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Bear Facts

GOLDEN BEAR PROJECT LUMBERS FORWARD

Berkeley Planners, Developers and Residents Work Out Compromise Plan to Put the Bear Back On Its Feet

A Tale of Negotiated Development

Berkeley is known as "a city of experts" and as "a hard place to do business." Developers Michael Korman and Miriam Ng may have underestimated both of these factors when they first proposed their dramatic, ten-story, twin-tower commercial/office building for the old Golden Bear Ford Dealer site in Fall 1981. After more than two years of public controversy, City Council finally gave the go-ahead last January to a five-story structure—the result of a persistent and determined effort by neighboring residents' associations to scale down the project.

The project site occupies an entire city block and faces a marginally-used section of University Avenue, one block from the central business district, straddling the border between the central district and a residential neighborhood to the north. According to developers, the project would have been "a modern landmark, more massive and more imaginative than anything else built or thought of in Downtown Berkeley for the last fifteen years." The original proposal called for 400,000 square feet of retail, office, and athletic club spaces with twin towers, a Galleria-style glass-domed interior plaza, interior balconies, a block-long entrance arcade facing University Avenue, "wedding cake" articulation at the sixth floor, and interior/exterior landscaping at various levels.

Early Encouragement

When developers first presented their development concept to Berkeley City officials in early Fall 1981, there was much favorable response, although some misgivings were expressed about the massive scale of the project. City staff and members of the Economic Development Committee knew that the proposed site was one of the very few large sites close to Downtown that was already in one ownership and available for development. It was hoped that this project might encourage other developers and lenders to invest in Downtown, tempering the image of Berkeley as being a hard place to do business.

(continued on next page)

STATE LEGISLATION MAY RUN DRY: Planners Urge More Water Conservation in Times of Plenty

The abundant rainfall of the past three winters has made drought a distant memory. Yet, it was not long ago that we were saving gray water, watching the lawns of Marin County dry up, cutting makeshift wells in our backyards and wondering if the State's crops would survive. Despite today's filled reservoirs and overfilled streams, the simple fact remains that California's water is maldistributed, both geographically and temporally, and the major water issues are unresolved: groundwater overdraft in parts of the San Joaquin Valley continues at a rate of 1.5 million acre feet annually; the State Water Project still has more water contracted than it can provide and continues to be one of the most expensive surface water plumbing projects ever assembled (as the recent canal break bears witness); agricultural water continues to cost much less than what it is worth; and the north-south water war goes on unabated.

(continued on page 7)

An APA/AEP Joint Seminar

CUMULATIVE IMPACT ANALYSIS

The Court of Appeals recently ruled that the San Francisco City Planning Commission abused its discretion in interpreting CEQA guidelines and requirements on cumulative impact analysis. The court also ruled that in doing the analysis, one should include not only projects under construction and approved, but also those being reviewed and those just announced by a project sponsor.

Northern Section, Cal Chapter, APA, and the local chapter of the Association of Environmental Professionals have invited a group of panelists to comment on this recent decision. The panel includes: Barbara Sahin, moderator; environmentalists Marty Abbel, Roberta Mundie, and Karen Urquhart; Ron Bass, representing the CEQA perspective; and developer Dave Greshan.

The seminar will be held March 28, from 7:00-9:00 p.m., at EDAW, 2nd Floor, 1725 Montgomery, San Francisco. (Transit: MUNI #42 @ Fremont/Market; MUNI #32 in front of the Ferry Building.)

Wine and cheese will be served before and after the seminar. To register, please call Mr. Chi-Hsin Shao at 558-5423 by March 26, and send your check (\$5/member, \$6/non-member, payable to APA) to: 2447 32nd St., San Francisco, 94116.

GOLDEN BEAR (continued)

Vocal Opposition

The project provoked a strong reaction from North Berkeley residents, and from others throughout the city. Barry Woofsey, spokesperson for the North Berkeley residents' association, was shocked to learn that such a huge project had been proposed "right on the edge of my own neighborhood. I waited for neighborhood leaders and City Council to do something to stop this craziness. But nobody did anything." For Woofsey the proposed project would have had a devastating effect on the neighborhood, aggravating already unacceptable traffic congestion and parking problems, and exacerbating pressures for higher rents. The image and character of the entire city seemed to be at stake.

Planning By Referendum

Land development issues have commanded more and more public attention in Berkeley during the Eighties. While developers and business people maintain that Berkeley does not foster a climate for business, neighborhood groups and individuals are motivated by fears of runaway development, which may benefit outside investors at the expense of Berkeley's much-prized small city, cosmopolitan character.

Since 1981 a series of public actions and referendums have changed the nature of Berkeley's planning process. When another local developer, Frank Wong, built his boutique shopping center on North Shattuck, residents began to take action. As a result, City Council approved a construction moratorium for two neighborhood commercial areas, North Shattuck and the Elmwood. Citizens in both areas organized to produce their own specific area plans, and the City hired consultants to propose zoning changes. The consultants proposed three-story height limits and allowed for more commercial development than in several early proposals. Meanwhile, residents in the Elmwood, with support from other neighborhood alliances, organized the nation's first commercial rent control ordinance for the two-block Elmwood commercial district in June 1982.

Back in April 1982, Council had passed the first reading of a zoning change instituting a new Planned Development regulation which would have facilitated approval of the original ten-story Golden Bear proposal. A neighborhood alert was sounded in May, and organizers collected over 3700 signatures in two weeks, calling for a referendum in June. Consequently, Council rescinded the Planned Development regulatory change.

Against this political background, the EIR consultants for the Golden Bear project prepared their data on traffic impacts, probable revenues, jobs and costs, all of which were expertly reviewed and challenged by residents. After months of public debate on the consultants' report, Council finally disapproved the ten-story project, but granted developers a 90-day extension during which they could propose a project that met existing zoning.

A Santa Monica development consultant was then called in to design and facilitate a negotiations process involving the City, developers, and four neighborhood representatives, including neighborhood activist Barry Woofsey.

A Learning Process

"It was a learning process," said project architect Barry Elbasani. "The neighborhood people learned something

about development economics. For me, the process was a political education and emphasized the need for clarifying community goals and establishing a planning process that operates in a relatively unpolitical way. But the City lost the opportunity to negotiate a good deal. Finally, they had a developer who was willing to enter public debate and provide substantial benefits for the City. Everything was sacrificed for height. The new proposal is a much less interesting building. For example, plazas at grade level are not possible now, and the interior domed courtyard, which would have been an elegant addition to downtown Berkeley, is gone altogether. We're left with a total of just over 7,000 square feet of public space in the entire project. Sales tax revenues from retail shops may be only 25% of what was originally projected."

Developer Miriam Ng described her view of the negotiation process: "It didn't work. It's a true example of democracy gone awry where a small group of vocal people can sway the direction of City policy. We are among the few commercial developers in the City who welcome public discussion from the outset, and what we got was mistrust and frustrating dialogue. In the end, the residents did not even support the negotiated agreement. The entire process resulted in the lowest common denominator solution."

"The project is still too large," says Barry Woofsey. "There will still be a lot of impact on the neighborhood, and we feel a bad trade was made to have the fancy health spa there and to have to give up land for housing. But I could see that they were going to get something, that the five-story project was probably the best we could do in the negotiation process. Every proposal we came up with had to be tested against what the bank would go for, of course. And it's instructive that, though Korman insisted that there would be no compromise, the resulting half-scale project maintains an excellent rate of return for the investors, especially with the use of city bond financing for the parking and the athletic club."

City Manager Daniel Boggan, in an interview the week after Council approved the five-story project, felt the City came out ahead. "The developers came in with a proposal that, I think, even they recognized would have had extensive impact on the City—a bit pie-in-the-sky. From the outset, the City recognized that the original project was too large, being on the edge of a residential area, and wanted it scaled down. The impact information confirmed this. One real benefit of the negotiation process is that the City now has interim parking and transportation guidelines for off-street parking while the Downtown Plan is being formulated and adopted. We came out with a smaller project that can work even under current conditions. The project provides enough parking to meet its own needs and some additional monies for traffic management improvements. In addition, \$500,000 was pledged to a fund for affordable housing. This had never been done before.

Says architect Elbasani, "This project offers a case history which could still provide the basis for a real downtown plan. There's a real need to communicate clearly with developers about what is allowed under zoning and what the City's policies are in each of the issue areas. Of 100 issues generated in this case, 90 of them should be on a check list to avoid the need for such a long, drawn-out hearing process in the future."

Lois N. Jones

Ms. Jones is a planning consultant and associate editor for Jobs in Planning.

★★★★★★★★★★★★★★★JOBS IN PLANNING★★★★★★★★★★★★★★★

DEPUTY CITY MANAGER/DEVELOPMENT SERVICES ADMINISTRATOR—Chula Vista, CA; Pop. 88,200 (Salary \$3,500 - \$5,000 per month) Responsible for administering engineering, planning, community development, public works and building and housing activities in this well established, financially healthy and fast growing community on San Diego Bay. Seeking innovative individual with proven City management skills obtained at City Manager or Assistant City Manager level, with experience in development services desirable. Requires BA in public administration or related field, MPA desired. Should have experience appropriate to the position. Open until filled. Apply to: City Manager, 276 Fourth Ave., Chula Vista, CA 92010, (619) 691-5031.

HOUSING PROGRAMS PLANNER—City of Santa Ana, CA - Population 215,000 - (Salary: \$2,463 - \$2,995/mo., plus City pays 100% of employee's PERS retirement contribution.) Report directly to the Director of Housing; be responsible for the planning, development and implementation of several housing programs. Requires education and experience equivalent to a BA degree in business or public administration, urban planning or related field, and three years professional level experience in urban planning, community development or housing program administration (graduate coursework may be substituted for experience on a year for year basis). Apply by: March 23, 1984. Apply at: Administrative Services-Personnel, 20 Civic Center Plaza, Santa Ana, CA 92701, (714) 834-4154. EEO/AA.

PLANNER II—Monterey County Planning Department, CA - (Salary: \$1,908 - \$2,364/mo.) Requires equivalent to completion of all course work leading to a Bachelor's degree in planning or related field and approximately two years of experience performing professional level planning duties for a planning agency (preferably a county agency) in the area of current planning. Performs planning work related to the land development and permit review process; collects and analyzes data, prepares planning reports, reviews permit applications for consistency with the General and Local Coastal Plans. Apply by: March 16, 1984. Requires application and supplemental questionnaire. APPLY AT: Personnel Office, Monterey County, P.O. Box 1877, Salinas, CA 93902-1877. (408)-0753. AA/EOE-M/F/H.

MANAGER OF INTEGRATED ENVIRONMENTAL PLANNING—(Salary: \$3,042 - \$3886/mo.) The Southern California Association of Governments (SCAG) is seeking a highly qualified individual to assume the responsibilities of overall management and integration of on-going environmental programs, including air quality management, waste water management, water supply, energy conservation, and hazardous waste management. The position requires experience in environmental planning with a thorough understanding of the technical content of the programs as well as knowledge of federal and state regulations. Applicants should have the equivalent of a Master's Degree in Environmental or Regional Resource Management, Regional Planning, Public Administration, or a related field; a minimum of 5 years experience, 2 years of which must have been in a management or supervisory capacity. Apply by: Open. Applications may be obtained from Personnel Office, SCAG, 600 S. Commonwealth Ave., Suite 1000, Los Angeles, CA. 9005.

PLANNER/ARCHITECT II—(Salary: \$1948 - \$2441/mo.) Stanford University's Planning Office is seeking a Planner to prepare design studies for general landscape development, building sites, vehicle and bicycle circulation, parking, outdoor lighting, signage; to review plans; and to provide analytical support for environmental and land-use planning. Qualified candidates will have a B.A. degree in Landscape Architecture, Urban Design, Architecture, or related field, or equivalent experience and in campus planning, property development, city or county planning, or landscape design. Submit a detailed application/resume to Stanford University, Personnel - Ref. 30002, Attn: Art Wilson, Stanford, CA. 94305.

PLANNER—Green River, WY - (Salary: \$20,000 - \$24,000 annually.) Requires a degree in planning or related field with two years experience. Master's degree may substitute for one year's experience. Working knowledge of physical planning activities at municipal level is preferred. Apply by: March 15, 1984. Submit resume with salary history and references to: Sweetwater County Association of Governments, P.O. Box 788, Green River, WY 82935. EO/AA Employer.

PLANNER—Bay Area consulting firm requires MCP or related advanced work, 3-4 yrs. comparable experience. Duties include primary and secondary data collection, field work, analysis, survey and map work, some project management and client presentation. Travel required. Strong analytical & writing skills essential. Send resume to: DW-EP/D, P.O. Box 1801, San Mateo, CA. 94401.

PRINCIPAL PLANNER—City of Lompoc, CA (\$2,185 - \$2,666/mo. + excellent benefit package) Requires Bachelor's Degree in planning or related field and two yrs. responsible experience at or above the associate planner level; knowledge of Calif. planning law highly desirable. Position responsible for supervising professional and technical staff in current planning work. Apply on City application form by 5:00 p.m., March 16, 1984 to Personnel, City of Lompoc, 100 Civic Center Plaza, Lompoc, CA 93438, (805) 736-1261. EOE/AA

DIRECTOR OF PLANNING AND BUILDING—City of Mill Valley, CA - Population 13,250 - (Salary: to \$3,459/mo.; excellent management team fringe benefit program.) Department head position responsible for City-wide current and advanced planning, code enforcement and the administration of Building Inspection Services. Qualifications should include a relevant degree, significant administrative and supervisory experience and a knowledge of planning, including CEQA and other California laws, policies and procedures. Apply by: April 10, 1984. Submit resume including current salary and work-related references to: City Manager, City of Mill Valley, P.O. Box 1029, Mill Valley, CA 94942. EOE.

COMMUNITY DEVELOPMENT ASSISTANT—City of Lomita, CA - (Salary: \$1,514 - \$1,880/mo., DOQ, City pays 2/3 of employee's PERS, 36¼ hours/week.) Community near coast seeking person to help administer CDBG programs, including residential and commercial rehabilitation, new housing and public works. Requires one year experience in planning, public administration, or preferably community development and related Bachelor's degree. Apply by: March 16, 1984. Apply at: Lomita City Hall, 24300 Narbonne Avenue, Lomita, CA 90717. Phone: (213) 325-7110. Equal Opportunity Employer.

CITY PLANNER—Pismo Beach, CA; Pop. 6,000 (Salary \$2,200/mo. + excellent benefits including City paid PERS) Professional planning duties in current and future planning areas of the City's Public Services Department, staff resource to the Planning Commission and City Council. Coastal community with certified Local Coastal Program. Requires Bachelor's Degree in Planning or related field and four years of progressively responsible experience in municipal planning with emphasis in architectural, subdivision and landscaping experience (coastal permitting experience preferred but not required). Submit resume and City application form to City Administrator, P.O. Box 3, Pismo Beach, CA 93449, (805) 773-4657. Apply by: March 25, 1984.

TRANSPORTATION SYSTEMS PLANNER—County of Orange, CA Planner III (\$1,874 - \$2,524/mo.); Planner IV (\$2,087 - \$2,811/mo.) Develop computerized travel demand models and other forecasting systems. Requires education/experience in transportation research, planning, modeling, network development and calibration. Must have knowledge of computer programming, synthesis of networks, trip assignments and distribution as well as travel demand operations. Call or write for application. (714) 834-2844. County of Orange, Personnel Dept., Hall of Administration, 10 Civic Center Plaza, Santa Ana, CA 92701. Affirmative Action Employer M/F.

DIRECTORY

Officers and Committees

Northern Section, California Chapter of the American Planning Association

Director

Steven Orlick
School of Environmental Studies
and Planning
Sonoma State University
Rohnert Park 94928
(707) 664-2414

Director Pro-Tem

Peter Nelson
Metropolitan Life Insurance Co.
Real Estate Investments
Metropolitan Plaza, Suite 600
101 Lincoln Centre Drive
Foster City 94404
(415) 574-8181

Secretary/Treasurer

Joan Lamphier
Lamphier and Associates
853 York Street
Oakland 94610
(415) 451-8046

Newsletter Editor

Daniel Iacofano
Moore, Iacofano, Goltsman
1824 A Fourth Street
Berkeley 94710
(415) 845-7549

Professional Development

Chi-Hsin Shao
San Francisco Planning
450 McAllister, Room 405
San Francisco 94102
(415) 558-5423

Event Coordinators

Chris Haw
100 Larkin Street
San Francisco 94102
(415) 558-2112

Don Bules
San Francisco
450 McAllister, Room 405
San Francisco 94102
(415) 558-2266

Awards

Gail Odom
Jefferson Associates
683 McAllister Street
San Francisco 94102
(415) 931-3001

Richard Anderson
Lynn Sedway & Assoc.
1000 4th Street
San Rafael 94901
(415) 457-4202

South County Liaison

Marlene Stevenson
7351 Rosanna Street
Gilroy 95020
(408) 842-2137

Oakland Conference Committee

Norm Lind
Oakland City Planning Department
1421 Washington Street
Oakland 94612
(415) 273-3941

Ann Moore
PO Box 60
San Rafael 94915
(415) 485-3085

Gordon Jacoby
Jefferson Associates
683 McAllister Street
San Francisco 94102
(415) 931-3001

Membership

Lois Heyman Scott
San Francisco Planning Dept.
450 McAllister
San Francisco 94102
(415) 558-2683

Monterey Subsection

Ernest Franco
142 Carmel Avenue
Pacific Grove 93950
(408) 422-9018

LANDSLIDE HAZARD IDENTIFICATION PROGRAM APPROVED BY STATE LEGISLATURE

The record rainfall and intense storms of the 1981-1982 winter resulted in major landslide and flood damage in California, creating the need for legislative action to minimize the effects of similar costly and deadly natural disasters. At that time, it was recommended that the State Geologist be required to assess the potential for slope instability in urban and urbanizing areas of California. These data could be presented on "Landslide Hazard Potential Maps" that would identify areas of high potential for landsliding and related geologic hazards. The proposed model for this legislation was the Alquist-Priolo Special Studies Zones Act enacted by the State Legislature in 1972 to reduce the hazards associated with development within zones of active earthquake faults.

The winter of 1982-1983 brought a second consecutive year of record rainfall and resulted in an extraordinary number of destructive landslides. Also during that winter, Bill No. 101 was introduced in the California State Assembly by Assemblywoman Moore of the 49th District. This landslide Hazard Identification Act was signed into law as Chapter 997 of the Public Resources Code on September 21, 1983. Although the cost of funding the program is only about \$430,000 per year, it has the potential to save lives and to reduce property loss due to landslides by many millions of dollars once the initial landslide hazard maps are prepared by the California Division of Mines and Geology by mid-1986.

Under the new law landslide hazard maps will first be made available to cities and counties in the San Francisco Bay and Los Angeles areas. Unlike the Alquist-Priolo Special Studies Zones Act for fault hazards this program places no requirement on local governments to incorporate the results of the program into planning and grading ordinances—a potential weakness. Once the landslide hazard areas are made known to local agencies, however, it would be unwise for them to neglect to use the information to upgrade their planning, grading and building ordinances. Beyond enabling local governments to improve their ordinances for hillside development, the landslide hazard maps will be useful tools for land planners, developers, geotechnical consultants, insurance companies, and others.

Funding for the new legislation will not be available until July 1984, but the California Division of Mines and Geology (CDMG) is already in the process of drafting guidelines and setting priorities to implement the Act. According to Mr. Theodore Smith, Associate Geologist for CDMG, San Francisco, the highest priority areas will be mapped during October 1984. Smith said it will be CDMG's policy to work closely with cities and counties to meet their specific needs. Municipalities that have had severe landsliding problems might consider working with the State through cost sharing and/or by providing technical data, thus helping to expedite the production of landslide hazard maps in these critical areas.

Marc W. Seeley

Mr. Seeley is Principal Engineering Geologist for Merrill and Seeley, Inc., of Pleasanton.

1984 CALIFORNIA CHAPTER AND SECTIONS AWARDS PROGRAMS

The California Chapter of the American Planning Association and its eight sections invite members of APA to nominate planning programs and individuals for consideration for a section of Chapter awards. The awards program has three levels:

(1) nominations of local and regional concern are made to the section that represents the area to which the nominations applies; (2) outstanding winners of section awards are submitted to the Chapter; in addition, nominations of statewide but not of local or regional concern may be submitted directly to the Chapter; and (3) outstanding winners of Chapter awards are submitted to APA's national office for consideration under the National Awards Program.

AWARD CATEGORIES

MERITORIOUS PROGRAM AWARD

The purpose of the Meritorious Program is to recognize planning programs of unusual merit and significance. Unusual merit or significance will be measured by the quality, innovation, transferability, originality, and impact (local/regional, state or national) of the plan or program, and by its results. Planning programs lacking one or more of these elements may be considered for an Honorable Mention Meritorious Program Award.

DISTINGUISHED SERVICE AWARD

The purpose of the Distinguished Service Award is to recognize the individuals who have made outstanding contributions over a period of at least 15 years to the art and science of local, regional, state or national planning. The contributions of such an individual shall have been of such magnitude as to have had a major impact on planning. Only APA members are eligible.

AWARD FOR OUTSTANDING CONTRIBUTION TO PLANNING

The purpose of the Award of Outstanding Contribution to Planning is to recognize individuals who are not professional Planners but who have made outstanding contributions to the advancement of planning. Such individuals may include, but shall not be limited to, members of the legislative bodies, their staffs or advisors; planning commissioners; officers, members or staffs of interest groups; and private individuals. Individuals who are not members of APA are eligible.

AWARD FOR CONTRIBUTION TO WOMEN'S RIGHTS

The Award for Contribution to Women's Rights at the section and Chapter levels corresponds to the Diana Donald Award of the National Awards Program. The purpose of this award is to recognize a planner (female or male) who has made a substantial contribution to women's right. Nominees must have demonstrated significant contributions to the profession, held a management position in planning and devoted substantial effort to community service.

SECTION AND CHAPTER ACHIEVEMENT AWARDS

The purpose of the Section and Chapter Achievement Awards is to recognize outstanding section or Chapter activities contributing to the advancement of the planning profession. A typical winner might be a program or function creating a new standard for section or Chapter activities; or an effort producing an outstanding advance to a planning program, planning

policy development, or the planning profession in the section or Chapter area. Sections shall nominate themselves for consideration by the Chapter; the Chapter shall nominate itself for consideration under the National Awards Program.

LEGISLATOR OF THE YEAR

The purpose of this award is to recognize the legislator who has most effectively worked with CCPA in the achievement of its goals during the past year.

PLANNER OF THE YEAR

This award is to recognize a California Chapter member who has done the most to influence the positive image of planners and planning in the State.

JOURNALISM AWARDS

Two awards will honor newspapers for outstanding coverage of city and regional planning: One to a newspaper with a circulation above 100,000 and one to a newspaper with a circulation below 100,000.

ELIGIBILITY

To be eligible to nominate or receive a section or Chapter Award, the following requirements must be met:

1. A nominator must be a dues paid member of the California Chapter and National APA. Members may nominate their own work.
2. All work submitted for a Meritorious Program Award must be accomplished for agencies, clients, or schools located in the state of California.
3. All work submitted for a Meritorious Program Award must have been completed or adopted by December 31, 1983. No resubmissions from previous section or Chapter awards competitions shall be accepted.
4. A document should be submitted to the section for which it was written and not to the section where the author's home or office is located.
5. If the nomination is of statewide concern, submission may be made directly to the Chapter.
6. Recipients of a Chapter Achievement Award or a Division Achievement Award are ineligible to receive the same award during the three succeeding years. Recipients of the Outstanding Contribution to Planning Award and the Diana Donald Award are ineligible for the same award for the 10 succeeding years. Recipients of all other awards are ineligible to receive the same award again; in the case of the Outstanding Planning Award, this restriction applies to a program, project, or report, not to its authors or sponsors.

PROCEDURES

1. Nominator submits an application with six copies of documentation to the appropriate section (or the Chapter, if the nomination is of statewide concern).
2. Section (or Chapter, if applicable) reviews the application for completeness and requests more information if necessary.
3. Applicant submits supplementary material as necessary to section (or Chapter, if applicable).
4. Section jury reviews applications and documents and selects section award winners. Sections transmit outstanding award winners to Chapter Awards Coordinator as section nomination for Chapter awards.
5. Chapter selects and recommends nominations for the Chapter awards to the Chapter Executive Board. The Executive Board chooses award winners and the nominations to the national awards competition.
6. The Chapter president confers the awards to the recipients at the annual Chapter conference.

7. Candidates are responsible for submitting their documents to the section (or Chapter, if applicable). If return postage is not guaranteed by a nominator, documents will be disposed of as seen fit by the section or Chapter.
8. Nominations are eligible for only one award.

EVALUATION CRITERIA

For the categories of planning reports and projects, and planning processes and concepts, the jury will consider the following evaluation criteria, as appropriate:

1. The originality of thought and degree of innovation, including refinement of an existing technique or procedure;
2. Perceived immediate importance of the project to the study area, or of the concept or process to the planning practice;
3. Possible long-term effects of the project, process or concept;
4. Consideration given to implementation including economic, institutional and social factors;
5. Breadth of scope of approach in relation to the task;
6. Consideration given to the effects of time and associated changes;
7. Clarity of text, effectiveness and impact of organization, graphics, etc.;
8. Transferability of the study technique, methods, findings, process or concept to other areas;
9. The extent to which the project or process results in demonstrated or documented savings of fiscal or other scarce and valuable resources.

CHAPTER AWARDS COORDINATOR

Nominations for Chapter awards and any questions concerning the awards program should be directed to the Chapter Awards Coordinator:

Gail Odum
Jefferson Associates
683 McAllister Street
San Francisco 94102
(415) 931-3001

TIME SCHEDULE

May 1, 1984

Nominations for section awards due at sections.

June 30, 1984

Section juries conclude deliberations; nominations for Chapter awards due at Chapter awards coordinator by 5:00 p.m., Saturday, June 30.

August 10, 1984

Chapter jury concludes deliberations.

September, 1984

Chapter awards displayed and presented at APA state conference.

Spring 1985

National Meritorious Achievement Awards, Chapter Achievement Awards, National Distinguished Service Awards, Awards for Outstanding Contribution to Planning, and Diana Donald Award presented at APA national conference.

APPLICATION FORM: 1984 AWARDS

California Chapter APA 1984 Awards Application Form

Submit the following information and documentation for each nomination:

1. Name or title of nomination: _____

2. Author(s) of entry, if applicable: _____
3. Category in which an award is being sought: _____

4. One-sentence description of the nomination submitted: _____

5. Name of sponsoring California Chapter APA member: _____

6. Address and telephone number of sponsor: _____

7. Address and telephone number of author(s) or nominee, if an individual: _____

8. Submission date: _____
9. Date of completion or period of performance to be reviewed, if applicable: _____
10. Persons or agencies involved in the implementation of the nomination or familiar with the individual who may be contacted: _____

11. On a separate sheet of attachments, present the following:
 - a. Nomination description: a one-page description of the plan, program project or individual being submitted for recognition and the context in which the work was accomplished, if applicable.
 - b. Why the nomination is being recommended: a one-page description of why the submission should be considered worthy of recognition.
12. Exhibits: Please furnish six (6) copies of any exhibit (i.e., plans or other documents) with the nomination form. The exhibits will be distributed to the award jurors. Any large exhibits, e.g., graphics, should be photographed and reproduced in a mailable size, i.e., 8½" x 11". Special exhibits, e.g., video tapes, may be submitted but must meet all other eligibility and documentation requirements.
13. For the Journalism Award, also submit a copy of all articles which relate to the nomination; and submit not more than a two-page description of the context of the articles and summary of the results of their publication. In addition, indicate:
Responsible Reporter or Editor to Share Award: _____

Frequency of Publication (Daily, Weekly, etc.): _____
If Daily: Morning
 Evening
Current Circulation: Over 100,000
 Under 100,000
Description of Area Served (Metropolitan Area, Suburb, etc.): _____

14. The popularity of the APA Awards Program makes it impossible to call each nominee, or even each winner, to secure additional information or verify the accuracy of the information already provided. The nominator must take the responsibility of ensuring that information is as complete and accurate as possible.
Items 1-13 will be used for completing the award certificate, should your nomination be chosen. Please be brief in answering these items; there isn't much room on the certificate (and calligraphy is very expensive).
Item 10 will be used in writing press releases and awards copy. Please be more generous in giving credit here.
For all appropriate items, please show addresses, phone numbers, professional and APA Chapter or Division titles and include AICP titles.

Northern NewsMAKERS !!

Mr. Yuckuek Hsia, formerly Pricipal Planner in Monterey County, is now Planning Director of the City of Scotts Valley in Santa Cruz County . . . Mr. Bill Wojtkowsky is the new Planning Director for the City of Monterey, formerly Planning Director for the City of Claremont . . . Chuck Forester, President of Quarles Associates, has joined the staff of San Francisco Mayor Dianne Feinstein as a Senior Aide, working in the area of planning policy. Business mail should be addressed to Room 205, City Hall, San Francisco, 94102

DEVELOPMENT INSTITUTE FOR SMALL TOWN LEADERS

The National Trust for Historic Preservation is looking for 100 community leaders from small towns across the country to take part in a tuition-free special institute on downtown revitalization, July 21 to 28, at Cornell University in Ithaca, New York. The institute is part of a special training program in small town economic development being carried out by the Trust's National Main Street Center, with support from the Office of Rural Development Policy, the U.S. Department of Agriculture, and the National Endowment for the Arts.

For additional information, contact Alma Gates at (202) 673-4219.

APA SOUTHBAY MEETING AT PALO ALTO CENTRAL—RESIDENTIAL AND MIXED-USE

Take an on-site look at mixed-use development. William Reller, developer of Palo Alto Central, and Richard Tenaka, AIA, of Goodwin, Steinberg Associates, Architects, will discuss their projects, the challenge of infill sites, the market and economic feasibility, building design and city regulation.

This meeting will be held March 22, 1984, from 6:45pm to 9:00pm at Palo Alto Central, California Ave. and Park Blvd. in Palo Alto.

Wine and cheese will be served before and after the presentation. To register, please call Marlene Stevenson at 408-842-2137, and make your reservation by March 19. Or send \$5/person (checks payable to APA) by the same date to: 365 Forest Ave., #3C, Palo Alto, 94301.

EDITOR'S NOTE

There has been some concern expressed in writing by Northern Section members regarding Northern News articles which describe the hiring of consulting firms for specific projects. At its last meeting in February, members of the Northern Section Board agreed and formulated a policy banning the publication of such articles. The Board felt that other channels exist for conveying this important marketing information and that all Section Members, of both private and public agencies, should be encouraged to submit articles of general planning interest.

As editor, I have been delighted to have received many positive comments from readers on the newsletter improvements we have made so far. The Staff of Northern News welcomes your ideas and suggestions.

Water Conservation (continued)

Fortunately, California's legislature has not forgotten the lessons learned during the drought nor the continually rising costs of providing clean drinking water to communities. The Urban Water Management Planning Act (AB 797-Klehs), signed into law last year, became effective January 1, 1984. It requires every urban water purveyor serving 3,000 or more customers or providing over 3,000 acre-feet of water annually to prepare and adopt an urban water management plan, approved by the Department of Water Resources, and containing the following components: projected future water demand; alternative conservation measures and their potential impacts; schedule of implementation; frequency and magnitude of supply deficiencies including conditions of drought and emergency; wastewater reclamation potential and exchanges or transfers of water needed; management of water systems; incentives to alter water use practices; changes in pricing and rate structures as necessary; and public information and educational programs to promote wise use and eliminate waste.

What's right with the Act? In theory, everything. It creates a mechanism to achieve the level of conservation effort necessary to protect water resources over the long term. It explicitly encourages basin-wide regional planning and resource management. And, it comes at a time when there is not an immediate resource crisis so careful planning can form the basis of future decisions.

Legislation Falls Short

However, in practice, the Act has not gone far enough. It contains no solid enforcement provisions or penalties for non-compliance. It is not adequately linked to earlier mandates and planning functions such as the community general planning process, 208 programs and Federal flood control programs. Its guidelines are precise, but do not give water purveyors the kind of conservation standards and practices to implement the plans. Most importantly, the Act accounts for only a small percentage of the State's water use, ignoring agricultural water purveyors and avoiding the groundwater management provisions which were included in Proposition 13 which went down to resounding defeat in 1982.

There are many tasks yet to be done. The first is to institute legislation which provides conservation incentives for agricultural water users and water purveyors. The second must be groundwater management provisions of the type recently adopted in the Sierra Valley/Long Valley area for those places most seriously affected by groundwater overdraft such as the San Joaquin Valley. Finally, links must be formed between land use planning as traditionally practiced and what might be called water use planning developing out of AB 797. In many California communities, where water supply decisions are the key variables affecting growth, a water use element should be as much a part of the general plan as a land use element or environmental resource element and as central to land use decisions. Without such efforts, the next dry period may again catch the planners unprepared.

Jeff Loux

Mr. Loux is a Ph.D. Student at U.C. Berkeley and a Consultant with The Planning Collaborative of San Francisco.

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

Northern News UPDATE...

Planners using micro-computers are invited to participate in an exchange and extension of the use of planning applications at the upcoming Cal Chapter Conference. Participants will be requested to spend a few minutes outlining what the program does, and indicate the computer and operating system used. Interested persons would then directly contact the provider to arrange a swap or other acquisition. Applications of proprietary software packages as well as "homegrown" programs are sought for the session. Inquiries should be directed to Dennis M. Barry, AICP; c/o Contra Costa County Planning Department; P.O. Box 951; Martinez, CA. 94553; (415) 372-2035.

* * *

Future seminars for Northern Section's monthly gatherings may include such topics as in-law apartment ordinances, fiscal impact of new development, planning law and recent court rulings, micro-computers, and the public image of professional planning. Call or write to Chi-Hsin Shao, Professional Development Coordinator, to express your preferences among these or other topics you may wish to propose.

* * *

Two workshops of interest to planners and managers: "Management, Recruitment, and Assessment" for both prospective employers and employees, May 4 (tentative), at the Rancho Murieta Conference Center, Sacramento; "Modelnetics", a new system for time and information management, June 1, at the Red Lion Inn, Sacramento; for more information, call Carol Mansfield, (916) 989-2424, or Jake Raper, (916) 626-2438.

* * *

The Oceanic Society, in conjunction with the Northern Section, Cal Chapter, APA, will hold the second State of the Bay Conference on Friday, June 1, 1984, at the Fort Mason Conference Center. This all-day conference will focus on the Bay-Delta system and the following topics; public access, shorelands, fresh water inflow, toxic substances, and wildlife status. The Oceanic Society invites an APA member to assist in coordinating the conference. If you are interested, please contact Michael Herz at (415) 441-1104.

* * *

Good progress is being made on the Cal Chapter APA Conference to be held in Oakland at the Hyatt Regency on September 12-14. Co-chairs are looking for volunteers to assist in organizing the mobile workshops. If you are interested, contact Anne Moore at (415) 485-3085.



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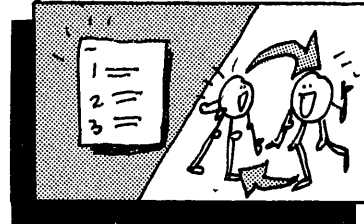
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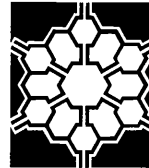
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