a member of the planning commission.

She became an accomplished watercolor artist while residing in Grass Valley and won numerous awards at Nevada County Fairs. She possessed a beautiful mind and heart and will be sorely missed by all who knew her.

Gloria is survived by her daughters Patricia Briggs and Sylvia Shepard; son, Alex McGregor; brother and sister-in-law James and Karen Shepard; granddaughters Jessica Bessenbacher and Lyndsay Shepard Farley, and great-grandsons Blake Drinnen and Blayne Drinnen. She was preceded in death by her older brother, Richard Shepard.

Margarita McCoy can be reached at KASHLAN@aol.com.



Conference Mobile Workshops

MW #1 - Runyon Canyon

Join us for a hike and an education on the development of this Los Angeles City park, which is an urban mountain retreat for people and their canine best friends. Hear about the challenges and neighborhood issues involved in developing and managing the park. Then, enjoy a sunset hike (choice of easy, moderate, or more difficult levels) to a fabulous view of Los Angeles, from the sea to downtown to the mountains beyond. Registration is limited to 30. *Transportation:* Bus and walking.

MW #2 - Griffith Observatory

Come see the wholly renovated Griffith Observatory, including behind the scenes improvements built under the historic structure. Enjoy the late afternoon views of the Los Angeles Basin. Optional walk to the Hollywood Sign. *Transportation:* Bus and walking.

MW #3 - Public Art Tour via the Red Line

Take a ride on the Red Line Subway and view the Metro Rail Art Program recognized by numerous design and artistic excellence awards. Metro is also recognized for its innovative and successful community involvement. The tour will be led by a Metro Docent who will introduce you to the artworks, the artists who created them, the processes it took to make them, and the communities they enhance. *Transportation:* Subway and walking.

MW #4 - Escape From LA: Discover Ocean Breezes, Cruiseliners and Cargo Ships

The Ports of Los Angeles and Long Beach comprise the largest Port complex on the West Coast. This workshop will take participants on a boat tour of the Los Angeles harbor to explore the working Ports and will highlight future expansion plans for a visitor-serving waterfront and 7-mile promenade. Tour includes dockside dining on your own at the Ports O'Call Village. 40 person maximum. *Transportation:* Bus, boat and walking.

MW #5 - Playa Vista - New Urbanist Utopia?

Tour one of Los Angeles' largest and most unique new developments. Located on the former Howard Hughes airfield, this mixed use project has been in the making for more than 20 years. Learn about and experience the community, entitlement history, and restored fresh water marsh. Catered lunch included.

Tour highpoints:

- Stop at PV community center for orientation and a look at plans and understand history
- View the fresh water marsh
- Walk through pedestrian alleys and parks
- View the current office development on the east end

MW #6 - LA Live/Downtown LA Lofts Tour

Join Hal Bastian, Senior Vice-President and Director of Economic Development for the Downtown Center Business Improvement District, and Simon Pastucha, from the City of Los Angeles Urban Design Studio, on a bus tour of the downtown's changing districts. Themes to be explored are role of the BIDs; conversion and reuse of commercial buildings for housing; new housing development; the new grocery store; catalytic projects, particularly in the entertainment district; industrial land conversion; and the Grand Avenue redevelopment plans. The tour will end at a local pub where you can enjoy a "cool one" before returning to Hollywood.

Transportation: Subway to and from downtown, bus and walking. Limited to size of bus.

MW #7 - Historic & Contemporary Courtyard Housing in the City of West Hollywood

The City of West Hollywood has been a laboratory for the synthesis of lifestyle and architecture since the 1920s. Today, the City has one of the most impressive collections of 1920s and 30s apartment buildings in Southern California. Progressive architects Lloyd Wright and Rudolph Schindler were based in West Hollywood, living and working in studios which exemplified their own personal theories of design. Distinctive examples of courtyard housing are also abundantly represented in the City's historic apartment districts.

This workshop will focus on historic preservation, traditional and contemporary courtyard housing, and the challenges and opportunities created when new development is proposed adjacent to historic properties. Visit the renowned R.M. Schindler House (b. 1922, National Register of Historic Places) and its celebrated next-door neighbor, Habitat 825 (b. 2007, recipient of a 2008 AIA Housing Award for Multifamily Housing). Also visit La Ronda (b. 1927, National Register of Historic Places), considered by many experts to be the quintessential Spanish Revival style courtyard apartment building in Southern California. We will conclude with a short walking tour of contemporary and historic courtyard apartments, many which are abundantly represented within the City's historic Courtyard Thematic District. *Transportation:* Bus and walking.

MW #8 - Mulholland Drive: Open Space/Overlook Tour

Mulholland Drive has long been home to Hollywood's stars, as well as wild canyons full of deer, cougars, and coyotes. For decades, this 51-mile sinuous ridge road has drawn international tourists and has inspired mystery writers, movie makers, and environmentalists to regale or expose its many faces. The story of how the Santa Monica Mountains Conservancy was created to control development and preserve open space, vistas and wildlife corridors, includes a special Los Angeles mix of politics, stars and timing. Your tour takes you along the "highway to the sea" from the Hollywood Bowl Overlook with the Hollywood Sign, along Mulholland, to overlooks past old Hollywood idols and present-day starlets, ending at the site of the Cold War Nike missile silo, now serving as a rugged trailhead with stunning views of the Pacific Ocean.

Guided by Joseph T. Edmiston, FAICP, the Conservancy's Executive Director, and Stephanie Landregan, ASLA, the Conservancy's Chief Landscape Architect, hear the story of the developers, policies, politics and people who stopped the "highway" and secured this bit of heaven for us all. *Transportation:* Bus and walking. Limited to size of small bus.

MW #9 - LEED-Certified Buildings Tour

Tour a series of LEED-certified buildings in Hollywood, West Los Angeles and Santa Monica. *Transportation:* Bus and walking
MW#10 - NBC Universal - Vision Plan Tour one of Los Angeles' most recognized studios and theme parks. Learn about the planning challenges of a working studio, entertainment district and theme park in the middle of a developed residential neighborhood. A presentation of the new Vision Plan will be given which proposes the redevelopment of a portion of the back lot of the site.

Some of the tour highlights include, a transit ride to the theme park and studio, a presentation of Vision Plan and entitlement history and, a tram tour of back lot.

MW #10 - NBC Universal - Vision Plan

Tour one of Los Angeles' most recognized studios and theme parks. Learn about the planning challenges of a working studio, entertainment district and theme park in the middle of a developed residential neighborhood. A presentation of the new Vision Plan will be given which proposes the redevelopment of a portion of the back lot of the site.

Some of the tour highlights include, a transit ride to the theme park and studio and a presentation of Vision Plan and entitlement history. *Transportation:* Tram tour of back lot.

MW #11 - Neon Lights Party Bus Tour

Enjoy the evening view from upper deck of a double decker bus and see the famous neon lights of Hollywood and the Los Angeles area. Learn about the history and use of neon in LA's development. Tour includes two stops, one of which is at the Neon Lights Museum in Downtown Los Angeles for hosted wine and refreshments, the other at a café for snacks. Eric Lynxwiler, author and historian, will be your guide. If sign-ups warrant, a second bus will be provided. *Transportation:* Double-decker bus (capacity 40).

REGISTRATION



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 Dietary Requirements Vegetarian Other _____

APA MEMBER VERIFICATION: Please provide your APA or APACA Member No. _____

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

Student Signature _____

School _____ Date _____

LIFE MEMBER: Year you became a member of APACA _____ (must be a member for 25 years and minimum age 65)

AICP: YES NO

SPOUSE/GUEST NAME (if registered)

REGISTRATION FEES

Full Conference registration includes ALL events & meals EXCEPT for mobile workshops. One Day registration includes ALL meals on day registered.

Registration fees postmarked or registered online	Entire Conference			One Day Only			Total
	By 7/15/08	By 8/15/08	After 8/15/08 or onsite	By 7/15/08	By 8/15/08	After 8/15/08 or onsite	
APA/APACA Member	\$450	\$475	\$500	\$250	\$275	\$300	\$
Non-Member	\$525	\$550	\$575	\$325	\$350	\$375	\$
Student	\$200	\$225	\$250	\$125	\$150	\$175	\$
Life Member	\$200	\$225	\$250	\$125	\$150	\$175	\$
Speaker (Member or Non-Member)	\$450	\$450	\$450	\$250	\$250	\$250	\$
				Circle day: Sun. Mon. Tues. Wed.			

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

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SUBTOTAL REGISTRATION FEES:

MOBILE WORKSHOPS, SPECIAL SESSIONS AND EVENTS

Mobile Workshops: Sunday, September 21			
<input type="checkbox"/>	MW #1: Runyon Canyon Hike & Tour	\$20	\$
<input type="checkbox"/>	MW #2: Griffith Observatory & Park Tour	\$40	\$
Mobile Workshops: Monday, September 22			
<input type="checkbox"/>	MW #3: Public Art Tour via the Redline	\$20	
<input type="checkbox"/>	MW #4: Los Angeles Port Waterfront & Harbor Boat Tour	\$60	\$
<input type="checkbox"/>	MW #5: Playa Vista Mixed Use Devp. & Habitat Rest. Tour	\$60	\$
<input type="checkbox"/>	MW #6: LA LIVE/Downtown LA Lofts Tour	\$60	\$
<input type="checkbox"/>	MW #7: West Hollywood City Tour	\$40	\$
Mobile Workshops: Tuesday, September 23			
<input type="checkbox"/>	MW #8: Mulholland Open Space & Overlook Tour	\$40	\$
<input type="checkbox"/>	MW #9: LEED-Certified/Green Buildings in Santa Monica & West LA	\$60	\$
<input type="checkbox"/>	MW #10: Universal Studios Backstage & Future Land Use Plan Tour	\$60	\$
<input type="checkbox"/>	MW #11 Neon Lights Party Bus Tour	\$60	\$

SPECIAL SESSIONS AND EVENTS		
Extra Tickets (Full Conference includes meals)		
Opening Reception (Sun.)	\$95	\$
Breakfast (Circle: Mon. Tues.)	\$30	\$
Lunch (Circle: Mon. Tues.)	\$45	\$
Evening Reception (Circle: Mon. Tues.)	\$60	\$
Brunch (Wed.)	\$40	\$

SPECIAL TOURS
 Walking tours and other fun activities are being offered. Check the website for information. Payment will taken on-site. Prices vary.

COMPLIMENTARY Events, please check if attending
 Student "COMPLIMENTARY" Day (Sun.)
 Diversity Summit

SUBTOTAL OTHER FEES:

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

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

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

3. **By Fax** with credit card to 760.674.2479. Additional \$30 processing fee applies with this method of payment. (See above).

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

Other important registration information:

- Faxed or mailed registration with payment will not be accepted after 9/12/08.
- Online registration will remain open until 9/16/08 at 5:00 pm.
- All registrations after 9/16/08 must be done onsite.
- No shows without payment will be billed.
- All faxed, mailed or online registrations where payment has not been received by 9/16/08 will be cancelled, and attendee will need to re-register onsite.

Interview — Bill Anderson**(continued from page 3)**

We can plan land use, transportation, and facilities strategically to reduce infrastructure capital and operating costs. Combining public safety facilities, locating libraries in mixed-use districts to share parking with other public or private uses, and joint-use parks are good examples. Planning to reduce vehicle miles traveled by placing workforce and mixed-use housing near job centers helps reduce transportation infrastructure costs while reducing our carbon footprint for the environment. Water supply is the latest concern. We have a \$1 billion private mixed-use redevelopment project that proposes to be LEED® Gold and offset its increase in water demand by investing in reclaimed water systems in our city parks. By making this water demand linkage, the proposed project, if approved, will upgrade our park irrigation infrastructure and reduce the city's operating and maintenance costs.

With San Diego geographic expansion achieved, the focus of planning and land development in San Diego appears to be more directed on existing communities and infill. What are the fundamental planning challenges and opportunities of this focus?

The biggest challenge is funding public facilities, since many of these communities are already lacking and have fewer financing mechanisms available to them than does greenfield development. Urban design that respects valued, existing community character is another challenge. Retrofitting with new transit alternatives is expensive. Finally, educating the public and learning from the public is the biggest political challenge. Many people are afraid of change, density, and traffic impacts. Some remember how the promises of Urban Renewal from professionals “who knew best” destroyed some communities. Increasing density without increasing traffic, by changing the land use mix, is counter-intuitive to many people. The public needs to see positive improvements concurrent with new development, not as a promise of something to come later.

San Diego has a growing transit system to address road congestion and mobility. New development has been occurring around this system. What are the special skills planners need to effectively plan for development that is oriented to a transit system?

With TODs, first, planners need the courage to propose reducing parking standards, increase density, and widen sidewalks. The special skill is the ability to convince the public and elected officials to do so.

You have been involved in nongovernmental groups that are concerned about the future of a region or community. What is your advice to planners who would like to participate in such groups?

NGOs are important for influencing policies and building allied political support for good planning. Sometimes, the same good ideas have more traction when they come from the citizenry rather than from government. Sometimes, planners can introduce good planning ideas more effectively through these organizations than through the government bureaucracy. It's also an opportunity to make friends and learn from citizen-planners. Participating from the advocacy perspective helps planners develop their professional skills in dealing with and understanding the public, and gives them an outlet if their professional job is narrowly defined. However, it's important to avoid conflicts of interest between your advocacy role and your professional role as a planner if you're to maintain respect in both camps. One way is to stay analytical and objective when forming positions in either role, and be willing to disagree but prepared to explain why.

As a Fellow of the American Institute of Certified Planners, what advice can you provide planners to personally develop their skills and effectiveness, and advance the profession?

Learn from people who are not planners – how they perceive their cities, their values that translate into community, what they cherish about their homes, neighborhoods, communities, cities, and regions, what upsets them. Talk with them. It's humbling to try to explain what we know about planning without using jargon. Keep trying and learn from them. After all, we're in this great profession for them.

How to Login for the First Time

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