



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

Volume 5  
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Jan 1984

## NEW JOURNAL TO BE PUBLISHED BY UC BERKELEY'S DCRP

The Department of City and Regional Planning at the University of California, Berkeley has just announced the establishment of The Berkeley Planning Journal, with the first issue to be published in Spring 1984.

The Journal will function as a traditional scholarly publication, and as a Departmental newsletter aimed initially for the greater Bay Area and the DCRP alumni residing there.

For this first issue, alumni submissions are encouraged in the following areas:

- High quality articles which focus on current planning issues (maximum length 25 double-spaced, typewritten pages).
- Professional project reports which include description of assignment, client population, institutional setting, problems encountered, strategies selected, rationale for selection (maximum length 15 double-spaced, typewritten pages).
- Alumni news which include such items as person's title and name and address of agency where employed, a description of current work assignments (in one or two paragraphs), titles of recent publications, topics of interest on which the person may wish correspondence.

Deadline for submissions is **February 15**. Please address all inquiries and submissions to: Hilda Blanco, Editor, Berkeley Planning Journal, Department of City and Regional Planning, 228 Wurster Hall, University of California, Berkeley, Berkeley, CA, 94720.

## HOW CITY PLANNERS EVALUATE LARGE SCALE DEVELOPMENT PROJECTS

As a continuation of the seminars held last July and September, Bay Area city planners will present their criteria for evaluating large scale land development projects and how they incorporate them into city master plans.

Panelists will be directors of local city planning departments including Dean Macris, San Francisco, Gary Schoennauer, San Jose, and Paul Watt, City of Pleasant Hill.

The seminar will be held **January 18, 1984, from 6:30 to 8:30 p.m. (NOTE TIME CHANGE)**, in the conference room at the offices of SPUR, 5th floor, 312 Sutter Street, San Francisco.

Wine and cheese will be served before and after the seminar. To register, please call Mr. Chi-Hsin Shao at 558-5423 and make your reservation by January 13, or send your \$5/person check (made payable to APA) by the same date to: 2447 32nd Avenue, San Francisco, 94116.

## TRENDS IN CALIFORNIA PLANNING TO BE EXAMINED AT 84 CCAPA CONFERENCE

The program for the 1984 CCAPA Conference, "There is Here — Oakland 1984," is beginning to take shape, with an overall theme of "California Planning—Past, Present and Future." Mark your calendars and reserve September 12-14, 1984, for this exciting State-wide event.

A subcommittee of pioneer California planners, convened by Stan Ott, have adopted the title, "The Way the Future Was," for the panel discussions and exhibit room they are organizing. The exhibit room which will be open throughout the conference, will feature displays and audio-visual materials demonstrating how plans have influenced development and what we can learn from the past about the role of long-range planning in avoiding crisis-to-crisis decision-making.

In panel discussions of today's issues, a point-counterpoint format will be used, with moderators stimulating cross-fire among speakers with varying viewpoints. Panel topics include:

- Urban/Rural Conflicts
- Affordable Housing; Increasing Densities
- Social Equity Sharing in Economic Growth and Jobs
- Transportation Systems Management
- Toxic Materials: Storage, Transportation, Waste Management
- Media/Planning Relationships
- Local Control and Planning by Initiative, Referendum and Special Purpose Legislation

Panels of particular interest to City and County Planning Commissioners are scheduled for Friday afternoon. In addition to several of those listed above, there will be discussions of: making better use of demographics in planning decisions; State mandates and city/county relationships; and nuts and bolts sessions on new techniques for implementing plans in the 1980s.

The Conference Co-Chairpersons: Norman Lind, Anne Moore and Gordon Jacoby want to thank all those who have come forward with program ideas and offers of time and talent. More volunteers will be warmly welcomed. Contact persons, if you would like to propose or help organize a mobile workshop; participate on a panel; make slides or graphic displays of the history of planning in your community available for the exhibit room; or contribute your graphic or writing skills to preparation of publicity materials, are **Anne Moore (415) 385-3085** or **Gordon Jacoby (415) 931-3001**.

## UPCOMING WORKSHOPS



### Solar Subdivision Design and Review

With simple street, lot and building orientation principles, new subdivisions can be designed to use the sun and wind for heating and cooling homes. State law requires that subdivisions built in California provide solar access and natural heating and cooling to the extent feasible. One day training workshops offered by the Association of California Energy Officials (ACEO) and conducted by the ABAG Training Institute will provide tools and guidelines for both designing and evaluating subdivisions that are naturally heated and cooled.

Workshops are scheduled for: February 1, Vallejo; February 9, Fresno; and March 1, City of Claremont.

Fee for ACEO members is \$35, and for others is \$55 for the day. Enrollment is limited. For more information, please call **Linda Morse**, workshop coordinator, (415) 841-9730

### Adaptable and Accessible Housing for the Physically Disabled

Housing designed and constructed to meet the needs of disabled persons has always been in scarce supply. The State of California recently adopted regulations that will make new housing more adaptable and accessible to disabled people.

A half day workshop sponsored by Independent Housing Services and the Association of Bay Area Governments will address these regulations and current local efforts to build accessible and adaptable housing.

The workshop is scheduled for Tuesday, January 31, 1984 from 8:30 A.M. to 1 P.M. at Golden Gate University, 536 Mission St., Room 521, in San Francisco. Advance registration is required. For more information call **Ann Berry** at ABAG, (415) 841-9730

### U.S. NAVY HIRES SEDWAY COOKE FOR BAY AREA REGIONAL PLAN

Sedway Cooke Associates, urban and environmental planners and designers of San Francisco and Los Angeles, has been selected by the Western Division Naval Facilities Engineering Command (WestNavFacEngCom) to prepare a regional plan for the U.S. Navy's San Francisco Bay Area Shore Establishment. One of three major naval concentrations on the West Coast, the study area includes the entire region, but focuses on all Navy and Marine Corps installations located within the San Francisco Bay Area.

The study is designed to examine how the activities and components of all the naval installations in the Bay Area are connected and interrelated and where inadequacies may exist. The study will also consider the interrelationships between Naval operations and federal, state and local government policies and programs, as well as the areas surrounding each installation. The ultimate product of this study will be a plan which will improve naval efficiency and compatibility with the Regional setting.

Sedway Cooke's project team for the Bay Area Regional Plan will be headed by **Paul Sedway** as Principal-in-Charge and **Fred Etzel** as project manager.

*Article submitted by Rita Fuhr-Hunt, Business and Operations Manager for Sedway Cooke Associates.*

**EXECUTIVE DIRECTOR** sought for nonprofit property management company. - (Salary: commensurate with experience.) Must have extensive experience in property management, housing cooperatives, federal and state housing programs. Send inquiries/resumes to: Personnel Committee, BAMMA, 1904 Franklin Street, Suite 900, Oakland, CA 94612.

**DOWNTOWN DEVELOPMENT SPECIALIST** - City of Bemidji, MN - (Salary: \$23,000 - \$25,000 annually) Previous business management and downtown redevelopment experience. Advise DDA Board on matters such as traffic and parking management, marketing and promotions, business expansion, and new business development, administer \$200,000 revolving commercial rehabilitation loan program. APPLY January 15, 1984, Planning Office, City Hall, 401 Minnesota Avenue, NW, Bemidji, MN 56601.

**ASSOCIATE TRANSPORTATION SPECIALIST (Planning Option)**—County of San Diego (Salary \$2,409 - \$2,927/month). Requires detailed understanding of the planning, operational and engineering characteristics of transportation systems. Evaluation and selection factors include knowledge of collection and analysis of data for the evaluation of transportation systems; federal, state and local laws and regulations pertaining to transportation; economic, sociologic and environmental factors that impact auto and transit ridership; and effective oral and written communications. Qualifying education plus experience. Bachelor's degree in Civil Engineering or Planning and substantial professional transportation planning, operations and engineering experience. **Resumes not accepted.** Applications must be received by January 16, 1984. For applications, phone: (619) 565-3559 or write: Yvonne Daniels, City Operations Center, 5555 Overland Avenue, San Diego, CA 92123. An Equal Opportunity Employer.

**PROJECT COORDINATOR - DEVELOPMENT**—Portland, OR - (Salary: \$2,315 - \$2,928/mo. plus 6% PERS.) Requires thorough knowledge of land use planning, work program design and scheduling, effective management and supervision; skill in producing concise, written reports; effective oral communication skills; skill in establishing effective working relationships with public and private officials, developers, representatives of governmental agencies, and the general public. Coordinate planning and implementation of assigned projects in the Development Department. Duties include overseeing consultants, developing project schedules and budgets and monitoring the same; maintaining liaison with other staff, city bureaus, outside groups; preparing reports, letters, contracts, memos; serving as a primary source person on assigned projects. APPLY January 13, 1984, Commission Personnel Office, Portland, 1120 S.W. 5th, Portland, OR 97204. Call (503) 796-5349 to obtain an application form.

**PROGRAM DEVELOPMENT ASSISTANT**—Portland Development Commission, Portland, OR - (Salary: \$1,689 - \$2,143/mo. plus 6% PERS.) Knowledge of principles of public administration, budgeting, urban planning, research techniques. Ability to communicate effectively both orally and in writing. Provide administrative, research and technical assistance to the Director of Housing. Prepare reports, memos, letters, grant applications, budgets; perform assigned research tasks. Apply January 13, 1984. To obtain an application form, call or write: Commission Personnel Office, 1120 SW 5th, Portland, OR 97204. (503) 796-5349.

**SENIOR PLANNER (Advanced Planning)**—Butte County, CA - (Salary: \$1,959 - \$2,381/mo.) Three (3) years of professional planning experience, preferably in the area of advanced planning. Degree in planning or a closely related field may be substituted for one (1) year of the required experience. Apply by January 13, 1984, 5:00 p.m., Butte County Personnel Department, 25 County Center Drive, Oroville, CA 95965-3387. (916) 534-4651.

# ★★★ JOBS IN PLANNING ★★★

To insure timely publication, job listings should be mailed or phoned in by the 12th of the month prior to publication. All listings and/or inquiries should be directed to **Ms. Jones** at 1525 Ada Street, Berkeley, CA, 94703, (415) 527-3452.

## Associate Planner

The City of Palo Alto Planning Department has an opening for an Associate Planner to assure proper administration of environmental assessments, land division, and site & design review ordinances. Selected candidate will provide field research and data for planning studies, as well as provide staff assistance to official and quasi-official planning bodies and citizens' committees.

To qualify, you should possess 2 years professional experience in a planning office which includes a working knowledge of CEQA, State Map Act and principles of environmental planning. A BA/BS degree in planning, environmental sciences or related field is required, with an MA degree preferred.

We offer competitive salaries and an excellent benefit package. For immediate consideration, please send your resume including salary history, to: Employment Dept., Attn: Amy Mosgraves, the City of Palo Alto, P.O.

Box 10250, Palo Alto, CA 94303, or stop by and fill out an application at our Personnel Office located at 250 Hamilton Ave., in Palo Alto, between the hours of 1:30-4:30 P.M., Monday through Friday. An Equal Opportunity/Affirmative Action Employer.



Subscribe to **Northern News** and continue receiving jobs in planning information at reasonable rates (you do not have to be an APA member). Subscriptions are \$10/year for approximately eight issues.

**DIRECTOR OF COMMUNITY DEVELOPMENT**—City of Eureka, CA - (Salary: \$2,212 - \$2,688/mo. plus excellent benefit package.) Under administrative direction, plans, directs and coordinates community development activities of the City. Master's degree in planning, public administration or directly related field and five years progressively responsible experience in Community Redevelopment programs, specifically in areas of planning, redevelopment, housing or economic development. At least two years of this experience must have been in position including responsibility for departmental management, administrative control and supervision or Bachelor's degree in the above listed fields and seven years experience as listed above. Apply by February 3, 1984, City of Eureka, 531 K Street, Eureka, CA 95501. (707) 443-7331, Ext. 254. EOE.

**PLANNING DIRECTOR**—City of Brawley, CA - (Salary: Open, DOQ) Department Head position. Responsible for full-range of planning matters plus performing some municipal type engineering projects. BA degree required with three years of increasingly responsible supervisory experience. Apply by January 27, 1984. Send resume, references and required City application to: Janet P. Smith, City Clerk, 400 Main Street, Brawley, CA 92227. (619) 344-1550.

**ASSISTANT PLANNER**—Sutter County, CA - (Salary: \$1,532 - \$1,907/mo.) BA in planning, architecture, geography or related; one year planning experience is desirable. Apply by January 20, 1984. **Required** supplemental and regular application are available from: Sutter County Personnel, 463 Second Street, Room 106, Yuba City, CA 95991. (916) 673-3320. EEO/AA Women and minorities are urged to apply.

**ASSISTANT PLANNER**—Mono County, CA - (Salary: \$1,619 - \$2,021/mo.) One year position in Mammoth Lake/Bridgeport. Requires a Bachelor's degree in planning or a related field and one year of public or private planning experience. Primarily assigned to assist in the preparation of area general plans. An official Mono County Application must be postmarked no later than January 20, 1984. For an application from call: (619) 932-7911, Ext. 217, or write to: Mono County Planning Department, P.O. Box 8, Bridgeport, CA 93517.

**ECONOMIC COMMUNITY DEVELOPMENT PLANNER**—Rexburg, ID - (Salary: \$19,000 - \$20,000 annually.) B.S. degree in economics, public administration, land use planning, business management plus one to two years experience preferably in economic development and land use planning. Master's degree or graduate studies preferred. Duties include rural land use planning for nine counties, grant writing, CDBG and EDA and staffing or regional tourism programs. Apply by January 13, 1984, ECIPDA, P.O. Box 330, Rexburg, ID 83440. (208) 356-4524.

**PRIVATE INDUSTRY COUNCIL PLANNER**—Rexburg, ID - (Salary: \$16,500 - \$17,500 annually.) B.S. degree in public or business administration or the social sciences; to work with Job Training Partnership Act. Duties include staffing for nine county area private industry council, planning and computer data based development. Apply by January 13, 1984. ECIPDA, same as above.

**DIRECTOR OF PLANNING**—City of Eugene, OR - Population 103,000 - (Salary: negotiable with excellent benefits including deferred compensation and City-paid PERS after six months.) As department head, administers and manages overall Planning Department operation supervising 15 employees. Requires degree in planning or related field and/or combination of education, experience and training equivalent to minimum of five years of planning experience, of which three years shall be in a supervisory capacity. Masters in urban planning desirable. Apply by February 3, 1984. Obtain application from: Personnel Office, City of Eugene, 777 Pearl St., Room 109, Eugene, OR 97401. (503) 687-5061. AA/EOE.

**DIRECTOR OF COMMUNITY DEVELOPMENT**—City of Claremont, CA - (Salary: \$3,164 - \$3,950/mo. plus City paid PERS and excellent benefits.) Under administrative direction of the City Manager, the Director of Community Development supervises a department of 17 employees with an annual budget of \$619,000. Department consists of City's Engineering, Planning, Building and Code Enforcement Divisions. A Bachelor's degree in city or regional planning, civil engineering or related field and a minimum of five years of responsible professional experience in urban planning or engineering, including one year as an administrator is required. Apply by January 31, 1984, Personnel Office, City of Claremont, 207 Harvard Avenue, Claremont, CA 91711. (714) 624-4531, Ext. 216. EOE.

## Northern News UPDATE...

All Section Members are encouraged to submit articles for inclusion in *Northern News*. Feature articles are especially welcome. Consult the editor for copy preparation details. Deadline for submissions is the 25th of the month prior to publication.

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The International Association for the Study of People and Their Physical Surroundings (IAPS) will hold its 8th conference in West Berlin, July 25 through July 29, 1984. The conference brings together every two years an international network of environmental designers, planners and social scientists who are engaged in theory development, research and action. For details, contact: IAPS 8, c/o Martin Krampen, Hochschule der Kunste Berlin, Postfach 12 67 20, D-1000 Berlin 12.

\* \* \*

Copies of the CCAPA 1984 budget recently approved by the Cal Chapter Board are available from David Nagler, CCAPA Executive Director, (916) 444-5489.

## Northern NewsMAKERS !!

Many thanks to Don Bules and Chris Haw for their efforts in organizing a successful holiday party. . . Bob Pendoley is now Director of Planning for Solano County, formerly with the City of Vallejo. . . Vivian Kahn has returned to the Bay Area from Seattle and is now working on some ABAG related projects. . . Welcome to new Northern Section APA member Jeff Loux of the Planning Collaborative, San Francisco. . .

## "A PLANNER'S GLIMPSE OF CHINA" COMES TO SAN JOSE

The slide presentation of several major cities along China's eastern coast, shown in San Francisco in early November, will be presented in the South Bay in February. The picture essay has been created by Bob Sturdivent, Principal Planner with Santa Clara County, who was part of a delegation of U.S. planners that visited China last year in the People to People International Citizen Ambassador Program.

The presentation will be on February 1, 1984, from 7:00 to 9:00 p.m., at the offices of Goodwin Steinberg & Associates, 1737 N. First Street (Coldwell Building), San Jose.

Wine and cheese will be served before and after. To register, please call Marlene Stevenson at (408) 842-2137 and make your reservation by January 30, or send your \$5/person check (made payable to APA) by the same date to: 365 Forest Avenue #3C, Palo Alto, CA 94301

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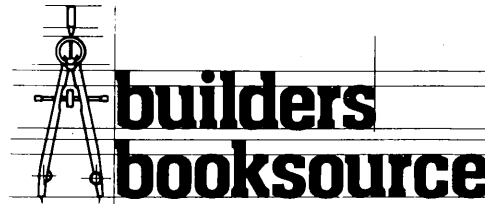
*Northern News* Staff: Daniel Iacofano, Editor; Lois Jones, Associate Editor for Jobs In Planning; Susan Goltsman; and Louis Hexter.



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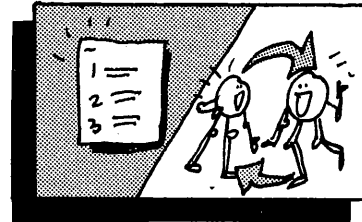


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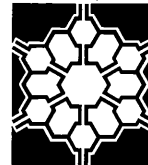
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