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APR 4 1983

FROM THE DIRECTOR

DUNCAN & JONES

Yes, this newsletter could be the final issue. We are losing our Editor, Maria Markham, to the Big Apple. We certainly wish her well. Meanwhile, her departure leaves us in need of a person or persons to undertake the challenge of producing a newsletter each month. Give it a thought, and call one of the Board Members as soon as possible, and we just might have a May issue.

The Board is always looking for activities that will capture the interest and appeal of the APA membership. In May we will be co-sponsoring a somewhat different event: an open house of probably the only Victorian house in northern California in its original condition, unaltered and with its original furnishings.

Completed in 1858, the Alfred H. Cohen house was a gift to the newly wed Emma Bray and Alfred H. Cohen. In those days, families unable to build in San Francisco the generously styled homes of their imaginations and big families came to the East Bay, and to the pastoral area of open meadows, fruit orchards and oak groves. The Bray family did just that and build their home in "Fruit Vale." Many friends and neighbors in large and comfortable homes surrounded by spacious grounds, gardens and outbuildings, lived near enough for a lively social round of picnics, dinners, and singing around the piano.

Today, the 17-room, bracketed stick-style redwood Victorian house is one of the last of the original homes built in the Fruitvale area in that period. Now Fruitvale is a district in the City of Oakland and, except for this one relic of rural days, is an urban community, crowded and closed in by business, apartment houses and small homes.

Miss Emelita Cohen, born and raised in the home, remembers well the beauty and graciousness of those days and the changes that have since taken place. Once on a 200 acre farm, the Cohen house remains, in all its glory, on one last acre.

You can tour the house on ~~May 22~~^{June 5}, together with members of the American Institute of Architects and the Oakland Heritage Alliance. And Miss Cohen will also be there with so many interesting tales to tell. Mark your calendars, and we will give you more details in next month's newsletter...if we find a new Editor!

SECTION ELECTIONS

The APA Northern Section Board will complete its term on June 30, 1983, and nominations for the FY 1983-1984 offices are now being accepted. The following positions are open:

- 1. Section Director
- 2. Vice Director
- 3. Secretary/Treasurer

Candidates may submit a 200-word statement regarding their experience, qualifications and goals for APA for inclusion in the May newsletter. Send all nominations and statements to the Nominations Committee, Alyse Jacobson, 3026 Fillmore Street, San Francisco, 94123.

The Election Ballot will appear in the May Section Newsletter.

NOMINATIONS MUST BE IN BY APRIL 18, 1983

LOGO CONTEST

This is the last call for submissions for the new APA Northern Section logo. Please check the March edition of the Newsletter for details.

DEADLINE: April 15, 1983, 5 p.m.

Send submission to Myrna Valdez, c/o Metropolitan Transportation Commission, Claremont Hotel, Berkeley, 94705.

CONFERENCE

April 16-20 are the dates for our Annual Conference. Pre-registration is no longer available, so you will have to register when you arrive in Seattle. Hotel accommodations, however, must be made in advance by writing to the APA Housing Bureau, 1815 Seventh Ave., Seattle, WA 98101. Please use the housing reservation form in your preliminary program.

LAST WORDS....

"There are times I am not sure that I I am sure of what I absolutely know. Many times I find confusion in conclusions I concluded long ago."

"A Puzzlement" from "The King and I"

For personal reasons, I have resigned the editorship of this newsletter and will be returning to New York in April. I shall deeply miss my colleagues on the Board and all 900-odd of you who are the members of this Section, even if I have no face to associate with your mailing label!

What I shall miss most is seeing how many of the issues now before us will be resolved. What form will the Oakland Conference take in 1984?; what shall we say to our student members as they enter the profession, and to ourselves, about how to find employment in the face of diminished budgets; shall we remain a Section in a Chapter, or is it time to do some bureaucracy trimming of our own and have several associate Chapters in the state? The key factor in contemplating all of these issues is the composition of the Board after this June. At this time we know that Myrna, Alyse and Joan will not be running the show after June 30. We need similar tireless people who will commit themselves to a year or more of tough decision-making, petty hassles, long evenings and interrupted days to keep our Section alive and expand on the vitality that has blossomed in recent months.

The Section is the ultimate provider of services to members of APA. Yet, not enough money from dues comes back after it is sifted by Chicago, Washington add the Chapter. As it stands, the Section budget is not enough to rent a hall every month for your events, buy each member a drink at Christmas or permit a newsletter longer than four pages to be printed every month! We must ask where the dues we pay are spent, by whom and for what. Hopefully the next elected Board will address these questions and issues.

Serving on the Board is a true test of anyone's commitment to APA and to the profession--it's a second job without pay, little thanks and some deep personal satisfaction when the best laid plans die at 3:00 and the event comes off anyway at 6:00! I want to take this opportunity to applaud our current Section Board for two long years of service to us all. It has been a pleasure and an honor to work with each of them.

No doubt improved programming and reduced charges have increased attendance at our monthly events; dropping the dinner format for wine and cheese receptions was a conscious effort to respond to the realities of today's economy. Unemployment also increased meeting attendance as people who never before attended APA functions came to "network." A frequent question planners ask is the equivalent of "how do I get off a sinking ship?" Alternate careers for planners is a topic the Section must address.

Planning will always be as much art as science and most vulnerable to the whims of fashion finance. We plan because we feel called to something greater than ourselves; wealth is not the aim, although we hope to avoid poverty. People will continue to study acting, voice and planning because that is the bottom line in their lives. APA's job is to support planners in their struggles, shine light into unexplored areas, and help us when the day comes that we can't do it anymore. Our new leaders in this Section must look at old questions in new ways and hang in there when their only conclusion is that "it's a puzzlement."

MEM

AICP NEWS

AICP candidates attended an initiation meeting last Saturday at the Hotel Claremont in Berkeley. The highlight of the meeting was a discussion with three successful candidates from last year's exam of their experiences in preparing for and taking the exam. They also critiqued the reading list sent out from the National office. At the end of the meeting, two study groups (one in the Berkeley/Oakland area, one for the Monterey Bay Area subsection) were formed, and copies of a study guide prepared by Ohio State University were made available. Candidates who did not attend the meeting and are interested in joining or forming a study group should contact the AICP Coordinator - Kevin Garrett - at (415) 671-3152. Candidates and other members with questions about the exam process or the utility of AICP membership should also contact Mr. Garrett.

Many thanks to William Utic and Richard Anderson for sharing their experience and advice with the group.

NO. SECTION HIGHLIGHTED

"California Planner" will be highlighting each APA Section in the coming issues. Current planning activities, creative or proposed activities or recent accomplishments in the Bay Area will appear in the May issue. However, we need your input! If you will submit an article on some planning activity that falls into the above categories by April 11, we will submit it to "Cal Planner." Please send typewritten articles/new items to Myrna Valdez, c/o Metropolitan Transportation Commission, Claremont Hotel, Berkeley, 94705.

Production Team

APA Northern Section Board

Metropolitan Transportation Commission



APA

Northern Section

*** 1983 ***


PLANNING
AWARDS PROGRAM

- Meritorious Program
- Distinguished Service
- Contribution to Women's Rights
- Outstanding Contribution to Planning
- Section and Chapter Achievement
- Journalism Award
- Legislator of the Year
- Planner of the Year

APPLICATION INFORMATION:

DON BULES
(415) 558-2266

CHRIS HAW
(415) 558-2112



PLOWING NEW GROUND



A TRANSFER OF DEVELOPMENT CREDITS WORKSHOP
led by two planners from the U.S.'s most
successful TDC program

April 20, 1983

8:30 — Registration
9:00-3:00 — Workshop

San Jose City College
San Jose, California

College Conference Room
Building L

Everyone is talking about Transfer of Development Credits, and Montgomery County, Maryland, is doing something about it! Their Transfer of Development Credit program called "Plowing New Ground" was instigated in 1981. Preservation and development areas are identified and development credits are being sold from one area to the other.

Two of Montgomery County's principal designers and implementers, Melissa Banach and Denis Canavan, will present a workshop for all interested planners, elected officials and citizens who want to know how they created a successful program and how it could be applied elsewhere.

You are invited to attend this workshop to find out about

- how a TDC program is started and implemented
- establishing a TDC fund
- elements of a successful program
- legal and taxation issues
- how credits are bought and sold.

Both general and technical information will be presented, and there will be plenty of time for questions.

Harbinger Communications, a non-profit organization, offers this workshop as part of our Packard Foundation funded project to investigate the possibility of a TDC program for Santa Clara County. Because of widespread interest in TDCs as a preservation and development tool, our sponsorship of this workshop for all interested persons is warranted. Please contact Ciddy Wordell (415) 969-1829, or Bill Leland (408) 427-2510, for more information.

RETURN TO: HARBINGER COMMUNICATIONS
c/o Ciddy Wordell
867 Highlands Circle
Los Altos, California 94022

Your registration will be held at the door, and includes background materials provided by the speakers.

Registration \$10/person Name _____
Optional lunch \$5/person Address _____

Enclosed find _____ registrations
_____ lunches

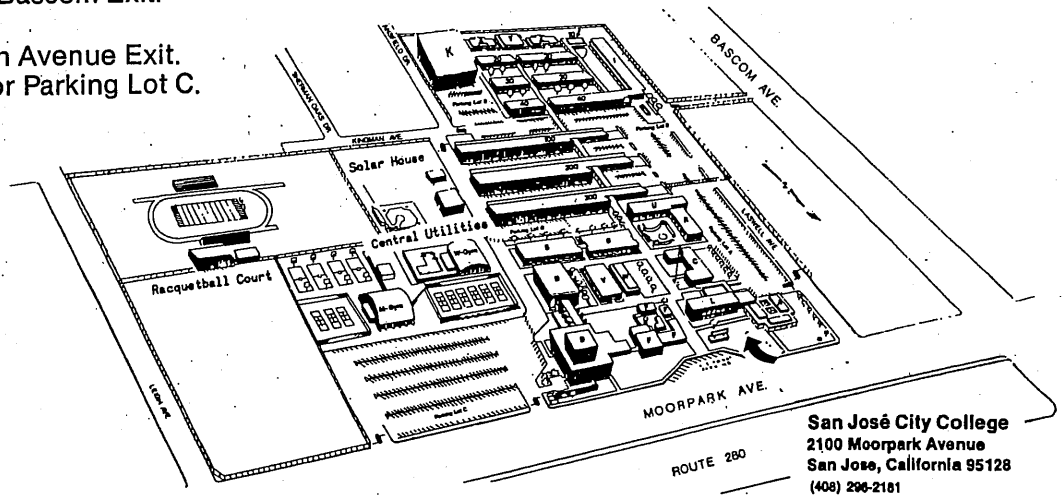
TOTAL \$_____ (payable to Harbinger Communications)

PLOWING NEW GROUND



A TRANSFER OF DEVELOPMENT CREDITS WORKSHOP led by two planners from the U.S.'s most successful TDC program

Southbound on #280, take Leigh-Bascom Exit.
Get over to right immediately.
Northbound on #280, take Bascom Avenue Exit.
Turn left on Moorpark — Look for Parking Lot C.



San José City College
2100 Moorpark Avenue
San Jose, California 95128
(408) 296-2181

HARBINGER COMMUNICATIONS
Peninsula Conservation Foundation
2253 Park Blvd.
Palo Alto, California 94306



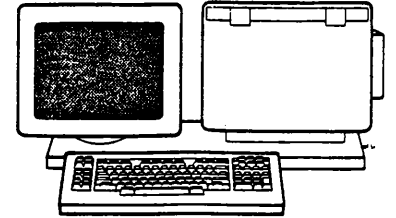
Northern Section

California Chapter
American Planning Association

MICROCOMPUTERS IN PLANNING

Date: May 26, 1983

Location: Room 400, Golden Gate University
536 Mission Street
San Francisco



Presented by: Geogroup Corporation

Northern Section, Calchapter APA again offers a low cost introductory workshop on computers in planning. The workshop will emphasize and demonstrate the hows, wheres, whats and whys of using microcomputers for a variety of planning and administrative applications.

This workshop is a repeat of that done last year in two California locations, at which we were unable to accomodate all the planners who were interested.

Workshop Sessions Will Include:

- o Introduction to Computing
basic concepts and terms ... hardware and software
- o Alternative Modes of Computing
acquiring computing capability ... options for the planner ...
selecting the best approach for your organization
- o Administrative Applications
a look into the office of the future ... word processing, graphics,
mailing lists, spreadsheets, on-line access to data bases
- o Planning Applications
how planning applications are different ... handling spatial data ...
environmental assessment ... permit processing ... planning paperwork
- o Making the Decision
learning about computers ... factors to consider ... the decision making
process ... paying for it ... after the machine arrives

Speakers:

- Paul Wilson, AICP, President of Geogroup Corporation
- Bob Goldman, Executive Vice President of Geogroup Corporation
- Gregory Freitas, City of Petaluma Planning Director
- Gordon Jacoby, AICP, Director of Planning Services at Geogroup
- Frank Lockfeld, Director, Center for Urban Analysis, Santa Clara County

The fee for those registering by May 19 (one week prior to the workshop) is \$40 per person. The fee is \$45 for those who register after that date or at the door. Please make check payable to Geogroup Corporation, and send with registration to:

Computer Worksshop
Geogroup Corporation
2437 Durant Ave.
Berkeley CA 94704
(415)845-8044

Name(s) _____

Affiliation _____

Address _____

Phone _____

Dates & Doings

- April 1 April Fools Day
- April 5 Transportation Day, City of Oakland
- April 7-10 AEP Annual Conference
- April 8 California Planning Round-table Meeting
- April 9 APA Chapter Meeting
- April 11 Bay Area Planning Articles Due for "Cal. Planner"
- April 15 Section Logo Contest, Deadline
- April 16-20 APA Annual Conference, Seattle
- April 18 Section Board Nominations Due
- May 5 APA Award Nominations Due
- May 18 Next Monthly APA Seminar* Board Meeting at 5:00 pm (Location to be announced)
- May 22 Alfred H. Cohen House Tour
- May 26 Micros in Planning

*Topic: "How Planners & Developers Manage Projects: A planners perspective"

APA Northern Section american planning association california chapter

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