



**Fall Symposium: Defining Public Private Partnerships in Urban Development**

By John Tu



The Urban Planning Coalition in partnership with the American Planning Association (APA) Northern Section and the San José State Urban Planning Department held their annual Fall Symposium entitled: Defining Public Private Partnerships in Urban Development. The symposium discussed the field of planning after the dismantling of redevelopment agencies and how public and private partnerships can fill the void left by RDA.



Keynoting the event was Emily Gabel-Luddy, FASLA and Vice-Mayor from the City of Burbank. She discussed how Los Angeles has explored small-lot ordinances and how the City partnered with private developers to push the boundaries of conventional housing development. Following the keynote the symposium consisted of three discussion panels: Re-defining public private partnerships (PPP), limits and challenges to PPP and finally how to make progress and development happen. The panelists were instructed to be as candid and responsive to questions and comments made during the panel. This made for intriguing and diverse discussions that cover the complete gambit of urban development.

Top: Keynote speaker Emily Gabel-Luddy  
Bottom: PPP Panelists (from left) Evan Low, Dr. Scott Lefaver, Jessica Zenk, and Michael Lane

The panelist spoke about the optimistic about the potential for partnerships, but stressed the importance of creating projects that were mutually beneficial to developers as well as the cities. All the panelist mentioned that the key to strong partnerships was the need for equal buy-in from all partnerships as well as a genuine collaboration that stressed the importance of not only engaging everyone in the dialogue but also following through with promises. The second panel continued the discussion about the optimism about PPP but addressed some of the shortcomings of these partnerships. In particular how low-income family housing have often been on the backburner and left out of the discussion.

The third panel was to provide some tangible examples of current projects that have components of PPP. Kevin Riley the Planning Director of Santa Clara provided an early glimpse of the 49ers stadium and Ian Ross energized the audience with his vivid discussion of innovative and pragmatism businesses such as San Francisco's Zip Scooter. The panelists were given liberty to take the discussion where it was the most engaging and as a result was a sometimes chaotic discussion but lent itself to be more engaging for the panelist and audience. The topic of PPP is still in the process of defining itself and as a result the diverse opinions and experience of the panelist provided a small glimpses of the issues to be tackled. *(continued next page)*

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UPC Executive Board members past and present.

(Symposium from front page)

Overall, this year's Fall Symposium was an extreme success with over 100 people attending. Everyone had nothing but great things to say about it. Many found the event to be insightful and beneficial, giving them the opportunity to dive deeper into thinking about what sector they would potentially like to work in. The audience's participation in asking questions throughout the event showed their enthusiasm and drives to gain more knowledge. Everyone enjoyed the leader's candid responses to questions and state of the different sectors' role in urban development and sustainability. At the end of the event students were given the opportunity to network with each other and all of the professionals in attendance. Many walked away with lasting business relationships and mentors who will be a great connection in the advancements of their careers.

Below is a list of all the speakers who participate in the event. Once again a special thanks to our sponsors, speakers, panelist, moderator, volunteers and all the attendees who made the event a great success.

**Keynote:**

**Emily Gabel-Luddy, FASLA**  
Vice-Mayor - City of Burbank

**Panelists:**

**Carlos Castellanos**  
Director of Real Estate -  
East Bay Asian Local Development Corporation

**Michele DiFrancia, AICP**  
Principal Planner - HNTB

**Mark Lazzarini**  
Managing Principal - DAL Properties LLC.

**Dr. Scott Lefaver, AICP**  
President - Cabouchon Properties, LLC

**Michael Lane**  
Policy Director - Non-Profit Housing Association of Northern California

**Sam Liccardo**  
Councilmember - City of San José

**Evan Low**  
Vice-Mayor - City of Campbell

**Keri Lung**  
Senior Development Consultant - Mid-Pen Housing Corp

**Kevin Riley, AICP**  
Director of Planning and Inspection - City of Santa Clara

**Steve Piasecki, AICP**  
Former Director of Community Development - Cities of Campbell,  
Cupertino, and Morgan Hill

**Kevin Riley, AICP**  
Director of Planning and Inspection - City of Santa Clara

**Ian Wolfe Ross**  
Principal City Design Collective

**Jessica Zenk, AICP**  
Senior Director for Transportation Policy - Silicon Valley  
Leadership Group

**Moderators:**

**Dr. Ralph McLaughlin**  
Assistant Professor and Director of the Institute for Metropolitan  
Studies - Department of Urban and Regional Planning SJSU

**Justin Meek, AICP**  
Lecturer - Department of Urban and Regional Planning SJSU,  
Senior Planner - City of Marina

**Emy Mendoza**  
Environmental Services Specialist - City of San José

**UPC Establishes Peer Adviser Connection Program**

By Julie Huang

This Fall Semester, the Urban Planning Coalition established a new mentorship program for incoming Urban Planning graduate students—Peer Adviser Connection (PAC). The first goal of PAC is to help new students transition into their graduate studies by connecting them with second year students academically and socially. With these connections, it is hoped that new students will learn how to attain internships, find useful tips in studying or writing papers, gain intriguing insights and perspectives from second year students, and simply receive guidance and answers that experienced students in the program can give. The second goal of PAC is to give second year students a chance to gain experience in leadership and communication. By taking the initiative to engage new students, second year students are not only helping first year students, but are also learning necessary skills utilized in the planning field. At present, PAC has 8 members: 4 mentors and 4 mentees. In the coming Spring Semester, membership is expected to grow. Some events planned for PAC members in the Spring Semester are Bowling Night, Hiking, and a Night out in San Jose. Joining PAC is easy and takes little time out of those long hours of graduate study. Membership is unlimited and open to all San Jose Urban Planning graduate students. For inquiries on joining PAC, please e-mail [heyjulieh@gmail.com](mailto:heyjulieh@gmail.com).



**PARK(ing) Day 2012**

By Veronica Flores

PARK(ing) Day is a worldwide annual event where community members occupy metered parking spots and temporarily turn them into a public space for the day. These efforts highlight the need for more urban open space, and spark new ideas of how new open spaces can be integrated into the existing urban fabric.

Working closely with Greenbelt Alliance, the UPC transformed two parking spots on the corner of 4th Street and San Fernando Way in front of the Dr. King Library. One spot was converted into a comfortable lounge space complete with seating, plants, and planning-related reading materials. The second spot served as an interactive charrette to help community members understand what urban planning really is. The charrette involved 3D-cardboard buildings, which individuals could rearrange into their ideal city. Many urban planning students and alumni visited the UPC parklet and participated in the charrette. Since the UPC parklet was in a prime location, many community members also stopped by the site to learn more about planning and take their turn in the charrette. Even Councilmember Sam Liccardo was able to drop by and help build his own city. PARK(ing) Day was a great success and the UPC was happy to engage with the community through this event.



Top: The UPC's PARK(ing) Day exhibit on San Fernando Street  
Bottom: Councilmember Sam Liccardo visits the UPC's PARK(ing) Day

**Award Recognition of MUP Students**

We are proud to announce the various recognition awards to fellow MUP students for their excellence and contribution to the field of planning.

**California Planning Foundation, 2012**

**Veronica Flores**  
Ken Milam Scholarship

**Jason Su**  
CPF Northern Section Scholarship

**Zach Lewis**  
Honorable Mention

**Graduate Equity Fellowship, 2012-2013**

**Meghan Hade**  
**Jason Su**

**Bert Muhly Scholarship, 2011-2012**

**Johnasies McGraw**

**APA – California Northern Chapter Update**

**Bay Area Cal Poly City & Regional Planning Alumni Get Together**

December 13, 2012

579 Clyde Avenue, Suite 340, Mountain View

6:00 – 8:00 PM. M-Group and JPH Consulting are hosting a get together for Bay Area Cal Poly City & Regional Planning alumni. The chair of the department, Hemalata Dandekar, Ph.D., will be on hand to receive input on the program, relay what is really going on down there in SLO, share ideas, and have fun! Light appetizers, beer and wine will be provided at M-Group's headquarters. Afterward will be a "site visit" of downtown Mountain View. Contact Geoff Bradley at [geoff@mplanninggroup.com](mailto:geoff@mplanninggroup.com) to RSVP.

**Water: California's Gold 2013**

February 2, 2013

685 14th Street, Oakland

9:00 AM – 2:10 PM, The League of Women Voters Bay Area presents Water:California's Gold 2013. Matt Weiser, a journalist with the Sacramento Bee newspaper and expert in the field of California water, will give the keynote address. Panel discussion topics include California's water background, governance, and water conveyance regarding the Bay Delta conservation plan and tunnel vision. Cost in advance: \$30 (\$15 without lunch); at the door \$35 (\$20 without lunch). To register please write a check payable to "LWVBA" and mail, including your name and any guest names to LWVBA, 1611 Telegraph Avenue, Suite 300, Oakland, CA 94612. Registration is also available online through January 31, 2013, at [www.lwvbayarea.org](http://www.lwvbayarea.org). For more information, call (510) 839-1608 or email [editor@bayareamonitor.org](mailto:editor@bayareamonitor.org). CM | 5.0 pending

## Getting to Know URBP: 2012 New Student Orientation

By Meghan Hade

In August, the Department of Urban and Regional Planning held its annual new student orientation. At the conclusion of the orientation, the UPC held a Q&A session with board officers, who provided insider tips on classes, internships, surviving (nay, thriving!) on little sleep, and getting the most out of their time at SJSU.

The new students were also able to meet representatives from the APA California Northern Section, Urban Land Institute, and Advancing Women in Transportation (WTS). The APA California Northern Section Membership Director Florentina Craciun described APA membership benefits, including free/discounted events for students, a student rate for state and national conference, and networking opportunities. Michele DiFrancia discussed WTS membership, including networking events, leadership programs, and mentorship. Joshua Burroughs, Development Manager for Barry Swenson Builders, representing the Urban Land Institute, discussed ULI membership benefits including eligibility to participate in the local Young Leader Group, a subscription to Urban Land magazine and free access to ULI's case studies database, online reports, and professional development webinars.

Following the orientation, the UPC hosted a welcome back event at The Loft Bar & Bistro in downtown San José, where new and returning students were able to meet, get to know one another, and happily geek out over their shared interest in planning topics and issues.



Top: UPC Board members ready to answer questions from new URBP students  
Middle: New URBP students listen to faculty describe the program  
Bottom: URBP Faculty present to first year students



## Record Fundraising Efforts this Year

By Jason Su

This year was a record year for fundraising. The UPC was fortunate enough to be chosen for three beverage vending opportunities at Dore Alley, Oakland Pride, and Folsom Street Fair. Through this we have raised over \$5,000 for the organization, needed funds to plan for the current and future years of the UPC. The UPC extends our gratitude to Oakland Pride and Folsom Street Events for these opportunities.

Any day out at on a street festival is a great day. Not only were these events fundraisers, but they were also fun lively social events that brought together new and returning MUP students together. The events were great fun, especially for those not from the Bay Area or have never heard of the street festivals here, and needless to say, everyone left with many memories.

Though we have been very fortunate this year for all these fundraising opportunities, we recognize the fact that funding is becoming increasingly difficult to find, and the current UPC is strategizing ways to both celebrate the achievements of this year while ensuring the fiscal health for coming years.

Special thanks to our MUP volunteers for staffing these events!

- |                   |                  |
|-------------------|------------------|
| Chris Adams       | Tracy Minicucci  |
| Amanda Becker     | Binh Nguyen      |
| Greg Jorge Currey | Adam Parania     |
| Evelyn Gonzales   | Prescott Reavis  |
| William He        | Lauren Seyda     |
| David Keyon       | Regina Valentine |
| Johnasies McGraw  |                  |

## URBP Student Experiences

### Urban Design Studio: Spartan Keyes Alleyway Solutions

By David McCormic

If you're like me, then you've probably spent more than a few hours pondering a specialty for your planning degree. While most of our choices at SJSU seem fairly straight forward, certainly transportation and environmental planning are hard to confuse, have you ever tried to describe what exactly Urban Design is? Is it sort of like Architecture or streets and landscaping? What about public art, fancy pavement, and immersive spaces? In some sense it's a little of all of those things as students of Renee Schraders URBP 232 Urban Design Studio are finding - out one critique at a time.

Admittedly, few of us will become architects or landscape designers overnight. For the rest of us the studio is about acquiring a design perspective to help us interpret, envision, and brand the value of communities we serve. For residents of Spartan-Keyes, this comes as our studio develops a design

vision for the neighborhood's oft neglected alley ways. Counting ten in all, these functional thoroughfares receive little public attention and minimal maintenance earning a less than loving reputation from nearby residents. Graduate students in the Urban Design Studio, exploring these alleys and speaking with community members, have applied a number of lenses to examine the community's existing qualities. Highlighting the good and making recommendations for the bad, student projects approach the alleys attuned to issues of sustainability, safety, open space, and neighborhood identity. Through well conceived maps, photo simulations, and harmonizing concepts, studio groups apply innovative design solutions to address widespread concerns. Whether introducing lighting, planting shade trees, creating green gathering space or artful playscapes, the studio groups are responding to the perceived and expressed needs of the community to offer a hopeful vision of the future. Further, through teamwork, drawings, and computer renderings, the studio will relay their vision in a medium beyond words, the expressive imagery of design. Their design recommendation will be on display on December 12 at a public Gallery presentation for Spartan-Keyes neighborhood held in conjunction with Communiiversity and the URBP 201 Community Assessment Studio.

### Personal Feedback on ULI's Learn From the Best

By Danielle Green

"Learn from the Best," ULI's Young Leader's Group event, took place on November 8, 2012 in San Francisco. One of ULI's most successful events throughout the years, LFTB allowed for groups of 15 students and professionals to engage with senior real estate leaders to discuss various topics ranging from tips to getting started in this business, success, trends, and personal experience. Each group rotated speakers three times, allowing the professionals to speak about their experiences for 20 minutes, and guests to ask questions as well. Who better to ask questions about the real estate industry than senior executives themselves?!

I was able to sit and speak with Stephen Wilson, the Executive Vice President of Development and Construction for AvalonBay, David Cropper the Managing Director of TMG Partners, and John Rahaim, the Planning Director of San Francisco. Topics discussed included market trends, tricks of the trade, effects of current economic conditions on real estate and personal experience.

All leaders were extremely insightful and down to earth. I found the event to be extremely rewarding because it is rare to have an opportunity to sit with such a high echelon of individuals from big corporations and organizations. So far, this is the best event that I have been to since joining ULI's Young Leaders Group. I will definitely be in attendance next year!

## Urban Land Institute Update

### Upcoming ULI Events

There are two "Emerging Trends in Real Estate 2013" events the first week of December, one in San Francisco on the 4th, and another in San José on the 5th. ULI's Emerging Trends are panels of leading real estate executives that respond to 2013 Emerging Trends projections and discuss our local market. Additionally, a copy of Emerging Trends in Real Estate 2013 is included with each individual registration - Value: \$49.95.

### Emerging Trends 2013 San Francisco

Following the response panel, a candid debate between local real estate "bulls" and "bears" on the market; followed by a look at the local sports activities and their effects on real estate - including the America's Cup and NBA Warriors. (<http://www.ulisf.org/events/emerging-trends-in-real-estate-2013-in-san-francisco/>)

### Bull vs. Bear Debate

Bubble or sustainable growth? That is the question in Bay Area Real Estate today. Join us for a panel discussion between the bulls and the bears as we explore the San Francisco real estate market and what to expect in the next year. Hear from senior real estate executives about what they are planning for their business in this cycle.

### Emerging Trends 2013 San José

Following the response panel, two concurrent sessions will explore topical interests related to Silicon Valley Real Estate. (<http://www.ulisf.org/events/emerging-trends-in-real-estate-2013-silicon-valley/>)

### Concurrent Breakout Session A: The New Office

Join ULI Silicon Valley for a lively discussion about the future of office development. Trends in office development including flexible workspace and work styles, increased density, the neighborhood as an amenity, the augmented nature of urban design, and access to public and private transit will be explored. An examination of the current market and how it will continue to evolve in the present cycle will follow, as will a debate of the sustainability of current growth trends.

### Concurrent Breakout Session B: Downtown Revitalization in a Post RDA World

Downtown areas are often primary economic engines of a city. Today, however, many downtowns in Silicon Valley are faced with difficult issues, such as vacancies and sliding sales tax revenue. A panel of public officials will discuss how Silicon Valley cities can help stimulate revitalization in their downtowns during a challenging economic climate. Join them as they discuss the creative ways in which their cities are handling these challenges, the innovative planning tools they have implemented, and strategies they are exploring to encourage reinvestment in their downtown cores.

# URBP Student Experiences



My name is Joel G. Campos, and this is my first semester attending San José State University's (SJSU) Master of Urban Planning program. My passion lies in transportation planning and I've been intent on attending this program since I was undergraduate at Modesto Junior College. My inspiration to become a planner came through playing SimCity in high school; however, my desire to make my community a

better and more accessible place led me to found a non-profit organization in Modesto that hopes to provide transportation assistance to the most vulnerable populations of my community- with greater goals of having the momentum spread throughout the Central Valley. The organization is called the Valley Thinkin Institute, and it provides a variety of assistance to its beneficiaries through the aspects of access and mobility.

What I've learned at SJSU was that the San Francisco Bay Area, in addition to being the leading hub for high-tech innovation and development, is also an example of an extensive and sufficient network of public transportation systems such as BART, VTA light rail, and various bus routes. The Bay Area also has miles of bicycle lanes and pedestrian pathways which,

unfortunately, the Central Valley lacks. The Valley Thinkin Institute is a non-profit organization dedicated to tackling mobility and accessibility issues by providing Central Valley college students and low income families with more options for transportation. This organization doesn't own and operate a bus company nor can we donate cars to the less fortunate. On the other hand, the Valley Thinkin Institute can provide bicycles, wheelchairs, and bus passes to help them be more mobile, and by the aid of donations, can provide tablets with wireless capabilities in order for the beneficiaries to have access to the world, via the internet, where ever they travel. The Valley Thinkin Institute promotes bicycle safety awareness, computer literacy, and small capital improvement projects such as bike paths and bus stop shelters. I believe by investing in our communities and transportation networks, that will help pave the way for our future leaders to gain the information, education, and daily necessities they need. My goal through this non-profit organization is to help stimulate and boost the usage of alternative forms of transit in the Central Valley.

**Joel G. Campos**

President, Valley Thinkin Institute



My name is Maria and I am a first year MUP student with an emphasis on Environmental Planning. A few weeks into the Fall semester, I began a research assistant position for the Mineta Transportation Institute. I honestly had no idea what MTI was, particularly because I'm not from San José and I have never had an interest in transportation. Already having some years of experience

conducting research elsewhere, I figured it would be a fantastic learning experience!

I began working under the supervision of Asha W. Agrawal on a project aimed at determining U.S. priority for public transit. To determine this, I spent my time identifying surveys conducted on this topic by other entities across the nation. Sources were organized into spreadsheets and I was occasionally required to make phone calls to survey authors. Because all operations were made online or over the phone, I could work from anywhere with a computer and a phone. About a month into this project, I was invited to work on another project with Rick Kos. The California Department of Transportation

had asked MTI to conduct a census of statewide water transportation services (ferry and water taxis) and develop accompanying maps for the state report. Along with another MUP student, we completed the scope of statewide operations through online research and many, many, MANY phone calls. At this point, we are developing the GIS maps of ports and routes of ferry and water taxi operators in California.

Whether or not you are interested in transportation issues, you will gain much in working for MTI including excellent research, communication, and presentation skills, you will meet experienced professionals of varying expertise, you will have the opportunity to work on politically, socially, and economically significant projects, you will be exposed to major planning issues faced today, and you will most likely learn new skills you weren't expecting to learn (GIS, in my case). Some skills I found helpful to have in doing this job are strong organizational skills, time management, working knowledge of spreadsheets, RefWorks, and online databases, an easy ability to quickly search through and locate the information you need from a sea of irrelevant data, patience and persistence, and an openness to struggle and learn a new skill set. If you have the opportunity to work with MTI, I highly suggest you do not pass it up! Lots of learning and fun to be had!

**Maria Javier**