

DEN 12 1984

**DUNCAN & JONES** 

# NORTHERN NEWS

Volume 5 Number 10 June 1984

# ANNUAL AWARDS AND OFFICERS EVENT TO BE PRESENTED JUNE 20

The Northern Section, Cal Chapter, APA will present its annual awards and introduce newly-elected officers at the Fort Mason Officers' Club in San Francisco on Wednesday evening, June 20.

Cocktail hour will be from 6 - 7 p.m., followed by a buffet dinner of crab, chicken, quiche, and vegetarian entrees. The awards and officers presentations will be made during and after the meal.

The Officers' Club is located at Bay and Franklin Streets, and free parking is available.

Reservations for this event are being accepted through June 19 by Richard Anderson, 415/331-7372. The price is \$17.50 per person, and checks (payable to APA) should be sent by June 19 to Richard Anderson, 416 Sherwood Drive #303, Sausalito, 94965.

### URBAN PLANNING STUDY TOUR OF SOVIET UNION

Robert Sturdivant, AICP, acting planning officer for the County of Santa Clara, will lead a group of California planners to the Soviet Union in early October, 1984. The purpose is twofold: to learn about urban planning, and to be ambassadors of goodwill and grass roots diplomats for peace.

Plans call for visits with planners in Moscow (the center of government, with examples of satellite cities); Alma-Ata (a beautiful and unique city with a blend of modern and ethnic architecture); Tashkent (a city almost completely rebuilt after a devastating earthquake); and Leningrad (the center of culture for the Soviet Union). Meetings and field trips are planned in order to qualify for IRS deduction for educational and professional improvement. There will also be meetings with peace and friendship committees and time for individual exploration.

The cost will be under \$2000, which includes everything. If you are interested, please contact Bob as soon as possible to obtain further information. He will ask for a listing of your accomplishments, training, education, and interests to match with Soviet counterparts. Call (408) 266-6715 (home), or (408) 299-2521 (office). You may write Bob at 5136 Carm Ave. San Jose, CA 95124.

### STRATEGIC PLANNING PROCESS INITIATED BY SECTION BOARD

Members of the Northern Section Board met March 31 at Sonoma State University to assess the current status of Northern Section and to generate a list of goals and action plans.

Section Director Steve Orlick, Daniel Iacofano, and Marlene Stevenson, attended the 3½-hour meeting/workshop and produced a graphic record of the event. The group then unwound during a brief insider's tour of local wineries.

Following the usual review of old business, the group began with an assessment of current activities — "Baseline '84." Among the primary current functions of Northern Section are: monthly professional development workshops; member contact through the newsletter, social activities and other events; hosting an annual planning conference; state and section board meetings; and liaisons with the state and national APA organizations, including lobbying. Members of the Section also speak at conferences, participate in career counseling programs, assist with exam preparation, and share activities with other professional organizations.

#### A Need For Greater Member Involvement

From Baseline '84, the group turned to the task of establishing goals for 1984-85, and began short- and medium-range action strategies. The most obvious conclusion was that the very considerable resources of the Section should be used more fully and in a variety of ways; so, the primary goal is to increase membership involvement and participation. The group agreed it was necessary to assess the needs of Northern Section members in order to provide the kind of support and services most useful to planners. Secondly, the Board members in attendance felt that the

(continued on next page)



SECTION ELECTIONS





(continued) \_

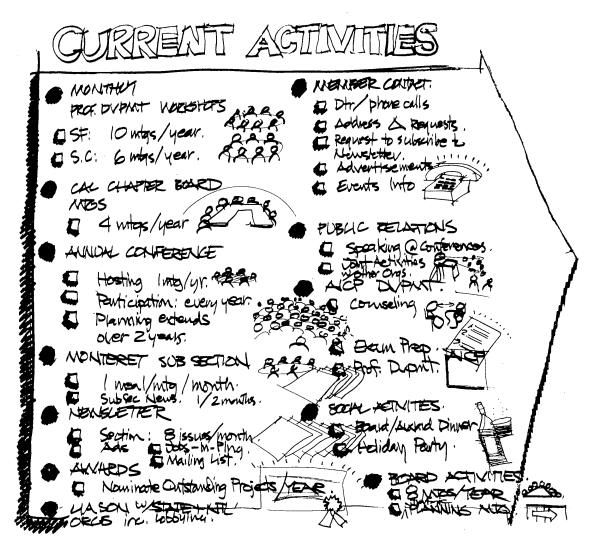
Section should help individuals do their jobs better by improving efforts at professional development and giving members' accomplishments more visibility. Expanding on this, public awareness of planners and of planning processes could be increased. Advocating quality environmental planning and design in the public interest would publicize planning ideology.

Other goals include providing support to planning educators in the Section; increasing services to non-professionals engaged in planning activities; increasing effectiveness of the Board; providing more services to planning students; and providing a social and professional network for placing people with like interests in contact with each other.

Short-term actions include carrying through the assessment of members' needs to better utilize Section resources; establishing a speakers bureau to provide high schools, community colleges, and universities with programs on planning; and further development of a reporting/evaluation system to inform members of what happened at meetings, presentations, and events. This article is intended as a step in that direction.

The Board members concurred that the meeting was a productive one, but acknowledged the incompleteness of their task. Refining the goals and structuring a long-range action plan remain to be addressed. Response to this article and further member involvement will clearly help shape Northern Section's future.

Extract from graphic transcripts of section board strategic planning workshop.





#### Qualifications and Position Statements

#### FOR SECTION DIRECTOR

Steven C. Orlick

Associate Professor and Planning Program Coordinator, Sonoma State University (current position). Planning Commissioner, City of East Lansing Michigan (1980-1982). Assistant Professor of Urban Planning, Michigan State University (1979-1982). Associate Professor of City and Regional Planning, Cal Poly, San Luis Obispo (1972-1979). Section Director, Central Coast Section, APA (1976-1977); Professional Development and Continuing Education Committees, Michigan Chapter, APA (1980-1982); Section Director, Northern Section, APA (July 1983-present).

A year ago when I first ran for this position I said in my ballot statement that I felt the best days for planning were ahead of us, and that it should be APA's role to help planners to seize opportunities as they arise. It was my feeling that most of the professional development and other services that the majority of APA members desire and expect for their dues can best be provided by the Chapter, Section, and even Sub-section levels of the organization. Yet most of a member's dues goes to, and is kept by, the national APA level. After a year as Section Director, my views on these matters have only become stronger.

As the Section's representative on the Chapter Board, I have repeatedly had a tight-fisted attitude when it came to expenditure of members' funds. I have worked for improving the quality and visibility of member services, and for shifting resources and APA activities to the Section level of the organization. I have been involved with our Section Board in developing elements of what I hope will be a "plan" for the Section, and feel our recent goal-setting efforts are a step in this direction. I continue to favor more regionalizing of Section activities such as workshops, that is, holding them in various parts of our geographically large Section.

I am seeking a second term as Section Director because I feel there are many changes that need to be made in the APA organization. I feel we have made some progress during the past year, and desire to continue to work for an APA which is better able to assist planners in seizing opportunities during the positive years for planning which lie ahead.

#### **INSTRUCTIONS**

- 1. Please check only one box for each office.
- 2. Print write-in candidates' names clearly.
- Detach this ballot, and mail by June 18th to: Northern Section Election HQ c/o Moore, Iacofano, Goltsman 1824 A Fourth Street Berkeley, CA 94710

*** <del>*</del> *********									
SECTION DIRECTOR	DIRECTOR PRO-TEM	SECRETARY-TREASURER							
□ Steven C. Orlick	☐ Peter Nelson	□ Joan Lamphier							
	□	□							

# \*

DEPUTY REDEVELOPMENT DIRECTOR—City of Ontario, CA - Population 104,000 - (Salary: \$2,986 -\$3,649/mo., plus 7% PERS payment.) Assists in the organization and direction of the City's redevelopment programs, with emphasis on the revitalization of the downtown business district. BA in urban planning, economics, public administration or related field, and five years responsible experience in urban redevelopment programs, including substantial experience in downtown redevelopment activities. Apply by: June 29. Apply at: Personnel Department, 303 East "B" Street, Ontario, CA 91764; 714/986-1151, Ext. 707. City application required. AA/EOE.

ECONOMIC DEVELOPMENT SPECIALIST—City of Seaside, CA - (Contract position; exempt from eligibility for permanent status.) - (Salary: Currently \$2,308 - \$2,753/mo.; effective June 30, 1984, \$2,470 -\$2,945/mo.) Under administrative direction of the Community Development Director, responsible for promoting and facilitating commercial, light industrial and housing development in the City. Requires degree in economics, public administration, finance, business management, or real estate management, plus three to five years of increasingly responsible experience in public administration or economic development. Desire experience at the local government level. Apply by: June 22, 5:00 p.m. City application form required. Apply at: Personnel Department, City of Seaside, 440 Harcourt Avenue, P.O. Box 810, Seaside, CA 93955; 408/899-6250, AA/EOE.

#### COMMUNITY DEVELOPMENT TECHNICIAN—

City of Paramount, CA - (Salary: \$1,605 -\$1,951/mo., plus City pays employees 7% share of PERS.) Two positions - authorization effective dated with the adoption of the FY 1984-85 budget. Requires a Bachelor's degree with specialization in urban planning or previous planning experience. Will respond to citizen requests at the public counter, assist with City code and ordinance enforcement and provide staff support to the Planning Commission. May prepare written and graphic reports, and assist with the plan review process. Apply by: Open. Apply at: City of Paramount, Personnel Office. 16400 Colorado Avenue, Paramount, CA 90723; 213/634-2123.

HOUSING PROGRAM OFFICER—City of Modesto, CA - Population 122,000 - (Salary: \$2,587 - \$3,145/mo.) Five years experience with a public agency in housing, housing rehabilitation, community development or redevelopment program. Minimum of two years must be in supervision of a major division of such an office. Master's degree in related field may substitute for two of nonsupervisory experience. Apply by: July 2. Apply on City application form. Apply at: City of Modesto Personnel, P.O. Box 642, Modesto, CA 95353; 209/577-5402. EOE.

ASSOCIATE PLANNER—City of Mill Valley, CA - (Salary: \$1,994 - \$2,424/mo., plus benefits.) College degree in planning or related field and three years of experience in planning. A Master's degree in planning may be substituted for one year of experience. Knowledge of applicable State and local planning laws and recent experience in current planning and zoning code revisions highly desirable. Apply by: June 29, 5:00 p.m. Send resume to: City of Mill Valley, City Manager's Office, P.O. Box 1029, Mill Valley, CA 94942; 415/388-4033. EOE.

**ASSOCIATE PLANNER**—City of Santee, CA - (Salary: \$1,987 - \$2,413/mo., including 7% PERS.) B.S. or BA in urban planning, geography or landscape architecture and four years of recent increasingly responsible professional planning experience. A Master's degree is highly desirable. Performs complex current and advanced planning work; assists the public with the architectural and landscape design proposed projects; is responsible for reviewing

and making recommendations on proposed site plans. Apply by: July 11. Apply at: City of Santee, 10765 Woodside Avenue, Santee, CA 92071; 619/562-6153, Ext. 13.

ASSISTANT DIRECTOR OF CITY PLANNING—Oakland (\$3350-4330 monthly). Resumes invited, especially from minority and women candidates. Managerial position. Strong professional and technical background needed. Candidates should have at least 5 years of municipal (or similar) planning experience with at least two of those at the supervisory or other responsible level, plus appropriate educational credentials. Application procedure package will be mailed. Resumes to: Norman Lind, Director, Planning Department, One City Hall Plaza, Oakland, 94612. By: July 31.

ENVIRONMENTAL ANALYSTS—Engineering Science (ES) is accepting applications for possible openings for environmental analysts with M.S. or higher degree and at least two years experience in preparation of environmental documents (CEQA, NEPA), preferably as project manager. Ability to write well and willingness to travel and work long hours, when necessary, are essential requirements. Send resume to: Bahman Sheikh, ES, 600 Bancroft Way, Berkeley, 94710. Equal Opportunity Employer.

CHIEF, CURRENT PLANNING—(\$3,017 monthly). Marin County is seeking an exceptional planning professional to direct the day-to day administration of planning services related to zoning, subdivision, and environmental impact functions. The position, upper-level management, serves under the policy direction of the Director as an assistant. Minimum requirements: degree in planning or closely-related field plus five years increasingly responsible professional land use planning experience, including experience in an administrative and supervisory capacity. Must be willing to attend evening meetings. Apply by: June 15 to Marin County Personnel Department, San Rafael, 94903;415/499-6104.

CITY PLANNER—City of Barstow, CA (\$2,092 - 2,508 monthly; City-paid retirement represents 7% of base salary per month; plus excellent benefits). Responsible for executing municipal planning activities on behalf of City; serving as staff to Planning Commission of City; developing elements of general and specific municipal plans and proposing revisions; receiving applications for zoning changes, variances and use permits. Requires Bachelor's Degree in Urban Planning, Architecture, Landscape Architecture or related curriculum and two years experience in municipal, county, or regional planning. Submit resume to: Personnel Department, City of Barstow, 220 E. Mt. View St., Barstow, CA 92311; by June 22. 619/256-2531, ext. 259. EOE.

HOUSING MANAGER—Oakland, CA (\$3350 - 4330/month). Top management position involving the planning, coordinating, and directing of the Housing Rehabilitation, Housing Conservation, and Housing Development Services for the City's Office of Community Development. Requires BS in Urban Planning, public or business administration, architecture, or related field; and 5 years of professional experience which includes administrative and managerial experience within a Housing Agency. Contact: City of Oakland Human Resources Dept., 1417 Clay Street, Oakland, CA 94612, 415/273-3112. Closing date: June 29.

Subscriptions to **Northern News** are available: \$10/year for non-members; no charge for APA members residing in Northern Section Cal Chapter. Approximately eight issues per year. Includes Jobs In Planning listings.

### Northern NewsUPDATE...

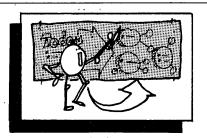
The Metropolitan Transportation Commission, formerly located at the Claremont Hotel in Berkeley, has moved to 1018th Street, Oakland. The new phone number is 415/464-7700.

### Northern NewsMAKERS!!

... Darrell Bolognesi, presently associate planner with the City of Mill Valley, is taking the position of Senior Locations Planner with Bank of America in San Francisco... Marlene Stevenson, formerly of the Gilroy Planning Department, has now joined the City of San Jose's Planning Department in the General Plan section...Richard Anderson, previously with Lynn Sedway and Associates of San Rafael, is now in private development in the Bay Area...and congrats! to Janet and Michael Smith-Hiemer on the arrival of their baby girl...



Urban Design Site and Land Planning Landscape Architecture Community Planning / Design 1184 Keeler Avenue Berkeley, California 94708 Tel: 415/540-0373



PUBLIC INVOLVEMENT **SERVICES** 

· IACOFANO · GOLTSMAN

SEDWAY COOKE ASSOCIATES Urban and Environmental Planners and Designers

1824 A Fourth Street

· Berkeley CA 94710

(415) 845-7549

### Wagstaff and Brady

Urban and Environmental Planning Landscape Architecture 1824-B Fourth Street, Berkeley, California 94710 (415) 540-6865

Main Office: 350 Pacific Avenue San Francisco California 94111 (415) 433-0966

**Bradbury Building** 304 S. Broadway, Suite 330 Los Angeles California 90013 (213) 620-1613

- Biological Resource Management Plans
- Native Plant Revegetation And Landscape Plans
- Plant, Wildlife, Fisheries Studies

1824 fourth street, berkeley, ca 94710

(415) 841-5484

### SUNFLOWER, Compositærs

Info/Word Processing Services

184 Downey Stree San Francisco, CA 94

(415) 753-34

Performing for Perfectionist Planners!



NORTHERN NEWS

MOORE • IACOFANO • GOLTSMAN 1824 A Fourth Street Berkeley, California 94710

