

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

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Social Science Applications to Design

DUNCAN & JONES

Donald Appleyard's View From the Road Shaped Our Image of the City

This is the second of a two-part article excerpted from a paper presented at the Boulder Pedestrian Conference by Thomas Priestley, AICP.

Over the years, Donald Appleyard became something of a social scientist through his extensive use of social science research methods to investigate design issues. The essential elements of his research philosophy and approach are set out in *Environmental Planning and Social Science: Strategies for Decision-Making*, a piece that, although published in 1972, is still highly useful today. He observes that much social science research is not specifically geared to provide information related to design issues, and in any case is not presented in ways that are meaningful to designers and decision-makers. He calls not only for more design research, but also for research that is made an integral part of the design and decision-making process (a kind of research that Robert Sommer and others are now referring to as "action research").

Appleyard was very aware that the people-environment system is not just a mechanistic chain of relationships, but in fact has high emotional loadings. Drawing on theory from semiotics, personality psychology, and social psychology, he articulated the view that the high feelings often aroused by environmental issues are related to the environment's meaning. More specifically, in his view it is the environment's social meaning as an extension of the status and identity of individuals and groups that adds fuel to the fires of environmental conflict. His case studies and theoretical writings

both emphasized the critical need for planners and designers to understand this symbolic dimension, and to account for it in the planning and decision-making process.

One of the tragedies of Appleyard's sudden death was that it came at a time when he was working with these ideas about environmental symbolism and was formulating some new conceptions of their implications for planning and design. He had taken the ideas and materials he had been developing in the preceding few years, and was in the process of shaping them into a book to be titled *Identity, Power, and Place*. His goal was to lay out a comprehensive theory of environmental action and place using the concept of "identity" as a focus. The partially-completed manuscript explores the ideas about personal identity developed by Erik Erickson and other personality psychologists, and relates them to the development of identity in places (homes, neighborhoods, cities, distant places). Appleyard presents a rich, complex image of people-environment interactions that illuminates the nature of environmental controversies and suggests principles for planning and design.

Sadly, the manuscript for the entire book is only about 80% complete, and it is not clear whether it can be put into publishable form. A committee of Appleyard's peers will soon review the material to determine what if any parts of it will be published, and what form it will take. Even if the *Identity, Power, and Place* manuscript is never published, Appleyard's preceding work has made a significant contribution to the urban design field in general

Planning Problems Not Unlike Our Own

A chapter of the automobile owners association pressing for more downtown parking meets resistance from inner city neighborhoods. A city's building standards are tightened following a major earthquake. Revising a large city's general plan involves over fifty commissions.

Sounds like Los Angeles, San Francisco and San Jose? These urban planning problems actually belong to Moscow, Alma-Ata, and Leningrad, respectively, of the Soviet Union.

Robert Sturdivant, the leader of last fall's tour of Russian cities, narrated a slide presentation of his observations about Soviet city planning to over 70 Bay Area planners attending two Northern Section workshops on January 31 and February 21. Sturdivant's group toured four cities, and found the places, issues, people, and planning styles highly diverse. The group also learned that no commercial airplanes may fly over Moscow, and that planners in the USSR are called "chief architects." Particularly moving was a description of Leningrad's World War II siege — in which over two-thirds of the city's three million people died from war and hunger — and the indelible effect it had on the city's psyche.

Sturdivant sees his tour as part of a "grassroots diplomacy" and hopes that a dialogue between the two nations' planners can promote peace.

Matthew Le Grant

▶ VOTE!!!

CALENDAR

APA's Annual Planning Conference will be held April 20-24 in Montreal. Northern Section is seeking members interested in serving as delegates to the conference. Sessions will cover a wide range of social, economic, energy, and environmental issues affecting the future of urban and rural communities. Over 2,500 U.S. and Canadian planners are expected to attend. For more information on this exciting conference and the opportunity to represent Northern Section, please contact Steve Orlick at 707/644-2414.

APA has received first prize in the Professional Journals category of *Association Trend's* Publication Contest for the monthly magazine, *Planning*. Israel Stollman, APA's executive director, commended design consultant John Massey and the entire magazine staff for their achievement.

Here is an excellent way to contribute some of your time to Northern Section: Become a member of the jury for the Northern Section Awards Program! Jury work will include soliciting awards nominations, reviewing submittals, selecting awards, and presenting the awards. Anyone interested in participating on the jury should contact Marta Self, 415/254-8850.

Appleyard's View From the Road

and the street livability field in particular. The understanding of the environment that he articulated, and the methods for analysis, communication, and public participation that he demonstrated have helped to change the way that we all think about and approach the problem of making our cities and streets more human. □

Date	Program	Sponsor/Location	Info phone #
Mar 21	Hazardous Waste: The Hidden Threat to Local Planning	Northern Section, APA Ft. Mason, San Francisco	415/433-0966
Mar 23	Agricultural Drainage and San Francisco Bay	UC Berkeley and U.S. Fish and Wildlife Berkeley	415/642-6730
Mar 27-28	Film Series: "Understanding Cities"	Northern Section, APA San Jose	408/277-4576
Mar 29	Improving Design Review	UC Berkeley Extension San Francisco	415/642-1601
Apr 12	CEQA: Recent Developments	UC Berkeley Extension San Francisco	415/642-1601
Apr 23-25	Hazardous Materials Management Conference	ABAG Oakland	415/464-7900
Apr 26	General Plan in the Mid-80s	UC Berkeley Extension San Francisco	415/642-1601

PROFESSIONAL DEVELOPMENT

NOTES

Several professional development activities for planners are available this spring. See the calendar in this issue for details and phone numbers for more information.

In addition to the two Northern Section workshops for March several programs are in the formative stages. Workshops for later this spring include "Conflict Resolution and Planning Commissioners," "Bay Area Regional Transportation," and "Local Organizational Resources for Affordable Housing."

Any persons interested in helping organize these or other activities should call me as soon as possible at 415/433-0966.

Matthew Le Grant

NORTHERN NEWS

Subscription to *Northern News* is included in membership dues. Non-member subscription rate is \$10 per year which includes *Jobs in Planning* listings. *Northern News* is published eight times yearly, according to the following schedule:

Issue	Closing Date	Mailing Date
JAN/FEB	Dec. 30	January 10
MAR/APR	March 1	March 14
MAY	April 26	May 6
JUNE	May 31	June 10
JUL/AUG	July 5	July 15
SEPT	August 30	Sept. 9
OCT	Sept. 27	October 7
NOV/DEC	Nov. 1	Nov. 12

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JOBS IN PLANNING

To place a listing in Jobs in Planning, please contact the editorial office: **415/845-7549**.

TRANSPORTATION PLANNER - City of Sunnyvale, CA - (Salary: Open.) Under general direction from the City Traffic Engineer, the Transportation Planner will take professional leadership in the formulation and development of comprehensive City plans involving regional transportation issues and their impact upon the economic viability and development of the City. Requires any combination of education and experience equivalent to graduation from college with major work in transportation planning, engineering, public administration or other appropriate fields, and three years of professional level planning, analytical or administration experience, primarily in transportation planning. **APPLY BY: March 25, 1985.** For application and information, contact: City of Sunnyvale, 456 W. Olive, P.O. Box 60607, Sunnyvale, CA 94088. 408/738-5431. AA/EOE.

SENIOR PLANNER - County of Santa Cruz, CA - (Salary: \$1,962-\$2,610/ mo.) Requires three years professional planning experience. (A Master's degree in planning or a closely related field may be substituted for one year of the required experience), or one year of experience performing duties comparable to an Associate Planner. **APPLY BY: March 29, 1985, APPLY AT: Santa Cruz County Personnel, 701 Ocean Street, Santa Cruz, CA 95060. 408/425-2316. AA/EOE.**

ASSOCIATE PLANNER - County of Santa Cruz, CA - (Salary: \$1,780-\$2,362/mo.) Requires two years of professional planning experience. A Master's degree in planning or a closely related field may be substituted for one year of the required experience. **APPLY BY: March 29, 1985, APPLY AT: Santa Cruz County Personnel, 701 Ocean Street, Santa Cruz, CA 95060. 408/425-2316. AA/EOE..**

SENIOR PLANNER - Town of Breckenridge, CO - (Salary: \$27,580-\$33,520 annually.) The Town of Breckenridge needs a Senior Planner to perform and supervise current planning functions, coordinate development reviews, historic preservation, and other community development projects. Must have Master's degree in planning or related field, minimum three years progressively responsible planning experience including supervisory experience. **APPLY BY: Monday, March 25, 1985.** Submit resume to: Personnel Office, Box 168, Breckenridge, CO 80424.

COMMUNITY DEVELOPMENT TECHNICIAN - City of San Clemente, CA - (Salary: \$1,528-\$1,857/mo.) Performs subprofessional field and office planning/engineering work including preparation of maps and other graphic materials. Requires one year of drafting experience and training in engineering/architecture/planning/geography or related field. **APPLY BY: 5:00 p.m., March 25, 1985.** Apply on required City form to: City of San Clemente, Personnel Office, 100 Presidio, San Clemente, CA 92672. 714/361-8294.

ASSISTANT PLANNER - County of Santa Cruz, CA - (Salary: \$1,515-\$2,009/mo.) Requires Bachelor's degree with a major in planning or a closely related field and two years experience equivalent to a Planning Technician plus 12 semester units of coursework in planning or a closely related field. **APPLY BY: March 29, 1985, APPLY AT: Santa Cruz County Personnel, 701 Ocean Street, Santa Cruz, CA 95060. 408/425-2316. AA/EOE..**

ARCHITECTURE/CITY PLANNING ASSOCIATE - (Salary range \$2587-\$3215/mo.) - Planning and Urban Design Department, Community Redevelopment Agency. Key support role in coordination/design of landmark projects in downtown Los Angeles Financial Core and Bunker Hill areas. Degree and minimum 2-4 years experience in design and planning. Strong writing and analysis skills imperative. Previous direct interaction with developers, real estate specialists highly desirable. Immediate opening. Send resume to: City Planning Associate Position, Personnel Dept., Community Redevelopment Agency, 6th Floor, 354 So. Spring St., Los Angeles, CA 90013. AA/EOE/H, M/F.

COMMUNITY DEVELOPMENT SPECIALIST - City of San Diego - (Salary: \$2,546-\$3,087/mo.) Plans, coordinates and directs implementation of major redevelopment, industrial, or commercial projects. Requires equal to Bachelor's degree and 4 years full-time, professional community economic development, administration, budgetary or financial analysis exp., 2 yrs. of which must include designing and implementing a redevelopment project, administering a commercial rehabilitation project, or developing new commercial or industrial projects. Add'l exp. may sub. for educ. on a year-for-year basis. A Master's degree in Bus. Admin. or related field may sub. for 1 yr. of non community development exp. Apply: City of San Diego, Employment Info. Counter, 202 C St., San Diego, CA 92101. 619/236-5753. EOE.

DIRECTOR OF PLANNING - City of Soledad, CA - (Starting Salary: \$25,000 annually, plus comprehensive benefit package.) Management position reporting to City Manager. Two years experience as urban planner. Familiarity with: Subdivision processing, general plan revisions, zoning ordinance amendments, conditional use permits, environmental impact analysis, redevelopment, annexations, and code enforcement. Education: Bachelor's degree in urban planning or related field. A Master's degree in urban planning or related field may be substituted for one year of experience. This position is principal staff to Planning Commission. Valid CA Driver's license required. **APPLY BY: March 29, 1985. APPLY TO: City Manager, City of Soledad, P.O. Box 156, Soledad, CA 93960, or call 408/678-3963. EOE/AA/MFH.**

SENIOR PLANNER - City of Claremont, CA - (Salary: \$2,315-\$2,891/ mo., plus paid retirement.) An experienced level professional management position. Supervises technical staff and is primarily responsible for advanced planning. Requires Bachelor's degree in city planning or related field; four years of progressively responsible experience in city planning, preferably some in supervisory capacity; Master's degree may substitute one year of experience. **APPLY BY: Friday, March 29, 1985. Personnel Office, 207 Harvard Avenue, Claremont, CA 91711. 714/ 624-4531, Ext. 217. EOE.**

ASSISTANT PLANNER - City of Oxnard, CA - Population 125,000 - (Salary: \$2,348-\$2,864/mo., which includes 7% City-paid PERS.) Bachelor's degree in architecture, urban or regional planning, economics, or a related field considered useful in city planning and one year of responsible professional experience in an urban planning department. Experience in architecture is highly desirable. **APPLY BY: March 29, 1985. APPLY AT: Personnel Office, City of Oxnard, 305 West Third Street, Oxnard, CA 93030. 805/ 984-4655.**

PLANNER II - City of Seaside, CA - (Salary: \$2,080-\$2,470/mo., plus City-paid 7% employee's contribution to PERS.) Desire graduation from an accredited four year college or university with major work in urban planning or a closely related field. Requires two years of increasingly responsible professional planning experience. City application form is required. **APPLY AT: Personnel Department, City of Seaside, 440 Harcourt Avenue, P.O. Box 810, Seaside, CA 93955. 408/899-6250.**

JOBS IN PLANNING

PLANNER - Marin County, CA - (Salary: \$2,007-\$2,418/mo.) Conducts project research and analysis. Requires some combination of four years of related college education and two years of land use planning experience. **APPLY BY:** Obtain application packet and file by Monday, April 1, 1985. **APPLY AT:** Marin County, Personnel Office, Room 416, Civic Center, San Rafael, CA 94903. 415/499-6104. An EEO/AE.

PLANNER - (Salary: \$24,086-29,016.) Marin County is seeking an exceptional planning professional for the Current Planning Division of the Planning Department. Successful candidates will have demonstrated experience in the preparation of land use and zoning studies, development project analysis and ability to work with individuals, groups, and official boards and commissions. Skills in urban design and computer applications are also desired. Require combination of education and experience equivalent to a bachelor's degree in a planning-related field and two years of professional planning experience. Current position is 90% time. Eligibility list is being established for anticipated future openings. Submit application to the Marin County Personnel Department, San Rafael, CA 94903, not later than April 1, 1985. For further information phone 415/499-6104

SENIOR PLANNER - Sandy City, UT - City Population 62,000 - (Salary: \$21,790-\$25,941 annually, plus benefits.) Under the general direction of the Community Development Director assigns, supervises and directs the activities of long range planning division. Excellent written and verbal skills necessary along with organizational capabilities, knowledge of the principles and practice of urban planning at the local government level and the ability to perform technical research on long range and strategic planning projects. Requires Master's degree plus three years in city planning or closely related field. Year-for-year education/experience substitution, computer and forecasting skills preferred. **APPLY BY:** Send resume or apply by April 12, 1985. **APPLY AT:** Personnel, 800 East 100 North (440 East 680 South), Sandy, UT 84070. 801/566-1561.

SENIOR URBAN PLANNER - City of Mountain View, CA (Salary: \$3,044/mo.-control point). Will work as a leader and member of the staff teams in analysis and preparation of policy and physical design plans related to private development and redevelopment projects. Transportation studies, housing proposals, the City's General Plan, public projects and other related design and land use issues. The position will also work directly with the Transportation Coordinator. Candidates should have a strong background in transportation and/or related technical skills and data analysis and the use of computer modeling. Training and experience equivalent to graduation from college with a major in urban planning and a minimum of 3 years of planning experience. A Master's Degree in Urban Planning may be substituted for 1 year of planning experience. Possession of a valid California driver's license. The duration of this position may be limited to 3 years. Filing deadline: Open until filled. **Apply:** Personnel Dept., 444 Castro St., Mountain View, CA 94041; 415/966-6309. EOE

DIRECTOR OF COMMUNITY DEVELOPMENT - Town of Mammoth Lakes, CA - Resident Population 5,000 - Population reaches 30,000+ on peak tourist days - (Salary: \$37,000-\$39,000 annually, DOQ.) A newly incorporated resort community seeks a self-motivated and creative individual with a strong and varied background in land use planning to establish a brand new department responsible for all phases of community development. Mammoth Lakes is expected to triple its resident population on build outs and have the potential to become the largest Alpine ski resort in the world. In addition to a land use background, individual must be sensitive to the divergent needs and interests in the community, including the Town's need to be economically viable and the peoples' needs to retain and enhance the area's incomparable natural resources. Requires minimum of degree in urban planning or related field and five years of progressively responsible experience in municipal land use planning. **APPLY BY:** Open. Send resume to: Town Manager, Mammoth Lakes, P.O. Box 1609, Mammoth Lakes, CA 93546.

ASSISTANT REGIONAL PLANNER (Transportation) - Monterey Bay Area, CA - (Salary: \$1,828-\$2,220/mo., plus fringe benefits.) Position requires a minimum of Bachelor's degree and one year of professional transportation planning experience. Duties include system analysis and evaluation, alternatives analysis; TSM, forecasting, preparation of plans and programs, transit studies and surveys, and review of environmental documents. **APPLY BY:** Open until filled. Send resume to: Association of Monterey Bay Area Governments, Personnel Officer, P.O. Box 190, Monterey, CA 93942. 408/624-2117. EOE.

ASSOCIATE PLANNER - City of Santee (near San Diego), CA (Salary: \$1,995-\$2,425/mo.) The City's rapid growth, coupled with a commitment to quality in its land development presents a unique opportunity and challenge for professional planners. Requires B.A. in urban planning or related field and four years of experience. **APPLY BY:** Open until filled. **APPLY AT:** City of Santee, 10765 Woodside Avenue, Santee, CA 92071. 619/562-6153. EOE.

ASSOCIATE PLANNER - City of Hemet, CA - (Salary: \$2,144-\$2,736/mo., plus City pays employee share of PERS.) Requires three years of increasingly responsible professional planning experience. Bachelor's degree in planning, community development, urban design or related field. A Master's degree in planning may substitute for one year of experience. **APPLY BY:** Open until filled. **APPLY AT:** City of Hemet, Personnel Department, 450 East Latham Avenue, Hemet, CA 92343. 714/658-9411, ext. 204. EOE/AA.

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Hazardous Waste Panel Discussion on Tap

The many problems of hazardous wastes and their effects on planning processes and decisions will be the subject of Northern Section's workshop on March 21 at Fort Mason Center, San Francisco. The workshop, hosted by Sedway-Cooke Associates, will include a panel of several Bay Area officials involved with hazardous materials, including: Melita Elmore of the San Francisco Regional Water Quality Control Board; Jennifer Tachera of the Department of Health Services - Toxics Division; Craig Parada, City of San Jose Planning Department; Gary Silverman, ABAG; and Rafat Shahid of the Alameda County Hazardous Materials Program. Matthew Le Grant will moderate the discussion, which will involve audience participation.

The workshop will be held from 6:30-9:30 p.m. at Fort Mason Center, Conference Room A-2. A \$5/person check (payable to APA Northern Section; \$6 for non-APA members) covers room rental and refreshments. Attendance will be limited to 50 persons, so please make your phone reservation by Wednesday, March 20. Call Matt Le Grant at Sedway-Cooke Associates, 415/433-0966.

Matthew Le Grant

ROLL THE FILM . . .

"Understanding Cities," the award-winning film series directed by Edmond Bacon, will be presented on two consecutive evenings this month. On Wednesday, March 27, the series will include "Rome: Impact of an Idea," "Paris: Living Space," and "John Nash and London." The Thursday films will be "The American Urban Experience" and "The City of the Future."

Showtime is 6:00 p.m. both evenings at the Plaza Room, Holiday Inn Park Center Plaza, 282 Almaden Blvd. at San Carlos, San Jose. A \$1 donation at the door is requested and you should contact Marlene Stevenson for reservations at 408/277-4576 by March 25 at 5 p.m.

A Call For Nominations

Nominations are now being accepted for the positions of Director Pro-Tem and Secretary-Treasurer for the Northern Section Board. Nominations should be sent to the Northern News editorial office, 1824 A Fourth St., Berkeley 94710.

Recently, the California Chapter Board voted to change the Section Director's term from one to two years in order to increase the continuity of participation on the state Board. This automatically affects all California Sections. The position of Northern Section Director will be open in 1986 for the two-year term.



VOTE!!!

The Northern Section Board endorses these candidates in the upcoming National APA-AICP elections: **Gloria McGregor** for President-Elect and **Robert Paternoster** for Director At-Large. Both are California planners with extensive APA organizational experience, and both support strong chapter and section roles in providing member services.

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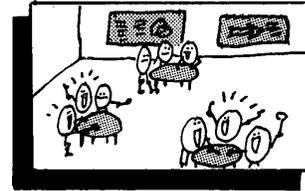
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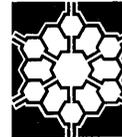
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