

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

Volume 5  
Number 12  
Sep 1984

**The Making of a Planning Commissioner**

Who—or what—is a Planning Commissioner? Is he/she an Architect? Urban Designer? Civil Engineer, Traffic Engineer, Sociologist, Economist, Demographer, Lawyer, Geologist, Environmentalist, Public Administrator, Planner, Developer?

There is no job description for planning commissioners requiring them to be one of the above, yet they must act in an advisory capacity to evaluate the analysis of most of these professionals at one time or another.

Ideally, the planning commissioner should have training in all of the above areas related to planning, but such is not the case. What's more, there is no apprenticeship period for planning commissioners. They must rely on staff and their own good judgment, analytical powers and hard work to perform effectively in their roles.

The challenge is for planning directors to develop a program, formal or otherwise, aimed at rapidly orienting new commissioners to their jobs and providing ongoing training as part of professional development.

Although planning commissioners will never be "compleat" planners, they must still be able to understand critical legal, technical, sociological, economic, and political aspects of planning to be effective decision-makers. They should be able to exercise independent judgment and not appear to be "spoon-fed" by staff.

Northern Section APA is interested in learning how planning directors go about the task of training commissioners. Do you have a formalized program consisting of individual briefings, study sessions, reading lists, and short courses, or do you tend to "play it by ear" or "wing it?" If you have a program in writing, we would appreciate receiving it. Your thoughts and comments on the subject are most welcome.

*This article was submitted by Richard Hartman, Planning Commissioner for the City of Pleasant Hill. You may contact him at (415) 676-5145.*

**CONFERENCE REPORTS ON THE STATE OF S.F. BAY**

An audience of over 300 citizens, educators, government officials, and developers gathered to hear reports on current ecological, biological, and economic issues relating to San Francisco Bay at the second biennial State of the Bay Conference, June 1. Sponsored by the San Francisco Bay Chapter of the Oceanic Society, the conference addressed such topics as freshwater inflow, controversial state water use policies, toxic waste pollution, and increased public access and recreational opportunities.

Speakers included representatives from the Bay Conservation and Development Commission (BCDC), Citizens for a Better Environment, and the Environmental Defense Fund, as well as private consultants and scholars.

A great volume of information was presented and generated at the conference, including a packet of review materials, a conference summary, and an excellent series of maps showing water flow, pollution sources, baylands and shoreline uses, public access and recreation, and an inventory of the Bay's fish, mammals, and waterbirds.

If you are interested in obtaining any of the above materials, or simply want to know more about the conference, write or call:

San Francisco Bay Oceanic Society  
Building E, Fort Mason Center  
San Francisco, CA. 94117  
415/441-5970



**SUBMIT!**

**Northern News** seeks feature articles of general planning interest for future issues . . . Contact Louis Hexter, Associate Editor, **415/845-7549**.

**WELCOME CCAPA PLANNERS!!!**



## BOOK REVIEW CORNER

### Environmental Planning and Decision Making

Leonard Ortolano.  
John Wiley and Sons, New York, 1984.  
431 pp. \$32.95.

While environmental practitioners have long recognized the broad and diverse nature of their field, this book brings together, under one manageable cover, the main ideas pertinent to environmental planning from the closely related fields of biology, engineering, geography, geology, and landscape architecture. The work is well documented and supported through the integration of research studies from these disciplines.

The text and manner of presentation gain considerably from the intensive reviews given to it by many generations of students at Stanford, where Ortolano teaches. It is not highly critical of current practices, but rather seeks to introduce key concepts and methods. Case material from environmental planning practice is also woven in.

In writing a book of this scope, any author is faced with major editorial decisions on which material should be presented, summarized, referenced or just discarded. No doubt some planners may find the treatment of their special areas of interest too brief. Volumes have been written about public involvement in environmental planning, for example, yet Ortolano assigns less than one chapter to this topic. One should not be reading the book only as a specialist; it is a review of a field. Overall, Ortolano has made some excellent choices of material.

As Professor Ortolano discovered in a survey leading up to the book's final development, the hundreds of college and university courses which deal with the content covered by this book are substantial. *Environmental Planning and Decision Making* should rightfully find a place on the reading list for a large number of them as well as on the reference bookshelf for many environmental professionals and citizens.

D.S.I.



## JOBS IN PLANNING

If you wish to place a listing in Jobs in Planning, please contact Lois Jones at 707/576-5402.

**TRANSPORTATION PLANNER**—City of Mountain View, CA - (Salary: \$32,600 - \$40,700 annually.) A challenging new position for someone with the right combination of technical knowledge, analytical abilities, and interpersonal skills. Responsible for land-use, financial, and political aspects of studies related to regional transportation corridors. **APPLY BY: Open.** For further details, please contact: **City of Mountain View, Phone: 415/966-6309.**

**DEVELOPMENT DIRECTOR**—City of Eugene, OR - Population 106,000 - (Salary: Open, depending upon qualifications.) Department head, executive management level position responsible for a dynamic, aggressive, and growing service program including community development, redevelopment, housing rehabilitation, development assistance, and business assistance activities. \$6 million departmental operating budget. 50 full-time staff. Significant administrative and supervisory experience in community and economic development. **APPLY BY: September 30.** Submit resume (including current salary and work-related references) to: **Ralph Andersen & Associates, Management and Executive Recruitment Consultants, 1446 Ethan Way, Suite 101, Sacramento, CA 95825. Phone: 916/929-5575.**

**TRANSPORTATION RESEARCH ASSISTANT**—Bay Area Council - Responsible for gathering data and providing technical analysis of transportation issues. This research and analysis will assist the Bay Area Council in developing recommendations for an overall transportation strategy. The research assistant should possess good research, analytical and written communication skills. Familiarity with transportation planning issues and methodologies used to project travel demand is desired. Term: September 15, 1984 to April 15, 1985; 20 hours per week, flexible hours, schedule. Salary: \$8 to \$9 per hour, depending on experience. Send resume to: **Meredith G. Michaels, Bay Area Council, 348 World Trade Center, San Francisco 94111; 415/981-6405.**

## APA SOUTH BAY MEETING

Development, redevelopment and preservation is underway in downtown San Jose. **Harry Mavrogenes**, Downtown Coordinator, will bring us up to date on the renaissance of the downtown; and **David Takamoto**, President of David Takamoto Assoc., will give a multi-media presentation of the rebirth of the old telephone building as Market Street Center.

The meeting will be held at Market Street Center, 80 S. Market Street, 4th floor (entrance on the side of the building), San Jose, on September 26, 1984, from 6:30 to 8:30 PM.

Wine and cheese will be served. To register, send your \$5/person check (made payable to APA) to Marlene Stevenson, 365 Forest Ave. #3C, Palo Alto, CA 94301, or call Marlene at (408) 277-5175.

The Community Redevelopment Agency, Los Angeles, has the following job openings. Send resume to: **Personnel Management Dept., Community Redevelopment Agency, 354 S. Spring St., Los Angeles 90013.** AA/EOE/M/F/H.

**CITY PLANNERS**—(Salary range \$2,982 - \$3,708/monthly) Three Project Planner positions. 3-5 years experience plus related degree. Physical planning and project implementation, plus economic and social planning experience. Experience in planning for new development/rehabilitation of existing structures. Knowledge of finance, applicable laws, architecture.

**CITY PLANNING ASSOCIATES**—(Salary range \$2,587.38 - \$3,215.52/Monthly. Excellent benefits, including fully paid 7% PERS). Six City Planning Associate positions. At least 2-4 years experience plus related degree. Advanced degree preferred. Mid-range professional planning skills/experience. Individual positions require particular strength in one or more of the following: developing data base trends and market studies; graphics, model or computer modeling work; contract coordination; residential/commercial/industrial new development/rehabilitation; transportation design/development; and/or neighborhood revitalization programs.

**PLANNING ASSISTANTS**—(Salary Range \$2,141.94 - \$2,660.46/Monthly. Excellent benefits, including fully paid 7% PERS). At least 1-3 years experience plus related degree. Prepare reports, studies, maps, surveys, plans, graphic materials including models. (One position requires strong model making experience.) Excellent research/analytical skills; knowledge of technical planning data such as zoning, population trends, legal/property data, environmental studies.

**ARCHITECT**—(Salary Range \$2,982 - \$3,707/Monthly) Licensed Architect with 3-5 years experience (5-8 preferred). Advanced study in urban design/city planning desirable. Specialized experience in adaptive reuse/rehabilitation of existing large-scale commercial, historic and other structures required. Will be coordinating rehab/new development for significant structures within the Los Angeles Central Business District.

**ARCHITECT ASSOCIATE**—(Salary Range \$2,587 - \$3,215/Monthly) At least 2-4 years experience required, plus architecture degree. Course work in urban design/city planning desirable. Will be responsible for carrying out mid-range professional architectural/urban design work needed to prepare architectural plans, planning reports, models, perspectives, surveys and other materials.

**DEPUTY DIRECTOR, PLANNING & LAND USE**—County of San Diego, CA - (Annual Salary: \$42,245 to \$46,592. Candidates with superior qualifications may be approved for a higher beginning salary within this range. Salary does not include proposed increase.) This position reports to the Director, Planning & Land Use and is responsible for the management and operation of the Long Range Planning Division within the Department. Incumbent reviews and may prepare complex reports and recommendations of Division projects; directs the coordination of Division functions with those of other County Depts., governmental agencies and private industry; attends and conducts policy meetings and confers with the Director to determine programs and policies; sets long range goals and objectives; represents the Department at Board of Supervisors, Planning Commission and other public meetings; and establishes Division budget and staffing levels. This position requires the following experience: 4 years experience in managing and directing the accomplishment of complex tasks in the areas of land use planning, land use regulations, building codes, public facilities, fiscal planning, policy formulation or government structures formulation. 2 years of such experience should have been in a planning agency or comparable agency of similar complexity, dealing with planning, regulations, code and code enforcement. Experience in land use planning is highly desirable. For application, phone 619/565-3559. AA/EOE.

**HOUSING REHABILITATION PROGRAM MANAGER** for San Mateo County's innovative residential and commercial rehab and mortgage loan programs. Lead our effective professional/technical team, develop new funding sources. (Salary \$31,179 to \$38,979.) Proven rehabilitation management ability, community awareness and excellent inter-personal skills essential. Attractive S.F. Peninsula location. Contact: **Personnel Dept., 590 Hamilton, Redwood City, CA 94063; 415/363-4343.** Final filing date: **September 28, 1984.**

**PLANNER II**—(\$22,332 - 27,156 annually, plus excellent benefits) - The County of Sonoma seeks experienced planner to perform research and analysis of demographic and environmental data for proposed projects, make written, graphic, and oral presentations to a variety of groups, and interpret and explain policies, procedures, and regulations to the general public. Apply by formal application by **September 21** to: **Sonoma County Personnel Dept., 2550 Ventura Avenue, Santa Rosa 95401; 707/527-2331.** AA/EOE.

## Northern NewsMAKERS!!

**Hartmut Gerdes, AICP**, principal of Square One Film + Video, San Francisco, has been awarded a seed-grant by the National Endowment for the Arts to begin production on "City in the Sky," a study and video advocacy project on the more extensive use of San Francisco's rooftops . . . **Mr. Michael Hitchcock** has moved his planning consultant firm, Michael Hitchcock & Associates, from San Francisco to Benicia . . .

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.

### COMMIT!

Northern Section invites members to serve on Section committees. Each committee's responsibility is not extensive; work is minimal; and participation provides a good way to network with other professionals. Students are encouraged to participate!

Contact Section Director Steven Orlick, 707/664-2414, for more information.

# Northern NewsUPDATE . . .

Since 1981, the median salary of planners has done better than keep up with inflation; planners have continued to migrate with the population to high-growth areas in the West and Sunbelt; and women have increased their representation in the field. These and other findings are presented in APA's latest report on the employment characteristics and salaries of its members. "Planners' Salaries and Employment Trends, 1983," is available for \$16 from the APA Planners' Bookstore, 1313 E. 60th St., Chicago, IL. 60637.

The APA Board of Directors endorsed a resolution calling for a nuclear freeze at its annual meeting in May, joining a growing number of urban design and public interest organizations which have adopted similar resolutions in recent years. In supporting the resolution, the Board of Directors pointed to planners' roles in working toward the re-building and redevelopment of cities, and for preserving institutional arrangements which enhance the human and physical environments.

CONGRATULATIONS! Northern Section's two submittals to the 1984 California Chapter Awards Competition have both been declared winners. "Retrofit Right: How to Make Your Old House Energy-Efficient" won one of the two "Meritorious Awards" given this year, and the *Watsonville Register-Parajonian* won the competition for a series of articles by a newspaper with circulation of under 100,000.

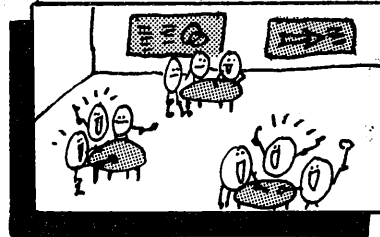
## Conference UPDATE . . .

The International Association for the Child's Right to Play (IPA) 9th World Conference was held in Ljubljana, Yugoslavia last August, bringing together delegates from 48 countries, including the developing world. IPA is an amalgam of environmental designers and planners, educators, child development psychologists, play leaders/animateurs. For more information, contact the U.S. IPA representative at 1700 N. Lilac Dr., Golden Valley, MN 55422.

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

# Parsons associates

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



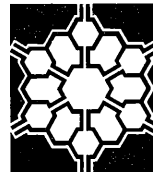
## Meeting Management & Facilitation Graphics

MOORE • IACOFANO • GOLTSMAN

1824 A Fourth Street Berkeley CA 94710 (415) 845-7549

## SEDWAY COOKE ASSOCIATES

Urban and Environmental Planners and Designers



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

Environmental Planning

Ecological Analysis

Resource Management

  
holton  
associates

1824 fourth street, berkeley, ca 94710

(415) 841-5484



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

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

