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# N O R T H E R N N E W S

Volume 5  
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DUNCAN & JONES

## SECTION DINNER RECOGNIZES OAKLAND PROGRAM, "NEW" OFFICERS

Good food, lively conversation, and a re-installation of officers marked Northern Section's annual dinner June 20 at the Fort Mason Officers' Club in San Francisco. Section Director **Steven Orlick**, Director Pro-Tem **Peter Nelson**, and Secretary/Treasurer **Joan Lamphier** were all elected to serve second terms for 1984-85.

The presentation of awards was a highlight of the evening. This year the Northern Section had eight excellent submittals for the Meritorious Program Awards. After much deliberation by the panel of five judges, the award was presented to "**Retrofit Right: How to Make Your Old House Energy-Efficient.**" Authors of the winning program are the **City of Oakland Planning Department**, **Sedway Cooke Associates** (urban and environmental planners), and **SOL.ARC** (solar architects). In general the judges based the decision on the following factors:

- **Utility.** The manual presents methods to improve the energy efficiency of pre-War homes without harming the unique design features of these structures. Although quite detailed, the conversation strategies are understandable to, and can be implemented by, the general public.
- **Innovation.** The computer-generated analyses used to derive the conservation strategies are innovative in that they consider: a) specific climate zones within California; b) specific styles of architecture; and c) the lifestyle/budget of the home's occupants.
- **Clarity.** The retrofit manual is well-organized, easy-to-read, and esoteric construction and architectural concepts are explained through the profuse use of illustrations.
- **Transferability.** The retrofit strategies can be adapted without difficulty to other parts of the state.

(continued on next page)

## EDRA: *In Touch With Design Research and Practice*

Increasing user participation in design processes, thorough programming and its payoffs, and applications of current research in design implementation were some of the themes in a scintillating menu of paper presentations, symposia, hands-on workshops, and special events marking the fifteenth annual conference of the Environmental Design Research Association (EDRA).

California Polytechnic State University, San Luis Obispo, served as the setting for the five-day gathering, held June 28 - July 2.

EDRA noted a significant increase in the professional practice orientation of its membership, and this year for the first time sponsored continuing education workshops as part of the conference curriculum.

In addition to sponsoring the annual conference, EDRA publishes *Design Research News*, a bi-monthly report on current developments in the field, updates on research in progress, reviews of recent publications, and announcements of special events and job openings. There are also ad hoc networks which link members with special interests in fields such as anthropology and design, post-occupancy evaluation, childhood and handicapped environments, and interior design research.

For more information on EDRA—membership, activities, and publications—call or write:

edra

Environmental Design Research Association, Inc.  
L'Enfant Plaza Station  
P.O. Box 23129  
Washington, D.C. 20024

Coming Up . . . **PLANNING FOR A CHANGING SOCIETY**  
*The Cal Chapter APA Conference*  
*at Oakland / September 12-14*

Early registration ends August 15, 1984  
See inside for details . . .

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# D I R E C T O R Y

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## READERS WRITE . . .

Dear Sirs:

I have read your June *Northern News* article entitled, "Strategic Planning Process Initiated by Section Board." In the article it was stated that there is a need to assess the needs of members and to provide the kinds of support and services most useful to planners. Readers were invited to communicate their needs and views through letters to the editors of *Northern News*.

I feel that the Section could help planning students (such as I) who are attempting to get that vital first job. I have had very discouraging experiences in the past year as I near completion of the Masters in Urban and Regional Planning Program at San Jose State University. As examples: Alameda County recently advertised for Planner I; there were 86 applicants, all meeting the minimum qualifications. Through an application review 25 were selected for further assessment. A recent recruitment by the City of Cupertino netted "about 100" applicants; of these only 12 were selected, by review of applications, for further consideration.

The pattern is repeated over and over. I would estimate that I have been screened out of the competition at least six times in the past 12 months, even though I meet the minimum qualifications each time. The City of Cupertino told me that, even though they advertise and hire at the Planner I level, they do not feel it will be necessary to hire someone who does not have experience. So there are experienced planners out there who must take entry level jobs at entry level pay.

What could APA do? I'd say:

(1) Gather and publish some statistics on the job situation: how many jobs there are for how many job seekers. This knowledge would be very helpful to those who are struggling to start or advance a career in this field.

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## SECTION DINNER

(continued)

In essence, the judges thought the manual was an excellent document which implemented the City of Oakland's energy conservation goals through the use of positive incentives (i.e., cost savings to the household).

Winning an honorable mention in the Meritorious Program Award category was the **El Sur Ranch Agricultural Preservation/Resource Enhancement Program**, developed by the **State Coastal Conservancy**. This program embodies a comprehensive set of policies and tools for preserving coastal resources, maximizing agricultural activities, and providing public recreational opportunities, while allowing for private development within the El Sur Ranch area.

The judges also gave a Journalism Award to the **Watsonville Register-Pajaronian** for a special report on the rapid industrial and residential growth that has been occurring in the city of Watsonville.

Judges for this year's awards were **Scott Lefaver**, planning consultant; **Kevin Garrett**, City of Concord Planning Department; **Suzanne Lampert**, of Gruen, Gruen + Associates; **Chris FitzGerald** of Environmental Impact Planning Corp.; and **Don Bules** of the San Francisco Planning Department.

A tip of the hat in gratitude to **Gail Odom**, organizer of the dinner, and to **Richard Anderson**, who coordinated the awards presentation.

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## B O A R D N O T E S

### **MORE SUB-SECTIONS?**

Northern Section Board is considering a move to a system of region-based sub-sections in order to distribute Section resources more widely. Northern Section Central would act as facilitators to help publicize events and information.

Planners in the Wine Country have already expressed interest and are ready to roll.

The Board is interested in your opinion of the proposed system. Please call Northern Section Director **Steve Orlick** with your comments: 707/664-2414.

### **CAL CHAPTER APA CONFERENCE COMES TO OAKLAND, SEPT. 12-14**

The California Chapter, APA Conference is here! Mayor Lionel Wilson will welcome the group, and Robert Maynard, Editor and Publisher of the Oakland Tribune will give the keynote address on Thursday, September 13 at the Hyatt Regency, Downtown Oakland.

Other speakers will include Bertram Gross, a noted futurist, and Fred Collignon, Chairman of UC Berkeley's Department of City and Regional Planning.

There will also be alumni meetings, exhibits, the California Planners' Foundation Auction, and a series of mobile workshops featuring tours around the Bay Area.

You can save \$15 by registering early—before August 15. If you need a registration form or more information, contact Gordon Jacoby, Jefferson Associates, Inc., 1100 Broadway, Suite 550, Oakland 94607, 415/931-3001.

## **Northern NewsUPDATE . . .**

*The U.S. Geological Survey has recently published a report entitled "Geologic Principles for Prudent Land Use," in an effort to transfer earth-science information to planners and decision-makers. For information on obtaining a copy, call the Survey's Menlo Park office, (415) 323-8111, ext. 2312.*

## **Northern NewsMAKERS!!**

. . . **Maurice P. Abraham** has been appointed an Associate of George S. Nolte and Associates, based in San Jose . . .

(2) Attempt to determine what specialties are in most demand, i.e., environmental studies, site planning, economic development, etc.

(3) Mount a campaign to convince public agencies that use planners to establish paid intern positions or, if money is really *that* tight, unpaid jobs that will, at least, give beginners that all-important experience in an operating agency.

(4) Conduct a survey of private firms in the planning field regarding their needs. What kinds of skills are they looking for? Whom do they hire?

(5) Conduct a survey of public agencies regarding their Planning Department staffing budgets. If they are hard-pressed to meet the demands of their work loads, yet cannot find the funds to hire additional personnel, why do they not call for qualified volunteers in the graduate degree programs who desperately need work experience?

(6) Review the curricula of Bay Area planning schools. Things I wonder about: If environmental impact studies are requiring so much time of local government planning departments, why is there no course (e.g., at San Jose State University) focussed specifically on the nuts and bolts of that process?

(7) Ask the planning schools—specifically SJSU Urban and Regional Planning and U.C. Berkeley's Landscape Architecture—to mount a campaign soliciting the cooperation of public and private entities that hire planners to establish paid internships.

I hope the above ideas will be of interest to you as you formulate your Strategic Planning Process.

Sincerely,

Donald F. King

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*Mr. King sent copies of this letter to a group of Bay Area planning directors. William Fraley, Planning Director of Alameda County, penned this response.*

\* \* \*

Dear Mr. King:

Your third point in your list of suggested actions relates to the availability of intern positions, paid or unpaid, in Planning Departments. These positions do exist; however the funded positions are scarce due to the tight money conditions at all levels of government. I think you will find most jurisdictions would be more than willing to offer qualified individuals an opportunity to work on projects within their capabilities on an unfunded basis. This is a practice we have in our department, and I am sure the same would occur in any other department. This has been the solution for a number of students whom we have assisted to gain the experience necessary to improve their standing in the examination process for permanent positions. An additional benefit is to be involved in the profession and become known through working with other professionals and exposed to the information flowing within the profession concerning the available jobs. I would recommend that you consider making yourself available to the jurisdictions on an intern basis and forward a copy of your resume to the jurisdictions where you feel you may wish to work or may have use of your services.

Thank you again for your comments to APA.

Very truly yours,

William H. Fraley  
Planning Director  
Alameda County

*Northern News* Staff: Daniel Iacofano, Editor; Louis Hexter, Associate Editor; Lois Jones, Associate Editor for Jobs in Planning; and Susan Goltsman.

## JOBS IN PLANNING

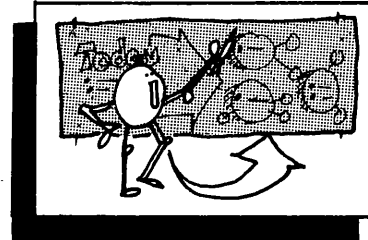
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Tel: 415/540-0373

**Lois Jones**, Associate Editor for *Jobs in Planning*, is on vacation. The following job announcements were submitted directly to *Northern News'* editorial office. *Jobs in Planning* will return in the next issue of *Northern News*.

**ASSOCIATE PLANNER** - City of Foster City, CA (\$2,253 - \$2,738/mo. or \$2,161 - \$2,627/mo. with 5% employee PERS paid by City plus other excellent benefits.) Performs professional planning duties primarily in current and secondarily in advance planning and special projects for dept. Requires 3 years progressively responsible professional experience in municipal planning, preferably in variety of settings; and graduation from recognized college or university with Bachelor's Degree in City/Regional planning, architecture, urban studies, or related field, with Master's Degree preferred. Request application from Personnel, City Hall, 610 Foster City Blvd., Foster City, CA 94404 (415) 349-1200. Application deadline: 5 p.m. 8/15/84. EOE.

Two professional staff openings in S.F. urban and environmental design firm. **ASSOCIATE URBAN DESIGNER**. Position requires masters in urban or environmental design, a professional degree in architecture, with strong graphic skills, and 3-4 years experience in the design of large-scale urban projects and land planning. Salary range: \$25-30,000/year. **PLANNER II**. Position requires MCP or advanced degree in related field, or 2-3 years of comparable experience. Salary range: \$20-24,000/year. Strong analytical and writing skills essential for both positions, and graphic skills are desirable for the Planner II position. Minorities and women strongly urged to apply. Submit resume ASAP to Sedway Cooke Associates, Attn. Fred Etzel, 350 Pacific, S.F. 94111. **ABSOLUTELY NO PHONE CALLS.**



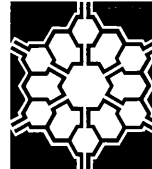
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