



UPC and APA Northern California Chapter Host Resume Blast

By John Tu

One of the most important aspects of going back to school to get a Master of Urban Planning, is the ability to land a job that utilizes the skills learned in the program. Prior to the economic downturns in last couple of years, possessing a graduate degree and some experience was enough to land an entry-level position. With fewer positions and fiercer competition, the UPC and Northern California Chapter of APA collaborated to provide advice on how to approach the job search, compiling a resume, and making a great impression during the interview.

On March 14, the collaboration hosted a resume blast and interview panel with an impressive and knowledgeable group of planners. In attendance was Hing Wong (ABAG), Hanson Hom (City of Sunnyvale), Rob Eastwood (County of Santa Clara), Scott Ruhland (City of Fremont), Crescentia Brown (Environmental Science Associates), Avalon Schultz (City of Union

City), and Tania Sheyner (Environmental Science Associates). Each presenter provided inside tips on the interview process, insights on the interviewers expecting from the applicants, and most important help to alleviate the stress of the process. Hearing the stories from the professionals helps the students gain confidence and adapt their strengths to meet the expectation of the hiring agencies.

The thirty-plus attendants were able to sign up for one-on-one consultation where our speakers were able to provide critiques on how to refine, style, construct, and generally make a resume standout among the many other competition. Students and speakers thanked the UPC and APA for hosting the event that was practical and timely to the current job conditions. The UPC and APA Northern Section plan to continue hosting similar events in the future.



Panelist provide tips and recommendations on how to meet the expectations of the hiring agencies.



On-on-one consultations provided feedback tailored to the future applicants.

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You can still get involved by joining the UPC in on of the following board positions:

Secretary – Treasurer –

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Contact the UPC for more details – admin@theupc.org

UPC Awards Six ULI Scholarships

The Urban Planning Coalition has awarded the following students a ULI Scholarship including student membership to the Urban Land Institute. Congratulations to the recipients.

William Chui

Prescott Reavis

Danielle Greene

Emma Reed

David McCormic

Regina Valentine

MUP Alumni Social Mixer

By Caitlin Campbell

On February 13, 2013, the MUP Alumni Steering Committee hosted a social mixer for current students, faculty and alumni in the Planning Department Lounge. The event was a huge success as current and past students were introduced to one another, socialized, made connections and enjoyed the tasty spread of food that was provided for the event. Special thanks to all those who attended and to the Department for providing the space of the lounge for the mixer.

The Alumni Steering Committee plans on having many more events like this in the future. If interested, please check back here for future alumni events and information.

If you have any thoughts on future Planning Alumni articles that you would like to see or contribute to please let us know. Contact Hanson Hom or Art Henriques with any inquiries.

Peer Adviser Connection Program – Reflections

By Laurel Torney

I was so nervous! GRADUATE SCHOOL! I felt so important, lost, afraid, excited, and more nervous at the thought of going to “big-kid” classes. Before the semester began, I had received several emails from various UPC board members about different aspects of the group including the mentorship program, PAC or Peer Adviser Connection. I had just finished up a mentorship back in Sacramento that was hugely helpful so I immediately signed up for this one in San Jose too! I was paired with some guy named John Tu who was a Speaker Series Coordinator. He and I both went to Davis for our undergrad and even knew some of the same people and I knew we would get along right away!

Upon meeting John, he immediately began

introducing me to everyone he could, asking me about what I hoped to do in grad school, and just genuinely being a great guy! Because of John, I helped with the finishing touches on the UPC Symposium, met a lot more people, and got a LinkedIn account. I also now understand the power of a good business card! While a lot of us may think we are adults now and we got this!, many times we can find ourselves just sitting on our couch wondering why the hell we decided we could do this. What made me think I could write a grad school paper, let alone a thesis? How did I think I could balance my time between classes, work, applying for more work, social time, eating and sleeping? At those times, it was so eerie, John just somehow knew I was



on the verge of a breakdown and I would get a random text or Google chat from him just asking about my life and could talk me out of whatever slump I was in because he had been there before. He knew exactly what I was going through and knew exactly what to say to make sure I felt better. The PAC program is a wonderful program I want to continue into next year and I hope that the future mentors and mentees get as much out of it as I did. John, THANK YOU!



For more information on the

**Urban
Planning
Coalition**

or to get involved, go to theUPC.org.

CRED Symposium

By Jason Su

On Thursday, April 25th, the SJSU Department of Urban and Regional Planning and the Urban Planning Coalition hosted the symposium “The Future Real Estate and Space Needs of the Tech Industry in the Bay Area.” With over 130 people attending, the room was full of developers, architects, city planners, and students eager to hear from professionals on the current and future trends of real estate and tech. The symposium was christened by Mohammad H. Qayumi, President of San Jose State University, and Sheila Bienenfeld, Dean of the SJSU College of Social Sciences, proud of the new Certificate in Real Estate Development initiative by the department, and the caliber of speakers and degree of interest in the subject.

The symposium began with opening sessions by Philip A. Mahoney, Executive Vice President of Cornish & Carey Commercial Newmark Knight Frank and Ellis M. Berns, the Assistant Community Development Director/Economic Development Manager for the City of Mountain View, to talk about the current and future trends of the tech industry real estate needs.

Following, Ed Axelsen, Director of Real Estate and Facilities at Twitter, and Jay Bechtel, Real Estate Project Executive for Google, discussed the types of facilities tech industries seek, and the need to understand that not all tech industries are the same.

A panel focusing on implementation included Craig Almeleh, the Founder & Senior Principal of ARC TEC, Inc., Hanson Hom, the Director of Community Development of the City of Sunnyvale, and Tim Steele, the Senior Director for Real Estate Planning with the Sobrato Organization. Discussion revolved around development goals and regulation, infrastructure strains, and public private partnerships to collectively encourage growth.

Special thanks to Professor Asha Weinstein Agrawal, Professor Ralph McLaughlin, Dr. Scott Lefaver, Mark Lazzarini, and Jason Su, whom have been instrumental in the planning and promotion of the symposium.

See the write up on the Silicon Valley Business Journey for more in-depth reporting of the symposium: <http://www.bizjournals.com/sanjose/news/2013/04/26/tech-real-estate-6-crucial-issues-in.html?page=all>

APA – California Northern Chapter Update

Kayak Elkhorn Slough

May 11, 2013

Monterey Bay Kayaks, 2390 Highway One, Moss Landing

11 AM–1 PM, Monterey Bay Kayaks, 2390 Highway One, MOSS LANDING. Join SJSU Alumni for a two hour guided kayak tour in Elkhorn Slough. A “must see” for naturalists, the Elkhorn Slough is California’s second largest marine wetland and has important habitat for sea otters, harbor seals, and over 250 resident and migratory birds. Monterey Bay Kayaks provides easy beach access, and most of the marine mammals can be found within the first two miles of the slough. The two hour “Family Adventure Tour” is a perfect, quick getaway for beginners and families. The tour includes a knowledgeable guide, sit-on-top double kayaks and paddles, wetsuit or paddling jackets and pants, and life jackets. \$50. Please RSVP by reserving your spot online at Monterey Bay Kayaks by Saturday, May 4, and indicate in the notes section of the reservation form “SJSU Alumni Group.” Bring extra cash for lunch afterward at famous Phil’s Fish Market. For more information, contact Michele Rodriguez at Michele@boggis.com or (415) 309-1608.

North Bay RAC Brown Bag Series: Housing Element Reform

May 16, 2013

Sonoma County Permit and Resource Management Department Front Conference Room, 2550 Ventura Avenue, Santa Rosa

12-1 PM, Sonoma County Permit and Resource Management Department Front Conference Room, 2550 Ventura Avenue, SANTA ROSA. Pete Parkinson, AICP, will discuss Housing Element Update Guidance issued recently by HCD. The Guidance document is available on the HCD website here. This Guidance provides a completeness checklist and a “Streamlined Update” template that should help cities

and counties prepare a compliant Housing Element in this next round. Pete was a member of the Housing Element Working Group convened by HCD to develop this new Guidance. He will also talk about recent leadership changes at HCD and other issues related to HCD’s review of local Housing Elements. Bring your lunch, dessert will be provided. Free. RSVP by May 14th to Kristine Gaspar at kristine.gaspar@ghd.com or (707) 523-1010. CM | 1.0 pending

2013 APA California Northern Section Planning Awards

May 17, 2013

Scott’s Seafood Restaurant, Jack London Square, Oakland

6:30 PM, Scott’s Seafood Restaurant, Jack London Square, OAKLAND. For information and to download an event flyer, click here.

To reserve online until May 16, click here. A limited number of tickets may also be available at the door. For more information, contact Awards Co-Directors Eileen Whitty at ewhitty@ebmud.com or John Cook at j.cook@circlepoint.com.

Dreamy Transportation Planners Happy Hour (APA-ITE-WTS-YPT)

May 22, 2013

Jillian’s, 175 Fourth Street, San Francisco

6–8 PM, Jillian’s, 175 Fourth Street, SAN FRANCISCO. Imagine this: all of your favorite Bay Area transportation organizations in one place on one night. Dream come true, right? What if we also said there would be free billiards and free appetizers? And games and possibly prizes? Voila! Your dream event is just around the corner and we hope to see you there. To register, click here.

California Association of Environmental Professionals- San Francisco Bay Area Chapter Update

Coastal Development Permitting

May 21, 2013, 5:30 pm - 8:00 pm

Pyramid Alehouse, 901 Gilman Street, Berkeley

California's coast offers over a thousand miles of recreational opportunities to be with nature. It is also an attractive area where people and communities want to live. How can we balance those two forces in a way that preserves our environment for future generations? Our May learning event will provide an overview of coastal permitting and some of the recent legal developments, a discussion of the regulations that govern the coastal development process and recommendations for working with the Coastal Commission, and how we can work with municipalities that have their own coastal development plans. Time will be provided afterward for questions and answers with the panel.

\$10 for AEP student members or \$20 for non-AEP students; \$25 for AEP members or \$35 for non-AEP members.

A buffet style dinner is included in the cost of the event.

Recycled Water: Regulatory Issues, Funding Sources, Environmental Review, And Case Studies

May 29, 2013, 5:00 pm - 7:00 pm

URS, Post Montgomery Center, One Montgomery Street, Ste 900, San Francisco

Management of recycled water is evolving, as recently the SWRCB amended its Recycled Water Policy and California Department of Public Health published draft groundwater recharge regulations. The first half of the event will provide a brief update on recycled water regulations, and then discuss how federal and state funding mechanisms for water projects influence environmental review. The second half of the event will focus on case studies that showcase planning, permitting, and project implementation challenges and successes for several recycled water projects in Northern California.

\$10 for students and AEP members or \$15 for non-AEP members

For questions, contact Nisha Been, AICP at nishac77@gmail.com. AICP credit pending APA approval.

UPC Ph.D Panel

By Jason Su

Often the discussion of planning careers falls into the dichotomy of the public sector and the private sector. However, academia and the pursuit of urban research is a burgeoning and important leg in sound urban planning policy and design. Understanding this missing leg, and seeing that there is a lack of attention to the pursuits of academia as a field, the Urban Planning Coalition developed the Ph.D Panel event to fill this professional development gap.

The Ph.D Panel involved professors from throughout the SJSU College of Social Sciences. Panelists included our very own chair, Professor Asha Weinstein Agrawal as well as Professor Julia Curry of the Mexican

American Studies Department, Professor Gregory Feist of the Psychology Department, and Professor Karthika Sasijumar of the Political Science Department. The event pulled in over 20 attendees of all disciplines, and focused on both the application process and Ph.D student lifestyle to be expected by people applying for higher education.

Key points of the panel is to make sure that before you apply, you understand that the Ph.D process is not an easy one. At times, the research may be lonely, and requires perseverance above all else as a trait for success. Additionally, one must feel extremely passionate about both the subject and the desire to contribute to the greater body of knowledge. The attendees left with a greater understand of what is required of Ph.D students, and gained greater insight to the expectations and demands of academia.

SJSU Student Leadership Awards

We are proud to announce that the Urban Planning Coalition and one of our board members have been recognized by Associated Students for our exemplary work this year.

Outstanding Social Program

Urban Planning Coalition

Outstanding Student Organization Member

John Tu

Best Social Event

Urban Planning Coalition PARK(ing) Day

Organizers: Veronica Flores

Jessica Setiawan

Exploring the RE Industry San Francisco

By David McCormic

For those of us who attended the Friday, April 5th event, 'Exploring the RE-Industry San Francisco', the day clearly had something for everyone. Many of our members however, might be interested to hear what they had missed. For the ULI Young Leader's Group, this was the first tour of its kind and attracted students from Cal, San Jose State, and UC San Francisco, all of whom were treated to a whirlwind tour of several Real Estate development and design firms located in San Francisco.

At 8am sharp we gathered at Tishman Speyer, all of us in appropriate business attire with pastries and coffee in hand. Curiously clad in ivy wallpaper, the room at Tishman Speyer also held a large teak conference table around which we were sat. This imagery combined to relay the firm's excitement over Foundry III, its newest office building in San Francisco which will house the City's largest indoor living wall. Kristian Weeks, our Tishman Speyer representative, fielded questions from attendees and relayed his own experience working in a national yet vertically integrated development firm. His personal experience also highlighted career opportunities with Tishman Speyer's 'Analyst' & 'MBA Leadership' programs.

Continuing our tour at ARUP, we were allowed onsite to explore the new Transbay Transit Center excavation and to get our feet wet, literally. All joking aside, this part of the tour was an excellent chance to see human ingenuity in action. Equipped with hardhats and neon vests we followed our guide, Stephan McLandrich, to the great 'hole'. Once there, the nearly five acre void before us came to life as he described the physics of urban

redevelopment. As Senior Geotechnical Engineer, he explained how the maze of braces, concrete, and anchor rods, held back the inward force of surrounding buildings as crews readied the site for construction. For those interested in 'big data,' he even noted how a network of six 'automated total station arrays' monitor the site 24/7 tracking thermal expansion and construction progress. Accurate to less than an inch, this system records how the site 'breaths' and even posts this data online.

After ARUP we met with Adam Chall of TMG Partners. Having risen from broker to developer, Mr. Chall relayed his personal sentiments of the industry along with TMG's principles of careful site selection and 'value added development.' He summarized these guiding concepts by noting the Gretzky mantra of "skating to where the puck will be." In a similar fashion he depicted TMG as known for its "huh? to duh!" development style, in which seemingly risky development projects come to realize TMG's solid bottom line. This unexpected stop on our tour included discussion of adaptive reuse, cost comparisons, and competitive advantage, even while Mr. Chall underscored the value of timing and concluded by encouraging us to find our passion and take risks...

Headed to the office of AECOM, I'd have been surprised to learn a single planner among us wasn't excited to see the inner sanctum of this global design firm. Occupying several floors within a refurbished building, our quick, yet huddled stairway ascent led us into the attractive open lobby of AECOM's San Francisco studio. Like an enormous loft, AECOM's open layout offers a tantalizing glimpse of the work within. In the entry lounge we were ensconced by the artful rendering of world class development projects, I noted one corner held the Rio Olympics Vision Plan. Our tight schedule however, soon had us up one last flight of stairs and entering the comfortable yet modern conference room. There, Corrine

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Urban Land Institute Update

Market Update Series: Hospitality

May 22, 2013, 5:30 pm - 7:00 pm

Omni San Francisco Hotel, 500 California Street, San Francisco

The hospitality market in San Francisco is heating up, but faces challenges that are familiar across real estate market segments and as well as other unique challenges, such as disruptive new technologies and unusual new financing source. Please join our star-studded panel to update the San Francisco community on recent trends and debate/discuss the changes in demand drivers, supply options, and strategies for 2013 and beyond. Registration and hosted reception will begin at 5:00pm, followed by our panel discussion at 5:30pm and a networking reception from 7:00-8:00pm.

Sneak Peek: Rincon Green Tour

May 28, 2013 8:00 am - 9:30 am

Rincon Green, 333 Harrison Street, San Francisco

Join us for a tour of the Emerald Fund's Rincon Green, a seven-story, 326-unit residential development recently opened in San Francisco's Rincon Hill neighborhood. This inviting, sustainably designed community includes amenities such as a community park, rooftop lounge with hot tub and grill, 24-hour fitness center, concierge and café, on-site flex car, and panoramic city views. Come hear a lively conversation about the unique challenges of Rincon Green from project representatives.

2013 Spring Meeting Roundtable Review

May 30, 2013 5:30 pm - 7:00 pm

SFSU Downtown Campus, 835 Market Street, Room 673, SF

Hear Bay Area-based experts report on national and global trends gleaned from ULI's Spring Meeting in San Diego. After the panel presents, we will break up into roundtables and you'll have the opportunity to ask questions and have small group discussions at panelists' tables (two, 20-minute breakout sessions). Join us for a reception immediately following.

New Member Happy Hour

May 30, 2013 5:30 pm - 7:00 pm

ARUP, 560 Mission Street, Suite 700, San Francisco

New to ULI or recently transitioned from another state? If you have become a member of the Urban Land Institute within the last six months, please join us at our New Member Happy Hour. Attendees will be given an overview of the opportunities available within the organization on a local and national level, meet ULI membership committee representatives and learn how to take full advantage of their membership. In addition, there will be ample time for questions and time to connect with members—new and experienced.

Beer, wine and appetizers will be provided by the ULI San Francisco Membership Committee.

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Stewart, an AECOM Associate Urban Planner, discussed the firm's design philosophy, an effort to improve science within the art of planning. On tap at AECOM were projects including urban design for the America's Cup, revenue development for struggling timber companies and even a deferred maintenance program for LA's many municipal buildings. This wide array of projects highlighted the opportunities within private sector planning. Consequently, we followed with no shortage of recruitment questions, admittedly, I asked two. To these inquiries, along with questions of planning's more political aspects, Ms. Stewart emphasized the value of flexibility and the need to double check your work. When asked of AECOM's culture, she acknowledged the risk of cliché but described the company as a mix of hard work and hustle with the freedom to work in fun independent studio teams. Indeed, we had our suspicions of the latter, having passed by a combined ping pong/pool table.

At our last stop, the Prudential Mortgage Capital Company, Mike Jameson, the San Francisco ULI District Chair, treated us to a deliciously catered meal from Specialty's. Over lunch, with stunning views of the bay bridge, we were privileged to explore the world of Real Estate investment as narrated by Mr. Jameson along with Tracey Luke of Invesco and Elizabeth Velasquez, a Loan Originator with Prudential. Somewhat foreign to my planning school background, this discussion offered a new perspective on what projects make for attractive real estate investment. Among our presenters, a consensus emerged over the importance of 'good sponsorship' and track records for the successful acquisition of funding. Meanwhile, market trends in e-commerce have increased the attraction of 'experiential retail' concepts. Most interesting to me however, both Tracey and Mike acknowledged rising pressure among European clients to address environmental concerns through investment, while at the same time noting this influence has yet to translate on our side of the Atlantic.

URBP Student Experiences

URBP 256: Local Transportation Planning

By Laurel Torney

The engagement unit for this semester's URBP 256 Local Transportation course is a project in conjunction with VTA where the students prepare, facilitate, and report on a survey of residents from various TOD (transit oriented developments) apartment and housing complexes in Santa Clara County. The class was divided into three teams. 1) To design the format and questions for the survey 2) to outreach to the TOD sites and analyze the

data and 3) to write the report. The survey asks residents to give their travel habits to and from their home to determine if living next to a transit station lessens the resident's propensity to use transit and thus drive less frequently. The TOD complexes chosen were required to be open for more than 1 year, to be within 0.65 of a mile of a transit stop, and have more than 80 units.

The activity follows up on a similar class project the 2010 Local Transportation class did that focused on the parking requirement levels at TOD sites. That analysis discovered that the parking requirements at TODs were too high in that each parking lot was under-utilized.

APA National Conference, Chicago

By: Marco Arguelles

My name is Marco and this is my first year in the MUP Program. I had the great opportunity to attend this year's APA Conference in Chicago. I was very excited for this trip not only because I knew I would be in the presence of some of the most innovative and important people related to planning but also because I have never been to Chicago, I would get to hang out with my best friends who is attending graduate school in Chicago, and the Giants were in town for a series, so I knew the trip would be a "homerun." This being the second APA conference I have attended, I came in with a strategy to attend more programs that dealt with issues I was not too familiar with, network as much as possible, and of course take in the sites.

The APA Conference had programs, workshops, and tours that covered a variety of planning issues. The programs that I attended and found most interesting were "Urban Street Character Typologies Reconsidered" and "Introducing New Density to the Neighborhood." The "Urban Street Character Typologies Reconsidered" program highlighted efforts in Portland, San Francisco, and Vancouver to reinvent streets in urban areas with innovative designs that include complete streets, plazas, and parklets. The "Introducing New Density to the Neighborhood" program highlighted the need for more density in infill and redevelopment areas and how to address concerns from neighborhood opposition.

The social and networking events were really helpful as I got to introduce myself and pick the brains of current professionals. For much of the trip I shared the experience with fellow MUP students Alvin Jen, Jason Su, and Rebecca Walters, as well as adjunct lecturer

Hing Wong. One of our experiences together was attending a social event for international planners complete with food and drinks, and it was great representing San Jose State. The conference provided great networking opportunities as I was able to get in contact with many Bay Area and international planning professionals, which are the two main locations I am interested in working in when my career starts. The poster sessions by graduate students, which highlighted projects, provided me the opportunity to meet my peers from around the country, but also get a perspective of the trends and interests the new generation of planners are thinking about.

My favorite memory of the trip was just playing tourist and exploring Chicago. As a planning student and someone that loves history, there is no better enjoyment than seeing projects in person that you have only read about or seen documentaries on. Being able to see what is left of Daniel Burnham's City Beautiful Movement from Chicago's World's Fair site as well as Robie House by Frank Lloyd Wright was a great experience. Exploring downtown Chicago with its awesome mix of skyscrapers from different eras and architectural styles, walking around the University of Chicago which made me feel as if I was at Hogwarts, and even catching the Giants vs. Cubs game at Wrigley Field that went into extra innings were all great experiences. Of course this trip wouldn't have been as fun if I didn't share these experiences with anyone, having the San Jose State contingency, being able to explore the city with some of my undergraduate planning colleagues from the University of Colorado (my alma mater), and attending the Giants game with one of my best friends who lives in the area all made the trip great. Even though I lost basically a week from catching up on school work, the trip was well worth it! To end, here is a quote from APA President Mitchell Silver, "planning is not in your head but in your heart."