



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

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On the Street Where You Live

DONALD APPLEYARD'S VIEW FROM THE ROAD SHAPED OUR IMAGE OF THE CITY

The following article is the first of a two-part series excerpted from a paper presented at the Boulder Pedestrian Conference held in September, 1984, at Boulder, Colorado. The author, Thomas Priestley, AICP, is a PhD candidate in the University of California-Berkeley's Department of Landscape Architecture.

Donald Appleyard's sudden death in a traffic accident in Athens in September, 1982, came as a shock to all of us in the planning, design, and environmental research communities. Through his research, writing, and teaching, Appleyard had touched many of us, providing us with a vision of a more humane environment, an environment whose design reflects the needs, values, and feelings of all members of our plural society.

Although he was a generalist who dealt with the full range of environmental and planning issues, Appleyard had a continuing interest in the environment of transportation, and it was for his work in this area that he was perhaps best known.

Donald Appleyard started out as an architect. He was trained at the Architectural Association in London and then worked for several years for a small firm in a town outside Trieste, Italy. From there he went to study planning at MIT, where he came under the influence of Kevin Lynch. Later, Appleyard admitted that studying with Lynch was a turning point for him, for in Lynch he found someone who had something to say about design *theory*.

At the time Appleyard arrived at MIT, Lynch was in the midst of research on urban perception that he was carrying out with Gyorgy Kepes, and which ultimately served as the basis for *The Image of the City* (1960). Appleyard was drawn to this type of research, incorporating many of the themes into his own student work, and later assisting Lynch and John Meyer with the research for *The View from the Road* (1964). This book summarized their research on the sequential experience of the city provided by travel on urban expressways. Their underlying notion was that the high-speed freeway might be designed in a way that provided a transportation experience that was not only visually stimulating, but which also enabled the traveler to develop a coherent and orderly image of the metropolitan area at its new, expanded scale.

1985: Resolutions for Professional Development

1985 brings many continuing education activities and opportunities to Northern California planners with new year's resolutions to develop professionally. Several topics of interest, identified in the fall member survey, will be covered during Northern Section's 1985 Professional Development Program.

The first Section activity, "Urban Planning in the Soviet Union," is scheduled for two presentations, the first on Thursday, January 31, in San Jose, and the second on Thursday, February 21, at Sonoma State University.

In March, Sedway-Cooke Associates will moderate a panel discussion entitled "Hazardous Waste: The Hidden Threat to Local Planning," which will explore the perspectives of state, regional, county and city officials on specific planning problems related to toxic waste. Also in March, Marlene Stevenson, the Section's South County Liaison, will conduct a film series called "Understanding Cities."

Make plans to attend one or more of the programs listed on the calendar of scheduled activities on the next page.

Matt Le Grant

Working with Lynch, Appleyard widened the scope of his interest from the single building and its formal aesthetic properties to the city as a whole, and to the *experience* of moving through it. His interest even then was not just on the aesthetics of urban movement, but also on the information received in the process.

When Appleyard moved from MIT to Berkeley in the late 1960s, he continued his interest in the relationship between movement in the city and urban perception, but also became increasingly preoccupied with the effects of transportation facilities on the environmental experiences of those living around them. One might say that at this point he was no longer interested in just the view *from* the road, but also the view *of* the road.

Work during this period included an analysis of street livability in San Francisco and a massive study conducted with Frances Carp and others of the Bay Area Rapid Transit System's effects on the livability of surrounding neighborhoods. Slightly later, he and M. Sue Gerson and Mark Lintell were awarded a contract from the U.S. Department of Transportation to carry out a major study of street livability. This work resulted in a technical report and in *Livable Streets* (1981).

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URBAN PLANNING, RUSSIAN STYLE

What would it be like to plan in the Soviet Union?

Come join us on January 31 or February 21 to answer this question through the eyes of a group of California planners who recently visited the USSR. Through slides and panel discussion, you will walk through the streets of Moscow, Alma, Ata, Tashkent, and Leningrad, visit with Soviet Planners, and see their work.

The South Bay presentation will be held January 31 from 7:00 to 9:00 p.m. at the County Administration Building on the corner of First and Hedding Streets, San Jose. Parking is across the street, and the room is the Lower Level Conference Room down the stairs.

Hot cider and a deli tray will be served. A \$5/person check (payable to APA; \$6 for non-members) should be sent to Marlene Stevenson, 365 Forest Avenue #3C, Palo Alto 94301. Please make your reservation by January 29. For more information, call Marlene at 408/277-5175.

The North Bay presentation will be offered February 21 at 8:00 p.m. in the Student Union building of Sonoma State University in Rohnert Park. Your \$5/person check (payable to APA; \$6 for non-members) includes refreshments. Call Steve Orlick for more information and directions at 707/664-2414 or 707/523-4994.

PROFESSIONAL DEVELOPMENT

SCHEDULED ACTIVITIES *January—March*

Date	Program	Sponsor/Location	Info phone #
Jan 17-18	Antiquated Subdivisions	UC Davis Extension Sacramento	213/825-7886
Jan 28-30	Rehab Programs for Small Cities	Community Rehab Training Center San Francisco	800/638-8090
Jan 31	Planning in the Soviet Union	Northern Section, APA San Jose	408/299-2521
Feb 1	Annual Land Use Law Update	UC Berkeley Extension San Francisco	415/642-1601
Feb 21	Planning in the Soviet Union (repeat of Jan 31)	Northern Section, APA Sonoma State Univ., Rohnert Park	707/664-2414
Mar 7-8	Affordable Housing	APA - HUD San Francisco	312/955-9100
Mar 15	Development Agreements- Vesting	UC Berkeley Extension San Francisco	415/642-1601
Mar 21	Hazardous Waste: The Hidden Threat to Local Planning	Northern Section, APA San Francisco	415/433-0966
Mar 27-28	Film Series: "Understanding Cities"	Northern Section, APA San Jose	408/277-4576

Northern News Staff: Daniel Iacofano, *Editor*; Louis Hexter, *Associate Editor*

DONALD APPELYARD'S VIEW FROM THE ROAD

continued

Appleyard's interest in street livability issues was not just academic. He put his thinking and research insights to work as both a citizen and consultant. As a citizen volunteer, he served as one of the architects of Berkeley's controversial but successful residential street protection program. As a consultant, he provided advice to several Third World countries on the treatment of streets in urban design, and at the time of his death, he was helping to design a neighborhood planning program for the Greek Ministry of Housing that would have emphasized street livability.

The strength and richness of Appleyard's contribution to the urban design and street livability fields can be attributed to the fact that he was more than just a designer or technician. He was a man of ideas. He read widely and was able to take ideas from other fields and creatively apply them to the needs of planning and design.

Thomas Priestley, AICP

AICP EXAM PREPARATION SCHEDULED

Persons intending to take the May, 1985 AICP exam met on January 4 to schedule a series of preparatory workshops. The 20 prospective examinees decided to hold three Sunday workshops on April 21, 28, and May 5 from 9:00 A.M. to 12:00 Noon on each day.

The prospective examinees decided to prepare for the workshops by individual purchase and study of a copyrighted review book prepared by the Department of City and Regional Planning, Ohio State University, Columbus and available from OSU at \$20/copy. A group order for the review books has been placed by Northern Section. Persons interested in taking the May, 1985 exam who did not attend the January 5 meeting or have not yet contacted Fred Etzell, Northern Section AICP exam coordinator (415) 433-0966, should do so immediately to obtain a copy of the application form which must be received by the American Planning Association office in Washington, D.C. by February 4, 1985.

Correction:

The AICP exam application fee was incorrectly stated in the November/December newsletter as \$14.00. The actual fee is \$140.00.

—Ed.

JOBS IN PLANNING

If you wish to place a listing in Jobs in Planning, please contact the Northern News editorial office: 415/845-7549.

COMMUNITY DEVELOPMENT PLANNER - City of Paramount, CA - (Salary: \$1,687 - \$2,051/mo. plus City pays employees 7% share of PERS.) Requires Bachelor's degree with specialization in urban planning or related field or previous planning experience. Strong writing skills essential. Will assist with preparation of written and graphic reports on various planning matters, and elements of the general plan. Will also assist with City Code and Ordinance enforcement. **APPLY BY: Open. APPLY AT: City of Paramount, 16400 Colorado Avenue, Paramount, CA 90723; 213/531-3503.**

DIRECTOR OF COMMUNITY DEVELOPMENT - City of Compton, CA - (Salary: \$4,072 - \$4,772/mo., plus agency paid PERS.) Graduation from an accredited college with a degree in planning, architecture, civil engineering, public administration, business administration or a closely related field - and - five years of progressively responsible experience as an urban planner, housing administrator, redevelopment administrator or grants administrator. Additional qualifying experience may be substituted for up to two years of the required education on a year-for-year basis. **APPLY BY: Thursday, January 31, 1985, 5:00 p.m.** Application must be made on City's application forms. Resumes not accepted in lieu of application forms. **APPLY AT: Personnel Department, City of Compton, 205 South Willowbrook Avenue, Compton, CA 90220; 213/537-8000, Ext. 260.**

ASSISTANT PLANNING DIRECTOR - City of Norwalk, CA - Population 86,000 - (Salary: \$2,976 - \$3,617/mo., DOQ.) Graduation from college with B.S. degree in planning, architecture, public administration, business administration, or related field; and three years progressively responsible supervisory and managerial experience in the field of planning, at least two of which must have been at a responsible administration or program level. Master's degree highly desirable - may be substituted for one year of experience. **APPLY BY: Open until filled. APPLY AT: City of Norwalk, 12700 Norwalk Blvd., Norwalk, CA 90650; 213/929-2677. EOE.**

SENIOR PLANNER - City of Norwalk, CA - (Salary: \$2,258 - \$2,746/mo.) Graduation from college or university with major in planning, architecture, business administration, and/or public administration. Three years of responsible work experience in public or private land use planning. **APPLY BY: Open until filled.** Application form must be completed. **APPLY AT: Same as above.**

ASSOCIATE PLANNER - City of Santee (near San Diego), CA - (Salary: \$1,995 - \$2,425/mo., plus PERS.) B.A. or B.S. in urban planning, geography, landscape architecture or closely related field plus four years increasing responsible experience. Master's degree preferred. Santee is a rapidly growing City of approximately 47,000 residents located northeast of San Diego. Its population is projected to increase by over fifty percent in the next fifteen years. This rapid growth, coupled with the City's commitment to quality in its land development presents a unique opportunity and challenge for professional planners. The current opening will stress major subdivision and site plan review. Candidates with educational background and/or practical experience in the area of major subdivisions, CEQA, land and landscape architecture are especially encouraged to apply. **APPLY BY: Open until filled. APPLY AT: 10765 Woodside Avenue, Santee, CA 92071; 619/562-6153.**

PRINCIPAL PLANNER - City of Bakersfield, CA - (Salary: \$2,572 - \$3,102/mo.) Requires college degree in planning or related field and five years of professional planning experience. Considerable knowledge of principles, methods, and procedures of city planning and zoning, of community development and redevelopment, and of environmental procedures. Supervises, reviews and prepares reports for current and advanced planning functions. **APPLY BY: February 5, 1985. APPLY AT: Personnel Office, City of Bakersfield, 1501 Truxtun Avenue, Bakersfield, CA 93301**

ASSOCIATE PLANNER - COMMUNITY DEVELOPMENT - City of Bakersfield, CA - (Salary: \$2,290 - \$2,784/mo.) Prefer college degree in planning and technical planning experience at the local government level. Desire experience in the Community Development Block Grant Program, particularly in the areas of housing and economic development. Plans, organizes, and performs assignments pertaining to planning activities for community and redevelopment programs in the Community Services Department. **APPLY BY: February 5, 1985. APPLY AT: Same as above.**

ASSISTANT PLANNER - City of Brawley, CA - (Salary: \$1,568 - \$1,877/mo., depending on qualifications.) A BA or BS degree in urban planning, architecture, landscape architecture or geology is desirable. A minimum of one year experience in a City or County Planning agency. A Master's degree in a relevant field may substitute for experience. **APPLY BY: February 8, 1985.** City application form required. Resume optional. **APPLY TO: Janet Smith, City Clerk, 400 Main Street, Brawley, CA 92227; 619/344-1550. EOE.**

PLANNER - Auburn, CA - (Salary: \$1,853 - \$1,907/mo., plus fringe benefits.) Requires degree in planning and experience in economic development with emphasis on rural counties and small cities. Ability to analyze statistical data and development long range economic development strategies for a multi-county agency. Oral and written skills required. Duties include special studies and advanced transportation planning work. **APPLY BY: January 25, 1985.** Send resume including salary history and references to: **SEDD/SPO, 1230 High Street #224, Auburn, CA 95603.**

CITY PLANNER - City of Santa Clara, CA - (Salary: Open.) Requires education and experience equivalent to a Master's degree in the field of city planning and five years of professional planning experience including two years of supervisory experience. Supervises Planning Division, prepares general plan, current planning, architectural review, redevelopment planning, environmental review, research, and policy planning related to physical development. Responsible for staffing of Planning Commission and the Historical and the Landmarks Commission; acts as Zoning Administrator. **APPLY BY: No later than 5:00 p.m., February 1, 1985.** Apply by formal application with: **Testing Office, 1500 Warburton Avenue, Santa Clara, CA 95050; 408/984-3040. EOE M/F/H.**

PRINCIPAL PLANNER - (Salary: \$3,227 - \$3,923/mo., approximately.) Manages a major section of the San Jose Planning Department. Requires a Master's degree in city planning or related field and two years experience in city or regional planning, zoning or zoning administration, supervising professional and subprofessional employees.

PLANNER II - (Salary: \$2,239 - \$2,721/mo., approximately.) Fully skilled professional planner position. Requires Master's degree in city or regional planning or related field.

APPLY BY: Thursday, January 31, 1985. APPLY AT: City of San Jose, Personnel Department, 801 N. First Street, Room 207, San Jose, CA 95110; 408/277-4204. EOE.

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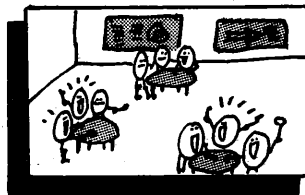
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