

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

## Section Director's Report

### Montreal 1985: APA Annual Conference

As Northern Section Director and a delegate to the recent APA Conference, I would like to share some of my reflections with you about Montreal and Quebec City, about the conference, and finally about the state of National APA affairs in general.

Montreal and Quebec are marvelous cities. Montreal, a city of some 3 million people (the largest in Canada), is very cosmopolitan and European. Most streets are narrow, auto drivers are rude and crazy, and pedestrians are careless. Quebec City with its 600,000 primarily French-only speaking inhabitants, has even narrower streets, especially inside the walls of the old city. Montreal is in many respects the modern metropolis, with its refrigerator box-like skyscrapers and underground metro transit system. Quebec City has preserved its history better and has only a handful of modern highrises, all (fortunately) outside the walls.

Two notable differences in both cities when compared with most U.S. cities were the nature of the commercial establishments and the character of residential streets. We saw very few "chain"-type restaurants and shops. There were many more small, individually owned restaurants than we are used to seeing, all with superb international food! Shops and grocery stores were mostly of the low-volume, pedestrian nature. Commercial streets were busy, but humanly scaled, and walking, even at night, seemed quite safe. Residential areas, even in the suburbs of Montreal and Quebec City, seemed strikingly different from those in our low density, sprawling cities. Most people live in multi-family structures, most three

to four stories, with occasional highrises. We didn't see many areas with single-family detached units, and we learned that most people in both cities are renters, not owners, of their housing units.

The conference was one of the best attended in recent years, attracting about 3500 planners from the U.S. and Canada. I attended three particularly interesting sessions on "Making Planning More Effective," "Looking at Cities" (Allan Jacobs), and "Hazardous Materials and Handling". The three mobile workshops I went on toured an area of preserved older homes in the Montreal downtown area ("Golden Mile"), a commercial street revitalization project ("Plaza St. Hubert"), and a so-called New Town ("Nun's Island") ten minutes from the Montreal C.B.D. in the St. Lawrence River.

The Northern Section delegation to the APA Delegate Assembly of the conference consisted of Bill Spangle, Bob Sturdivant, and myself, who joined others on the 16 member California delegation. National APA policies on the Environment, and on Rural Conservation and Development, were discussed, debated, and adopted, in a spirited and worthwhile three-hour session.

While the Delegate Assembly and the APA conference in general were enjoyable and educational experiences, the feelings I left with about the state of the National APA organization were not so positive. I unfortunately have to report that in my opinion National APA has serious problems. As you may know, a political clique in APA has

**SECTION ELECTIONS**  
\*\*\*\*\*1985

**SEE BALLOT INSIDE**

**ANNUAL SECTION DINNER  
JULY 18  
UC BERKELEY  
FACULTY CLUB**

Awards for achievement in planning and the installation of new officers will highlight Northern Section's Annual Dinner, slated for Thursday, July 18, at the University of California, Berkeley Faculty Club (just across from the football stadium).

The no-host bar will open at 6:00 p.m., and dinner will be served at 7:00. Following the meal, the Awards Committee will make their presentations to this year's winners, and the new Northern Section Officers for 1985-86 will be introduced.

You can make your reservation by simply filling out the appropriate space on the enclosed election ballot and returning it with your vote. (Your reservation will be separated from the ballot before the votes are tallied.)

Come celebrate a great year for Northern Section planners! For more information and directions to the UC Faculty Club, please call Joan Lamphier, 415/451-8046.

Return your ballot and Dinner reservation no later than Wednesday, July 10.

# Conference

gained control of the President Elect, and a majority of the Board of Directors' positions of the national organization. Besides proposing to raise dues and reduce member services, including reductions in *Planning Magazine*, the clique is decidedly anti-chapter, anti-section, and perhaps even anti-A.I.C.P. They essentially propose to reduce dues subventions which help fund our local activities. In running slates of candidates for national APA offices and publishing an underground "double speak" newspaper about their views on APA affairs (with their own money), they have politicized and altered the nature of APA elections perhaps irreparably. As Daniel Lauber, the new national APA President somewhat arrogantly said in his plenary speech, "we have taken over." Indeed they have, and this presents some dilemmas and interesting options for your Section and Chapter Boards, on which I'd like some feedback.

Recalling that California has about one-sixth of all APA members, one option is that we can get more involved in the politicizing of national APA by running and supporting our own candidates for national office. A second is to try to make Section and/or Chapter organizations much more independent of national through encouragement of Section and/or Chapter only memberships (quasi APA membership without paying any dues to APA national). The third option is to investigate the possibility of forming a new planning organization not affiliated with the existing APA. This might be composed of California planners or those from the western U.S. The fourth option is to do nothing because APA seems to be fine as is. We need your feedback, so please drop me a note or call with your response to these alternatives. ■

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 707/664-2414 or 664-2306

# CALENDAR

Date	Program	Sponsor/Location	Info Phone #
Jun 20-22	Conflict Resolution and Environmental Mediation	UC Berkeley Program on Environmental Decision-Making, Berkeley	415/643-6307
Jun 26	Shopping Centers in the 1980s	Northern Section, APA Old Mill, Mountain View	408/277-4576
Jul 17-19	Energy Decision-Making in the '80s	Stanford University Palo Alto	415/854-1763
Jul 18	Annual Awards and Officers Dinner	Northern Section, APA UC Berkeley Faculty Club, Berkeley	415/451-8046

To announce events of planning interest for **Northern News CALENDAR**, please contact

Matthew Le Grant  
 2215 Jefferson #C  
 Berkeley, CA 94710  
 415/433-0966

## State of the Mart

### Shopping Centers in the 1980s

Planners of the South Bay will explore the development, redevelopment, and management of neighborhood, regional, and specialty shopping centers at a panel discussion on Wednesday, June 26, from 6:30 - 8:30 p.m. at Old Mill Shopping Center, 2540 California Street, Mountain View.

The event will be held in the 2nd floor community room, just above the candy store at the north end of Old Mill. Wine and cheese will be served, and the cost is \$5/person, payable to Northern Section, Cal Chapter, APA. Reservations should be made by June 24 to Marlene Stevenson, 365 Forest Ave., Palo Alto 94301, or at 408/277-4576.

Speakers will be Steven Coates of Coates and Sowards; Evelyn Perl of Biagini Properties (formerly of Ernest W. Hahn, Inc.); and Jack Reilly, co-owner of Old Mill Shopping Center.

## NORTHERN NEWS

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JAN/FEB	Dec. 30	January 10
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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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## **DIRECTOR PRO-TEM**

### **Peter Nelson**

MCP Harvard University; 10 years planning/real estate experience; State of New Hampshire Dept. of Transportation; Fairfax County, Virginia, Office of Comprehensive planning; Lynn Sedway and Associates, San Rafael; Metropolitan Life Insurance, Real Estate Investments; Director Pro-Tem, Northern Section, APA.

As Director Pro-Tem, I look forward to continuing to expand Section professional program offerings and to seek an equitable allocation of chapter dues for the funding of Section activities.

### **David E. Miller**

BA Environmental Design, Univ. of Washington, 1973. 3 years with architectural design firms in the Seattle Metro Area; 3 ½ yrs. as planner with Maricopa County, AZ/Maricopa Assoc. of Governments; 2 yrs. Assistant Director of Community Development, City of Morgan Hill, CA; 2 ½ yrs. Director of Public Works and Community Development, City of Foster City, CA. Member of APA for 8 years.

During the past few years, the Northern Section, Cal Chapter, APA has developed an organizational structure of personnel and a direction responsive to professional planners. Unfortunately, the planning profession as a whole has lost much of its sense of purpose, excitement, and innovation since the mid-70s.

As Director Pro-Tem I'd like to bring to APA Northern Section a palette of ideas for encouraging professional exchange through chapter activities. I know many of us are active in some very exciting case examples of planning issues, but there is presently lacking a forum or communication channel for sharing ideas and experiences. APA at the Chapter level can and should provide this practical professional enrichment. For APA to serve us as professionals we should be able to take the practical and innovative approaches to planning problems from the "idea exchange," be it a seminar, panel, video, slide/music presentation, or other medium back to our jobs with a feeling of applicability and a spark of enthusiasm to instill a sense of purpose and creativity to our professional experience.

Clearly the Director Pro-Tem must provide many more perfunctory duties than just setting up an "idea exchange," but it's the grunt work that brings off the enriching experiences. I ask for your support to help make the Northern Section of Cal Chapter, APA, a conduit for ideas and experiences transferrable between all of us and worthwhile of our participation.

## **SECRETARY**

### **Marlene Stevenson**

Current position: Planner with the San Jose Department of City Planning; Northern Section Liaison for the South Bay.

As the South Bay Liaison, I have organized several planning functions, participated in the Northern Section Board meetings, and attended the Strategies Planning Workshop in 1984. I am now interested in taking a more direct role on the Board as an elected officer while continuing to organize planning functions in the South Bay.

I would maintain the Northern Section minutes as an important archive which would allow subsequent boards to build on policy decisions, maintain a policy binder of these important decisions, and correspond with individuals who request information.

### **James V. Dougans**

Transportation Planner, DKS Associates, Oakland, California (current position). Transportation Planner, Permanent Citizens Advisory Committee to the Metropolitan Transportation Authority, New York, New York (1983-1984). Project Manager, New York City Department of Transportation, New York, New York (1981-1983). Director, APA Board (Chair-Student Representatives Council 1983-1984); Student Representative, New York Metropolitan Chapter, (1982-1983).

As an APA member I have been involved at the Chapter and National level. During this time I have seen how important it is to have strong representation. As Secretary I would assist the Section Director in representing the Section at the Chapter and National levels.

As Student Representative I organized a number of workshops and activities for the New York Metropolitan Chapter. As Chair of the Student Representatives Council (SRC) I worked for the interests of student members. I helped gain a large increase in the SRC budget and better communication through more frequent newsletters. My experience on the APA Board also familiarized me with the organization and workings of National.

Section activities need to be topical and available to members. As Secretary I would help to organize activities that members need, and work to make them available to as many section members as possible. I am seeking the position of Secretary because I feel the Section is an important organization for serving planners. I believe that I have the interest and experience to make a contribution.



# JOBS IN PLANNING

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

**ECONOMIC DEVELOPMENT OFFICER** - City of Long Beach, CA (Salary \$35,438 - \$53,158/year plus extensive management benefit package.) Major port city of 375,000 seeks experienced economic development professional to head on-going program of marketing, business loans, and private sector liaison, and to develop new program directions and resources pursuant to City-wide strategic planning process. Requires bachelor's degree in business, economics, finance or related field and five years progressively responsible experience in economic development. Submit resume by June 28, 1985 to Development Bureau Manager, Department of Community Development, City of Long Beach, 333 W. Ocean Boulevard, Long Beach, CA 90802; 213/590-6830. AA/EOE.

**DIRECTOR OF PLANNING, ENGINEERING AND BUILDING** - City of Loveland, CO (progressive, fast-growing municipality of 34,000, 50 miles north of Denver) - (Salary: To \$48,000 annually.) Department includes land use planning services, traffic engineering, storm drainage planning and engineering, general civil engineering, capital improvement programs, building inspection, street operations, and refuse collection. Requires Bachelor's degree in civil engineering, planning or related field plus five (5) years progressively responsible professional experience, with significant supervisory and managerial experience. APPLY BY: June 28, 1985. Send resume to: City of Loveland, Personnel Office, 410 East 5th Street, Loveland, CO 80537. EOE.

**PLANNING DIRECTOR** - Emeryville, CA (Salary to lower 40s, DOQ) - Work with a newly-appointed City Manager and a new City Council/Redevelopment Agency on a comprehensive planning program, including a redevelopment project that comprises two-thirds of the total city area. Requires a degree in planning, architecture, landscape architecture or related field with at least five years of increasingly responsible experience in either a governmental or private agency. A master's degree in urban planning or closely-related field may be substituted for one year of experience. Apply by June 30, 1985, with current resume to City Manager, 2449 Powell St., Emeryville, CA 94608.

**TRANSPORTATION PLANNING MANAGER** - Contra Costa County, CA (Salary \$45,120 to \$54,852 annually depending upon qualifications and excellent benefits.) Newly created management position for talented transportation professional possessing exceptional communication and management skills. B.S. plus five years related experience desired. APPLY BY: June 25, 1985. Obtain application materials from C.C.C. Personnel Dept., 651 Pine Street, Martinez, CA 94553; 415/372-4047.

**PLANNING TECHNICIAN** - Contra Costa County, CA (\$2081 to \$2529 monthly and excellent benefits.) One immediate opening; a second anticipated within six months. Responsible for a wide variety of technical counter and/or field investigation work in interpreting and applying land use and zoning ordinances. Four years related experience in a City, County or regional planning office required. APPLY BY: June 21, 1985. Obtain application materials from C.C.C. Personnel Dept., 651 Pine St., Martinez, CA 94553; 415/372-4047.

**CITY PLANNER** - Pismo Beach, California (Pop. 6,000). (Salary is presently \$27,000-\$28,000 annually with cost-of-living adjustment expected in July. City offers an excellent benefit package including City paid PERS.) Position requires Bachelor's Degree in Planning or related field plus minimum three (3) years of progressively responsible municipal planning experience with emphasis in architectural review, subdivision and landscaping design. Coastal permitting experience preferred but not required. Submit resume and City application form to City Clerk, P.O. Box 3, Pismo Beach, CA 93449; 805/773-4657. Application deadline is June 20, 1985 at 5:00 p.m. EOE.

**SENIOR PLANNER** - City of Sanger, CA - (Salary: \$23,000 - \$29,900 annually, depending on qualifications, excellent benefits.) Requires B.S. in planning or related field, three years increasingly responsible professional planning experience. Master's degree in planning or related field may substitute for one year of required experience. Under general direction of department head, will respond to public and perform all duties related to zoning associated reviews and permits, environmental studies and general plan. May assist in area of economic development strategies and packaging of redevelopment properties. APPLY BY: June 29, 1985. APPLY AT: City of Sanger, 1700 7th Street, Sanger, CA 93657; 209/875-2587.

**SUPERVISING PLANNER** - Sacramento, CA - (Salary: \$2,819 - \$3,426/mo.) Two management level positions with major responsibility for transportation planning and programming, air quality planning, airport land use planning, or technical planning assistance to local governments. Requires four years professional planning experience, including two years in a supervisory capacity. Four year college degree with major in planning, community development, urban design, public administration, or related field. APPLY BY: Open. For information and application, contact: Sacramento Area Council of Governments, P.O. Box 808, Sacramento, CA 95804; 916/441-5930. AA/EOE.

**PLANNER I** - City of Santa Maria, CA - (Salary: \$1,645 - \$2,008/mo., plus 7% PERS.) Assists in the administration of the Community Development Block Grant Program and related projects. Bachelor's degree in planning or a closely related field and one year planning or redevelopment experience as an intern or aide. Familiarity with CDBG program, assisted housing program, or real estate development is desirable. APPLY BY: June 28, 1985. APPLY AT: City of Santa Maria, Personnel Office, 110 East Cook Street, Santa Maria, CA 93454-5190; 805/925-0951.

**PLANNING AIDE** - City of Simi Valley, CA - (Salary: \$1,263 - \$1,536/mo., plus benefits, including City-paid retirement of 7%.) Two years of college drafting or graphics/cartography related course work, and city planning related course work. Experience may be substituted for education on a year-for-year basis. Under general supervision, performs a variety of graphics and entry level planning functions, and other related duties as assigned. Prepares advanced and current planning graphics materials, zoning maps, Vu-graphs and various exhibits for Planning Commission meetings. APPLY BY: 5:00 p.m., Friday, June 28, 1985. APPLY AT: City of Simi Valley, Department of General Services (Personnel), 2929 Tapo Canyon Road, Simi Valley, CA 93065; 805/583-6700. AA/EOE.

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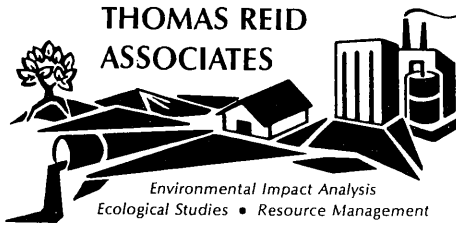
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