



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

Use CEQA as a Model for the General Plan

In fast-changing communities, rigid documents are of limited use. What we need is a process.

by William H. Claire III, AICP

Only in the last ten years has the General Plan achieved its status as the primary vehicle for control of development in California communities. Before that, zoning reigned supreme. But through legislation, regulation, and litigation, the General Plan has become the means for safeguarding the public health, safety, and welfare.

Because the conditions affecting communities are in constant flux, the General Plan was intended to be a flexible document, providing the means to recognize and respond to change. It is clear, however, that the role of the General Plan is not universally understood.

Though General Plans can be virtually obsolete by the time they are approved, they are too often treated as ironclad—an attitude that produces what might be called "General Plan Imperialism." Requirements for consistency among plan elements can further reinforce such rigidity. As a result, many communities still administer zoning ordinances with antiquated categories of use, outdated performance standards, and conflicting provisions.

Our challenge is not just to make the General Plan relevant, but to make it timely. We must be equipped to deal with shifting lifestyles, employment patterns, and re-

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Northern Section Seminar

Bay Area Urban Design — October 17

Downtown urban revitalization and the creation of new urban centers have increasingly become major priorities in many medium- and small-size Bay Area communities. This new suburban design focus includes issues such as historical preservation and commercial tax base creation. Rapidly growing suburban communities are especially concerned with environmental quality indicators such as urban design, traffic impacts, open space, and community identity.

Three downtown urban design projects — Pleasant Hill, Santa Rosa,

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Interactive Session

Development Agreements November 14

Development agreements, once a new and relatively untried creation of California law, are rapidly becoming commonplace. This seminar is specifically designed for planners who are currently negotiating such agreements or expect to do so in the future. An outstanding and diverse panel of experts has been assembled, including:

- **Jay Bodutch**, Principal Planner, City of Fairfield Planning Department, who has represented his city in several negotiations;
- **Mike Couch**, Principal, Vintage Properties, a developer with broad experience in development agreements;
- **Richard Cowart**, Professor, University of California, Berkeley, who has conducted extensive research in this area and is authoring a major report on agreements;
- **Sue Diamond**, Associate, Brobeck, Phlegher & Harrison, an attorney who has represented developers in negotiations with local governments; and
- **Bill Galston**, City Attorney, Antioch, who has worked closely with his city's planning department on development agreements.

This panel will address the practical issues local governments must face in using development agreements at a Thursday evening seminar sponsored by Northern Section on November 14, 1985 at 7:30 P.M. in the San Mateo City Hall, 330 West 20th Avenue. The format of the seminar will maximize the opportunity of those attending to have

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R E S E R V E

_____ places for me at the
Development Agreements Seminar
Nov. 14, at the San Mateo City Hall,
330 West 20th Avenue.

Enclosed is a check for \$_____,
(\$6 per APA member; \$7/non-
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General Plan

continued

sources, as well as emerging new issues, such as the handling and disposal of hazardous materials.

Up until now, the focus has always been on the checklist of General Plan elements and requirements. Perhaps it's time to shift our emphasis from the document to the process.

In the California Environmental Quality Act (CEQA), and its subsequent amendments, we have a vehicle for balancing the opportunities and constraints in the General Plan. Consider the stages in environmental assessments of General Plans: The first step is to describe the existing environmental setting, and the impacts of current conditions. This serves as a basis for the next step, development of alternative future scenarios. Then, CEQA calls for the testing of these scenarios. They are compared and contrasted in both qualitative and quantitative terms; their probable consequences are assessed and discussed.

By focusing attention on the possibilities for growth and change in each community, CEQA encourages local governments to define a set of environmental tolerances which can be expressed in finite terms, and then translated into a set of policies.

To be effective, general planning must take aim at moving targets—and hit them. With their interlocking requirements, the General Plan and CEQA together provide a rational basis for local government leadership in growth and development.

Bill Claire is president of Claire Associates, Inc., of Palos Verdes Estates.

★
★ CAL CHAPTER
★ ELECTIONS
★ ARE COMING UP!!!
Don't forget to vote!!!

CALENDAR

Date	Program	Sponsor/Location	Info Phone #
Oct 17	Urban Design of Bay Area Cities <i>David Miller</i>	Northern Section APA San Francisco	415/349-1200
Oct 18-19	Special Assessments	UC Berkeley Extension UC Berkeley	415/642-4251
Oct 26	Planning Commissioners' Institute <i>Curtin</i>	UC Berkeley Extension San Francisco	415/642-1061
Oct 27-29	Fifth Annual Zoning Institute	APA National San Francisco	312/955-9100
Nov 9	Bay Area Transportation	San Francisco Tomorrow San Francisco	415/441-1062
Nov 14	Development Agreements Seminar <i>Fred Etzel</i>	Northern Section APA San Mateo City Hall	415/392-4600
Nov 22	Planning-Zoning Clinic <i>Curtin</i>	UC Berkeley Extension UC Davis	415/642-1061

Urban Design

continued

and Morgan Hill — will be presented at a program sponsored by Northern Section on October 17 at the World Affairs Council meeting room, 312 Sutter Street in San Francisco. Each project will feature a planning professional representing the community and a design professional who has played a major role in the urban design effort. Speakers will emphasize both the process and product of urban design in their communities. Historical preservation, specific area plans, the impact of a BART station on a small city downtown, use of redevelopment agency public financing, urban design standards, and the political process will also be discussed.

Wine and cheese tasting will begin at 7 p.m., with the presentations to begin at 7:30. The cost will be \$6 for APA members, \$7 for non-members.

Agreements Seminar

continued

their questions answered by the experts.

The level of interest in this seminar is expected to be high, and the number of attendees will be limited to allow for a high level of interaction with the panelists. Reservations must be made by using the coupon on the front page and admission at the door without a reservation cannot be guaranteed. (Persons who have previously made a reservation need not submit this coupon.) The cost will be \$6 for APA members, \$7 for non-members.

If you plan on attending the seminar, you are encouraged to call **Fred Etzel**, seminar coordinator, at 415/392-4600 with issues and questions you would like to see addressed by the seminar.

JOBS IN PLANNING

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

ASSOCIATE PLANNER — County of San Diego, CA — (Salary: \$25,105-30,513 annually, with generous benefits.) A challenging position in a rapidly growing and diverse region located in beautiful San Diego. Requires a Bachelor's in city and regional planning or a closely related field plus three years of experience. Must have experience performing professional planning research, data analysis, graphics, computations, and assisting in the preparation of studies, reports, plans, and projects in conjunction with a municipal or county-wide general plan. A Master's degree in planning or a closely related field may substitute for one year of the required experience. **APPLY BY:** Open. **APPLY TO:** Corrine Wong Miller, County of San Diego, Office of Employee Services, 1600 Pacific Highway, San Diego, CA 92101; 619/236-4929. EOE.

SENIOR PLANNER/PLANNER I-IV — County of San Bernardino, CA — (Salary: Senior Planner - \$2,482-3,017/mo.; Planner I-IV - \$1,598-2,671/mo.; both positions receive over \$200/mo. in benefit package.) This recruitment will be used to fill both current and future vacancies. All positions require a minimum of 30 semester units of college coursework in urban/regional planning, public administration, or a related field. Planner I level requires no previous experience. Planners II-IV require from 12-30 months of professional land use or environmental planner experience. Senior Planner requires three years of above experience which included six months lead responsibility. **APPLY BY:** Friday, October 18, 1985. **APPLY AT:** San Bernardino County, Personnel Division, 157 W. Fifth Street, San Bernardino, CA 92415; 714/383-2061.

ENVIRONMENTAL PLANNER/PROJECT MANAGER — LSA, Inc. Salary: Open. Serve as project manager on environmental documents (CEQA, NEPA) and resource management projects. Related duties include acting as technical specialist on projects and business development. B.A./B.S. minimum education, with 2-4 years increasingly-responsible experience in environmental planning or natural resource related field, with at least 1 year of project management or assistant project management experience. Send resume to: LSA, Inc., 2606 8th Street, Berkeley 94710.

PLANNING DIRECTOR — City of El Cerrito, CA — Population 23,000 — (Salary: \$3,229-3,923/mo., plus 3% deferred compensation and liberal benefit package.) Directs and manages City's current and advanced planning activities. Supervises small professional and clerical staff. Functions as staff to Planning Commission, Design Review Board, and City Council. Reports to City Manager as department head. Relevant Bachelor's degree and four or more years of increasingly responsible planning experience, including supervisory experience is required; redevelopment planning experience desirable. **APPLY BY:** October 25, 1985. Submit resume to: City Manager's Office, 10890 San Pablo Avenue, El Cerrito, CA 94530. EOE.

SENIOR TRANSPORTATION PLANNER — Contra Costa County — Salary: \$2888-3511/mo. + good benefits. Two new positions to report to the Transportation Planning Manager. Will conduct comprehensive investigations, research studies and analysis of major transportation planning problems. Requires BA in planning or related area and 3 years of professional planning experience. Apply by: October 25, 1985. Apply at: Contra Costa County Personnel Dept., 651 Pine St., Martinez 94553; 415/372-4047. AA/EOE.

DIRECTOR OF ENVIRONMENTAL PLANNING — Our client, a highly successful multi-disciplinary planning firm based in Orange County is seeking a senior level planner with a Bachelor's in environmental studies, planning, or related discipline and 5-10 years experience in environmental planning and impact assessment. Proven ability to direct several project managers, knowledge of California regulations, and excellent writing skills are required. An attractive salary will be negotiated on the basis of experience. Send resume to: Mary Breuer, Management Design, 2351 Powell, Ste. 500A, San Francisco 94133.

LAST MINUTE ADDITION! ☆ ☆ ☆
PLANNING DIRECTOR — Sonoma County. More details will be available after Oct. 18. Contact 707/527-2331.

SUBSCRIPTIONS to *Northern News* are available to non-APA members and include *Jobs in Planning* listings. The rate is \$10/year.

Northern NewsMAKERS

From the City of San Jose: **John Lusardi** and **Craig Parada** have been promoted to Senior Planners, and **Mike Flores** has joined the staff as a Senior Planner from the City of Saratoga; **Pat Colombe** and **Michelle Yesney** have been promoted to Principal Planners; new Planner I's are **Julie Caporgno**, from an engineering firm in Pleasanton, and **Jeff Roche**; and Planner II's **Jerry Yoshida**, **Ray Hashimoto** and **Susan Crawford** have come to San Jose from Foster City, Palo Alto and Boston respectively.

The copy deadline for the November/December issue is Nov. 1!

AICP

Northern Section has recently learned of two Section members who also passed the May, 1985 AICP examination. Belated, but heartfelt congratulations to **Steve Alward** and **Michael Henn**.

Call for volunteers: Volunteers are needed to work on an AICP exam preparation manual. Publications currently available in this area are woefully inadequate and not at all reflective of what has in recent years become an increasingly difficult exam. The goal is to prepare a manual which would be suitable for national distribution, with any income earned dedicated to supporting Section activities. An organization meeting with suitable refreshments provided will be held at an after-work gathering in early December. Persons who passed the May, 1985, exam are especially encouraged to volunteer. Those interested should call **Fred Etzel**, Section AICP Coordinator, at 415/392-4600.

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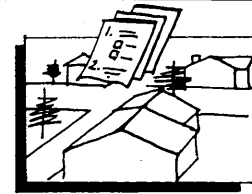
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**Community
Surveys...**

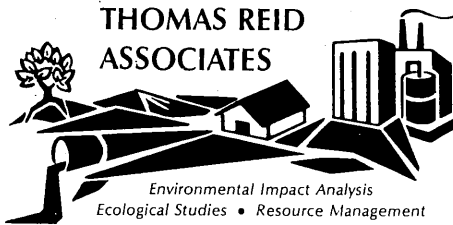
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