



SEPTEMBER 2003

“But Tell Me, Where Do the Children Play?”

—Cat Stevens

by Steve Matarazzo

I took my daughter to kindergarten today. It was 7:40 when the teacher opened the door to let her and her friends in, and I said goodbye. As I was walking away, the teacher took a double-take and realized that mom didn't drop-off Carly today, it was dad. I attempted to make a clean getaway when I heard Mrs. Brown's voice - "goodbye Stevie, have a nice day!" And, instantly I was transformed into the 6th grader that she nurtured so many years ago. The magnitude of my smile caused my jawbone to creak.

I started my day in a different frame of mind after that greeting. I flashed back to my childhood and tried to fuse that memory with my daughter's current experience. I hope she has the same community "amenities" that I had. She is off to a good start given our mutual luck with grade school teachers. She is also fortunate in the fact that we have joined a community recreation club not far from our Aptos, California home.

There, we swim and meet new friends and neighbors. And, it is where we will eventually play tennis together. Just down the street from the rec club, is the beach. The Aptos community, as the one in which I grew up, offers a wide array of playgrounds, forests, nearby beaches, and walking and riding paths in which to discover the environment and expand your imagination and creativity as you discover your own independence. There is no doubt that this kind of recreational opportunity was an important ingredient within my psyche leading me to become a city planner. It's surely the reason my daughter will become the first Italian-Catholic woman President of the United States!

Let's remember to plan our cities with the "frills" of recreational diversity and other cultural amenities. To paraphrase Mr. Gailey of Miracle on 34th Street—it is those lovely intangibles that prove to be the most important things in life.

AICP College Bowl—It's all just a game . . . Or Is It?

Are you a planner whose synapses crackle with vast stores of planning knowledge? If so the Northern Section needs you to match wits with the best and brightest through out the state in the annual AICP College Bowl. The Northern Section hopes to assemble a team of planners to represent their members in this "Battle of the Sections". Do you have what it takes to compete? We need team members who possess knowledge of the profession so vast, so deep, and so illuminating that other planners are rendered speechless.

Teams will compete for fabulous prizes and each will have the opportunity to vote off the weakest link! Will the Northern Section win it all??? Surely the potential is there. If you are up to the challenge of competing on the team or simply willing to learn, please e-mail awelsh@saratoga.ca.us for information.

To witness this epic event and heckle the opposition while cheering on the home team, the time and place is given on page four.

(continued on page 4)

DIRECTORY

Director

Hing Wong, AICP 510/464-7966

Immediate Past Director

Jeri Ram, AICP 925/833-6617

Director Pro-Tem

Juan Borrelli, AICP 408/993-9224

Treasurer

Tim Woloshyn, AICP 415/896-1186

Administration Director

Billy Gross, AICP 510/528-5765

AICP Coordinator

Don Bradley, AICP 650/592-0915

Ethics Review Director

Carol Barrett

Awards Program Director

Larry Tong 510/544-2621

Communications Director

Jerry Haag 510/644-2106

University Liaison

Zack Dahl 831/465-0677

Legislative Director

Kit Faubion 510-351-4300

Professional Development

position open

Membership Director

Christopher Wolf, MPAA 415/412-2672

International Director

Jennifer Andersen, AICP 510/494-4648

Student Representative

Anthony Drummond 408/277-4282

Regional Advisory Committees (RACs)

Central Bay Area

Andrea Ouse, AICP 650/598-4212

East Bay

Jennifer Carman, AICP 510/215-4330

San Francisco

Sherman Luk, AICP sluk@alum.mit.edu

South Bay

position open

North Bay

Pat Collins 707/575-1933

Monterey Bay

Michael Bethke, AICP 831/459-9992

Far North

George Williamson 707/825-8260

Newsletter Editor

Ann Welsh, AICP 408/868-1230

Advertising Director

see Jerry Haag above

Newsletter Designer

Juliana Pennington 415/824-4375



specializing in visuals
for the planning and
design professions

Juliana Pennington

Graphic Design

Technical Illustration

Communications Design

Exhibit Planning & Design

DIRECTOR'S NOTE

The California Chapter APA Conference in Santa Barbara is coming up at the end of this month. The theme is "A Link to the Past . . . A Bridge to the Future". There is still time to register for the conference by going to www.calapa.org. Conference fees will go up after September 12. This is also a great way to network with hundreds of planners from throughout California.

At each state conference, the California Planning Foundation holds an auction to raise money for student scholarships. This year's auction will be on September 29. If you or your company/agency would like to help out in this very worthwhile event by donating an item to the auction (even if you're not attending the conference), please contact me. Some of the more popular items in the past have been walking tours, balloon trips, bed and breakfast accommodations, old maps, and bottles of wine. Donations are only limited to the creativity of your spirit. All contributions are tax-deductible and will help guarantee the future of our profession by assisting top planning students. Over \$10,000 have been raised in these annual auctions for the past few years!

We are still looking for planners to assist in the planning of the 2005 National Conference in San Francisco. If you would like to join in on the fun of organizing this event, please contact me or come to the next meeting which will be on Saturday, September 13 from 10am to 12 noon at the MetroCenter, 101 Eighth Street in Oakland.

I would personally like to thank **Larry Tong** for coordinating the Awards Program this past year and **Pierce Macdonald** for being the editor of many Northern News issues! Both have worked hard in their roles, but have decided to step down from their office. Please welcome **Ann Welsh** as our next newsletter editor. We are now looking for someone to take over the responsibilities of the Awards Program. Other positions that are available on our Board include the Advertising Director for the newsletter and various RACs. As you can see, if you have a desire to serve, there is space for you!

EDITOR'S NOTE

Preparing my first edition of the Northern California Newsletter has been a scramble. In these past weeks I've experienced the agony of whole drafts vaporizing into the computer void. I've pared away thousands of words in an effort to distill the essence of meaning. And I've enjoyed the satisfaction of creating a finished product. Hopefully after this first try, I'll be on the down side of the learning curve and things will get easier.

Appreciation goes to Pierce McDonald for all the help she has given me in this transition period. Maintaining the level of excellence that she demonstrated in her two-year tenure as Newsletter editor will be a difficult mark that I'll strive to achieve.

As a final note, please keep those articles and stories coming.

Ann Welsh

NEWSLETTER INFORMATION

EDITORIAL

Ann Welsh, AICP

editor

Tel: 408/868-1230

Fax: 408/867-8555

e-mail: awelsh@saratoga.ca.us

13777 Fruitvale Avenue

Saratoga, CA 95070

ADVERTISING/JOB

Jerry Haag

contact

Tel: 510/644-2106

ADDRESS CHANGES

Membership Department

APA National Hqtrs.

122 South Michigan Ave., Ste.1600

Chicago, IL 60603-6107

312/431-9100

The deadline for submitting materials for inclusion in the **Northern News** is the 16th day of the month prior to publication.

Letter to the Editor

Dear Editor,

I enjoyed the "Planning-Related Films" list (July/August Northern News), but I noticed two omissions:

1. It's a Wonderful Life - Jimmy Stewart's character dreams of being an architect/planner/developer.
2. Quick Change - Bill Murray plays a disgruntled (doesn't he always?) urban planner for the City of New York who is upset by the destruction of historic buildings.

*Daniel Lauber
AICP President
Planning/Communications
River Forest, Illinois*



**Top 10
Reasons to Give
APA Your
E-Mail Address**

**#2
We will send
AICP members
a link to each
new issue of
Practicing Planner.**



American Planning Association
Making Great Communities Happen

**APA Northern Section
Holiday Blow-Out Party**

This year's holiday party is at Thirsty Bear Tapas Restaurant and Micro Brewery in San Francisco. The date is set for December 5th, the first Friday of the month. This restaurant has a great urban chic understated character with exposed brick walls and mural sized contemporary paintings. Located in the shadows of SFMOMA and Yerba Buena Gardens, the food is as interesting as the neighborhood. The Spanish tapas and paellas come in a sumptuous array of combinations and the microbrew selection is one of a kind. This should be a great party in a great location. Please make it a point to be there.

Call for Nominations

Elections will be held this November for the positions of Director Pro Tem and Treasurer of the Northern California Chapter of APA. These offices have a term of two years. Nominations for these two important positions may be sent to the Nominating Committee c/o awelsh@saratoga.ca.us or mailed to Nominating Committee c/o Ann Welsh, Community Development Department, 13777 Fruitvale Avenue, Saratoga, CA 95070.

Please submit name and position sought by October 15. A nominating petition which includes the candidate's name, address of membership, work or daytime telephone number, position being sought, and the signatures of five (5) section members.

Cuba

International Planning Section leaves for CUBA! This will be a nice small group of folks all interested in city planning issues. Seats still available! Don't miss out; this could be your last chance to see Castro's Cuba legally!

**2003 AICP Exam — State
Wide 66% Pass Rate**

The Northern Section is proud to announce that 38 members have passed the 2003 AICP Exam! Comparing these numbers with state and national figures is interesting. For example, in the entire California Chapter, 197 people took the exam. The pass rate was 66% which is higher than the national pass rate of 61%. Surprisingly, almost one third of those passing the test were from the Northern Section. With eight APA Sections throughout the state, the fact that almost one third of those passing, hail from the Northern Section, is a positive reflection on the profession in Northern California. Congratulations go out to the illustrious 38 who are named below.

- | | |
|-------------------|-------------------|
| Aaron Aknin | Micah Hinkle |
| John Beutler | Kari Holmgren |
| Allison Borden | Donna Kenney |
| Sara Bortolussi | Neal LaMontagne |
| Miroo Brewer | Shaunn Mendrin |
| Colin Burgett | Mika Miyasato |
| Britta Buys | Susan Ondik |
| Darcy Byrne | Tom Passanisi |
| Martin Carver | Barry Pearl |
| Areewan Chaicharn | Sharon Priest |
| Gregory Delaune | Adam Rosa |
| Sarah Dennis | Daniel Sider |
| Damon DiDonato | Belinda Smith |
| Robert Eastwood | Brian Swanson |
| Dennis Gillespie | Cynthia Van Empel |
| Peter Gilli | Lata Vasudevan |
| Steven Goetz | Susan Walsh |
| Trent Greenan | Jackie Yang |
| Jason Hilgefort | Elisabeth Young |

College Bowl *(continued from page 1)*

**California State Planning Convention,
Santa Barbara**

Date and Time: Tuesday, September 30,
2003 @ 3:30 pm to 4:45 pm

Host and Referee: Tom Jacobson, AICP,
Professor of Environmental Studies and
Planning at Sonoma State University

Distinguished Judges:

- Frank Wein, FAICP, DPDS, Urban and Environmental Planning Manager, URS Corporation, Los Angeles
- Steven A. Preston, FAICP, Deputy City Manager, City of San Gabriel
- David Storer, AICP, Assistant City Manager, City of Elk Grove

Prize Patrol: Marjorie Blom, Stanislaus LAFCO, Modesto

Briefing Papers Show How Urban Parks Can Help Solve City Issues

—APA National Offices

The City Parks Forum, a special initiative of the American Planning Association (APA), offers a series of briefing papers that show how to use healthy parks as a catalyst to address a wide range of municipal issues from improving the local economy to reducing crime.

Briefing papers published to date include "How Cities Use Parks for Community Revitalization" by Peter Harnik; "How Cities Use Parks for Community Engagement" by Mark Francis; and "How Cities Use Parks For Economic Development" by Megan Lewis, AICP.

Other topics to be addressed include using urban parks to reduce crime, improve public health, attract the "Creative Class," provide green infrastructure, undertake smart growth and enhance tourism. Copies of the briefing papers are available through APA's website at www.planning.org/cpf/briefingpapers.htm.

Hundreds of Communities Developing Plans

for Floods, Other Natural Hazards in Response to Federal Program

APA National Offices- In response to a new federal grant program to develop hazard mitigation plans, hundreds of communities are preparing plans in order to reduce risks and potential losses from natural catastrophes, the American Planning Association (APA) finds.

"The federal government's pre-disaster mitigation program is leading many communities to recognize the value good planning plays in keeping development and people out of nature's way," said APA Executive Director Paul Farmer, AICP. "In order for communities to be safe and sustainable, they also must be disaster resistant," he added.

Some 1,200 local pre-disaster mitigation plans are now being reviewed by the 10 regional offices of the Federal Emergency Management Agency (FEMA), but the number is expected to increase as more communities submit the plans for approval.

Since May, FEMA has issued nearly \$10 million to 26 states and one territory to assist local jurisdictions in developing multi-hazard mitigation plans. The deadline for applying for \$150 million in pre-disaster planning grants appropriated by Congress for Fiscal Year 2003 is Oct. 6. Congress also approved funds for FY 2003 that allow communities to do post-disaster planning.

Hazard mitigation plans are important for several reasons: reducing the potential for private property loss and public property damage; minimizing possible disruptions to a community's economy as a result of a disaster; and protecting hospitals, power plant and other vital facilities from hazard-related damages or losses.

To help communities prepare these plans, APA has developed a workshop, "Planning for a Disaster-Resistant Community". APA worked with FEMA staff members to develop the workshop.

(For information on the workshop go to www.planning.org/research/disaster.htm.)

JOBS

**Join Our Growing Team!
Environmental Project
Manager**

RBF Consulting is a full service, multidisciplinary firm offering a broad range of planning, design and construction services in the built environment. Drawing on the expertise of 700 professionals, our "niche" is exemplified by our ability to work in environments that pose unique design challenges, including difficult environmental constraints, sensitive habitats, contentious community issues, stringent cost controls, and severe engineering limitations. Founded in 1944, RBF has offices located throughout California, Arizona, and Nevada, and currently has an exciting opportunity available for an Environmental Project Manager to join our team in San Jose, CA.

Environmental Project Manager: Position requires a Bachelor's degree in Environmental Planning, Urban & Regional Planning, or related technical field, and 10+ years of experience with CEQA/NEPA compliance. Responsibilities include the preparation and processing of CEQA/NEPA documents, quality assurance review of documents, management of project teams and subcontractors, and jurisdiction and agency coordination. Expertise in marketing and proposal preparation, and excellent communication and organizational skills are essential. Experience in the consulting industry preferred.

RBF offers an excellent compensation and benefits package, and the opportunity to develop your career with a fast growing, family oriented company! Visit our website at www.RBF.com to learn more!

RBF Consulting, 111 W. St. John Street, Suite 850 @ San Jose, CA 95113 @ Fax: (408) 993-1600. Email: hrmail@rbf.com
EOE M/F/D/V

Web Sites • Top Picks • Check These Out!

The first web site pick is Parole (<http://parole.aporee.org>). Parole is a dynamic thesaurus/dictionary of modern concepts in urban development. It was launched in June 2000 on the occasion of the International Exhibition of Architecture at the Biennale in Venice, Italy. Currently, about 900 words related to the transformation of the urban landscape are organized in a hypermedia database, along with more than 1,000 links to and from the internet. Images, text, quotations, comments, fragments of text, links to external websites, videos, sounds, and web cams are some of the scattered elements it contains. Neologisms, slang terms, theories, utopia projects, nicknames attributed to specific sites, urbanism, architecture, anthropology and contemporary art are some of the multiple materials included in Parole

In this site you can find out who coined the term “megalopolis” (Jean Gottman). You can also find definitions, quotations and bibliographies for the terms “BANANA” (Build Absolutely Nothing Anywhere Near Anything) and “TOADS” (Temporary Obsolete Abandoned Derelict Sites).

(Excerpted from Coastal Connection Newsletter, Summer 2003)

The second web site pick is Rich Carson’s Great Planning Quotes which has 131 different quotes from Woody Allen to Marcus Aurelius. If you’ve ever needed a quote to get your lecture or report rolling this is the place to find it.

Visit (<http://planneronline.homestead.com/quotes.html>)

(Excerpted from IES Newsletter, Summer 2003)

The third pick is the California TOD website (<http://TransitOrientedDevelopment.dot.ca.gov>). This web site is a database that provides detailed information on Transit Oriented Developments in California. Users can “Explore” station areas or projects and search for specific data. The web site provides information such as maps, land uses, zoning, parking requirements, census data, and numerous reproducible photos. A one-half mile radius around each transit station is the scope of the data.

Created by California Department of Transportation and Cambridge Systematics, the California TOD website is a useful tool for local officials, planners, business owners, residents, lenders, local community groups and many others who wish to understand or implement transit-oriented development.

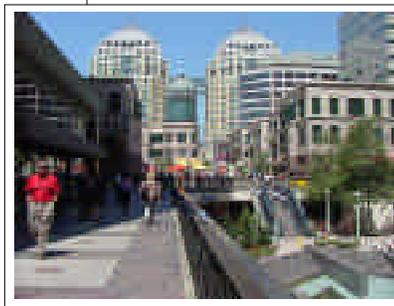
Have fun surfing these sites!

If you have a web site of interest to planners please send the web address to awelsh@saratoga.ca.us

International Director’s Notes

Well, only a month to go before we board the plane to Cuba. We have a great group of planners and their guests, but due to the economy, we have had a few cancellations, so we do have a few seats left. The trip is now open to anyone interested in attending who has an interest in finding out what Castro’s Cuba is like - you do not have to be a member of the APA or a planner to go! This may be your last chance to go to Cuba legally, as our State Department does not plan to issue any licenses to Cuba in 2004.

Call or email me for more information
(510-750-6510 or anderjenn@comcast.net).



Oakland City Center TOD



American Plaza Station, San Diego TOD

Update your membership on line

The Power Broker

Robert Moses and the Fall of New York
by Robert A. Caro, Vintage Books, 1975

Rarely read books, but *The Power Broker* had pictures; so it met one of my criteria for a book worth reading. A fellow planner loaned it to me in 2001; after we talked about the PBS series on Robert Moses. At the time, she asked me to return it sometime in 2003. I took it with me last May, on my one-week vacation at the beach. Once I started, I looked for every opportunity to read it until I finished about three weeks later. It has footnotes and an index, so it is almost like a textbook. But it won a Pulitzer Prize when it was published over 20 years ago, so obviously it is well written.

While it may be old, it documents how a bureaucrat reshaped the nation's biggest city over his 40+-year career. For any planner with a fantasy of what it would be like to implement your ideas the way you want in the city where you work, you need to read this book. Moses realized that fantasy, which turned out to be a nightmare to others and which left a legacy that New York is still suffering through today. After reading this book, you'll understand why you should leave that fantasy alone.

Although Robert Moses operated in a much simpler world, many of the techniques he used, working with politicians, the media, and the legislative process in pursuing his agenda still hold some truth for us today. It also helped reinforce for me the reasons why laws concerning environmental review, public disclosure and tenant/resident relocation are so important. It is also amazing to understand how much one person could accomplish without all the technology we take for granted today.

My only disappointment about the book was that it ended so quickly. About three-quarters of the book dwells on Moses' rise to power and how he used it. Only a few hundred pages describe how he lost that power and why. I wanted to know more about how people were able to overcome his will, and about their strategies and arguments he was unable to defeat. The book shows how powerful one person's ideas can be in shaping our environment. Something I pondered when I chose planning as a career.

Steven Goetz, AICP is Deputy Director - Transportation Planning Division, Contra Costa County Community Development Department



EIP ASSOCIATES
ENVIRONMENTAL ASSESSMENT
URBAN & REGIONAL PLANNING
RESOURCE MANAGEMENT

2000 Alameda St. Suite 200, Oakland, CA 94612
Tel: 415.764.4300
Fax: 415.764.4300

DYETT & BHATIA

- GENERAL PLANS
- URBAN DESIGN
- SPECIFIC PLANS
- ZONING
- ENVIRONMENTAL PLANNING
- GIS

San Francisco
Tel: 415.504.4300

San Diego
Tel: 619.232.2144
Info@dyettandbhatia.com
www.dyettandbhatia.com



Korve Engineering

155 Grand Avenue
Suite 400
Oakland, CA 94612
(510) 763-2929

Transportation Planning Civil Engineering Traffic Engineering

"Progressive Solutions for the 21st Century"



Chandler W. Lee, AICP
Contract Planner

940 Diamond Street
San Francisco, CA 94114
Phone: 415.242.4446

VWA Vernazza Wolfe Associates, Inc.

5464 College Ave. Suite C • Oakland, CA 94618
Tel. 510-596-2475 • Fax 510-652-5605

- Affordable Housing Strategies
- Real Estate Market Analysis
- Fiscal Impact Studies
- Redevelopment Planning

BOYAN BERNWALD ASSOCIATES
PLANNING • DESIGN SERVICES • ARCHITECTURE

2000 BAY STREET, SUITE 200 - OAKLAND, CALIFORNIA 94612
PHONE: 415.764.4300 • FAX: 415.764.4300



Jones & Stokes

General and Specific Plans • CEQA/NEPA Compliance
Public Participation • Conservation & Open Plans
Environmental Planning & Studies • Zoning

Marina del Rey, San Francisco, Oakland, San Jose, Berkeley and San
www.jonesandstokes.com

NORTHERN SECTION CALENDAR

September

4 Northern Section Board Meeting, ABAG Offices, 101 N. Eighth Street, Oakland

15–17 Walk/Bike California 2003 Conference, Oakland
(for information go to www.walkbikecalifornia.net/)

28–October 1

APA California Conference in Santa Barbara

October

2 International Planning Section Meeting. For information contact Jennifer Andersen on the speaker for the evening and the great food to be served! (510-750-6510 or anderjenn@comcast.net)

9–10 National Charrette Institute - San Diego

10–17 NCCAPA's Fall Trip to Cuba! (anderjenn@attbi.com for details)

21–23 Biennial State of the Estuary Conference, Oakland
Oakland Museum (call 510-622-2465 for details)

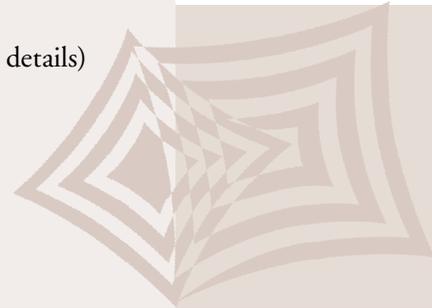
27–29 Brownfield's Conference, Portland
(see www.norcalapa.org for details)

SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Northern News

EDITORIAL OFFICE

Ann Welsh

13777 Fruitvale Avenue

Saratoga, CA 95070

FIRST CLASS MAIL
U.S. POSTAGE
PAID
Hayward, CA
Permit No. 2

Send To: