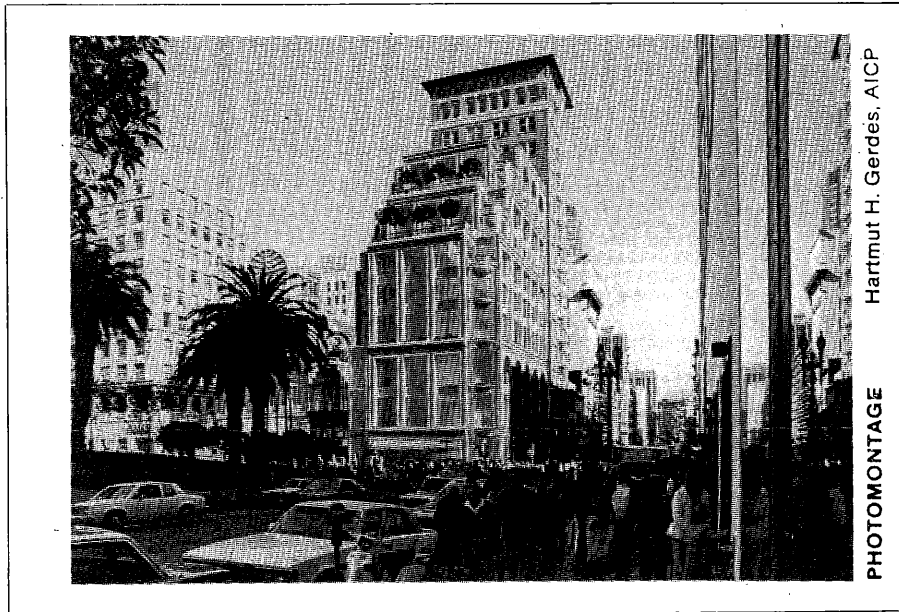


Photomontages and Video in Planning and Design

Good Communication is Half the Job.

by Hartmut H. Gerdes, AICP



Hartmut H. Gerdes, AICP
PHOTOMONTAGE

South Bay Event

URBAN DESIGN GUIDELINES PRESENTED

Join us on Thursday, January 30, when planners from three South Bay communities will present guidelines their cities have developed to address urban design issues.

Leslie Gould and Michael Friedman will discuss Mountain View's Downtown Design Guidelines; Bob Cowan and Steve Piasecki of Cupertino will present the city's Community Design Plan; and San Jose's Guidelines for the Alameda will be analyzed by Jim Williams.

The group will meet at 6:30 in the entrance lobby of the Prometheus

R E S E R V E

_____ places for me at the Urban Design event January 30 in Cupertino

Enclosed is a check for \$_____, (\$6 per APA member; \$7/non-member), payable to Northern Section, Cal Chapter, APA.

Name _____

Address _____

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Mail to: **Marlene Stevenson**
365 Forest Ave. 3C
Palo Alto, CA 94301

Planners and designers have put personal computers and CAD-systems to good use in recent years. They are now adding the languages of video and photomontages to their arsenal of capabilities to study and discuss concept alternatives, to present projects and plans, and to demonstrate impacts.

What is to be gained by video and photomontages? They are:

- 1) tools that can transform abstract subjects into tangible dimensions;
- 2) visually descriptive means, and thus understood and well-remembered by lay citizens;
- 3) highly cost-effective and affordable;
- 4) stimulating media that can inspire citizen participation;
- 5) tools that can improve decision-making.

Video allows planners and designers to efficiently record, study, discuss or advocate. In working with a video producer versed in the professional subjects footage can be swiftly edited — and re-used — to suit the particular planning stage, and can respond to such diverse needs as public education and information, grant or loan applications, advocacy or marketing.

(For less than \$750 any planning office and agency can now acquire a VCR and monitor.)

Photomontages, the three-dimensional representation of building projects, have become commonplace in — and increasingly beyond — San Francisco. They typically serve public/private double or triple purposes (EIR, PR, marketing, etc.). They can unequivocally prove or disprove an argument, remove the aura of suspicion and speed up a planning or political decision. (They are more descriptive and less costly than renderings.)

Camera positions chosen for photo

Photomontages

continued

tomontages should represent the most prominent public vantage points, and the choice of lenses should stimulate the perception of the human eye. Further, the subject's texture and lighting should highlight the designer's objectives.

Architectural photomontages require the orchestrated skills of an urban designer's and photographer's eyes, an architect's sense of perspective, and — last, but by no means least — the cooperation of a master photographic printer. Not surprisingly, every interest usually benefits in the process: a grateful citizenry, the city planning staff, environmental consultants, architects, and the developer, proudly showing off — and marketing — a worthy project.

Video and photomontages are new tools in the planner's and designer's coffers, but they speak an effective and proven language with which citizens and professionals are already well familiar.

Hartmut Gerdes, AICP, has graduated in and practiced urban design, and is the founder and principal of SQUARE ONE FILM+VIDEO in San Francisco, producing both planning and design video and photomontages.

Editor's Note: *Hartmut Gerdes and Stephen Sheppard, Ph.D., will jointly conduct seminars at the respective April 24-27 AEP and fall ASLA National Conferences in San Francisco. Title: ENVIRONMENTAL SIMULATION / From Lo-Tech to Hi-Tech. (To be announced).*

Northern NewsMAKERS

James V. Dougans, a former transportation planner at DKS Associates in Oakland, has joined RIDES for Bay Area Commuters, the non-profit regional commute information and ridesharing organization.

CALENDAR

Date	Program	Sponsor/Location	Info Phone #
Jan 30	Urban Design-South Bay <i>Marlene Stevenson</i>	Northern Section, APA Cupertino	408/277-4576
Jan 31-4	Special Assessments Seminar	UC Davis Extension Sacramento (<i>see Cal Planner</i>)	800/752-0881
Feb 1	Aesthetic Planning for Engineering Projects	UC Berkeley Extension San Francisco	415/642-1061
Feb 6-8	California Chapter, Soil Conservation Society of America Annual Conference	CCSCSA Clarion Inn, Napa Valley	415/877-7608
Feb 8	Visual Stimulation <i>Steve Sheppard</i>	UC Berkeley Extension San Francisco	415/642-1061
Feb 18-19	dBase III Fundamentals	ABAG MetroCenter, Oakland	415/464-7919
Mar 7	Subdivision Map Act <i>Dan Curtin</i>	UC Berkeley Extension San Francisco	415/642-1061

URBAN DESIGN

continued

Development Company Building, 20300 Stevens Creek Boulevard in Cupertino. For directions, see below.

Light refreshments will be served. The cost is \$6/person, payable to Northern Section, Cal Chapter APA. Reservations should be made by completing and mailing the coupon on page one by January 28. For more information, call Marlene Stevenson at 408/277-4576.

How to get there: Take I-280 to De Anza and turn left on Stevens Creek. The parking lot is immediately after the Cali Mill at the south-east corner of De Anza and Stevens Creek. 20300 Stevens Creek Boulevard, Cupertino.

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

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

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

News Editor Daniel Iacofano

Associate Editor Louis Hexter

Editorial Office:

Moore, Iacofano, Goltsman
1824 A Fourth Street
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415/845-7549

JOBS IN PLANNING

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

DIRECTOR OF COMMUNITY DEVELOPMENT—City of Morgan Hill, CA—(\$40,000–\$50,000+ annually.) Responsible for planning, implementing and supervising the activities of the Department's three divisions: housing, planning, and building. Experience in growth management desirable. Bachelor's degree in architecture, public administration, urban planning, or a closely related field required. Masters degree in urban planning preferred. Five years of progressively responsible professional city and/or regional planning experience required. APPLY BY: February 1, 1986. APPLY AT: City of Morgan Hill, 17555 Peak Avenue, Morgan Hill, CA 95037; 408/779-7271.

DIRECTOR OF COMMUNITY PLANNING AND DEVELOPMENT—City of Boise, ID—(\$34,920–\$38,412 annually, depending on qualifications.) This position is appointed by the Mayor and City Council to perform professional management of the City's land use planning, zoning, CDBG, and capital improvement programs. We are looking for versatile leadership for community that is growing, redeveloping its downtown, and adopting new plans for the Boise River, historic boulevards and other areas. The position requires considerable experience in various areas of land use planning and zoning as well as sound managerial experience. APPLY BY: January 31, 1986. Write or call: Boise City, Personnel Department, P.O. Box 500, Boise, ID 83701; 208/384-4093 for application materials and more information. EEO/AA M/F/H/V.

DIRECTOR OF COMMUNITY DEVELOPMENT—City of Ridgecrest, CA - Population 23,000—(Salary: Open, depending on qualifications.) Rapidly growing City in Northeast Kern County. Responsible for directing the comprehensive planning and zoning activities of the City. Represents the City in negotiations related to land use and development, coordinates project review, public works department. Requires equivalent to a Bachelor of Arts degree in planning or related field and five years increasingly responsible professional planning experience including two years supervisory experience in a public agency. APPLY BY: 5:00 p.m., January 31, 1986. APPLY AT: City of Ridgecrest, Personnel Department, 139 Balsam Street, Ridgecrest, CA 93555; 619/375-1321.

ASSISTANT PLANNER I/II—County of Lake, Lakeport, CA—(Proposed Salary: Planner I—\$1,717–\$2,086/mo.; Planner II—\$1,874–\$2,277/mo. equivalent, plus excellent benefit package.) Permanent full-time position in fast-growing lake-oriented County located 90 plus or minus miles Northeast of San Francisco Bay Area. Applicants with environmental, resource or current planning experience are encouraged to apply. B.A. in planning or related field required. One year professional planning experience required for Assistant Planner II. M.A. or micro-computer skills desirable. APPLY BY: January 24, 1986. APPLY AT: Personnel Department, County of Lake, 255 N. Forbes Street, Lakeport, CA 95453; 707/263-2212.

PLANNING TECHNICIAN—City of Lompoc, CA—(\$1,809–\$2,207/mo.) Requires completion of substantial college level course work in planning or related field and previous analytical planning experience. Performs entry level technical planning work on projects of average difficulty. APPLY BY: 5:00 p.m., Friday, February 7, 1986. Submit required City application and supplemental questionnaire. APPLY AT: Personnel, 100 Civic Center Plaza, Lompoc, 93438; 805/736-1261. AA/EEO.

ASSISTANT PLANNER II—City of Ontario, CA—(\$2,259–\$2,757/mo., plus City-paid retirement and excellent fringe benefits package.) Degree required plus two years recent experience in development plan review. Duties include reviewing development proposals, participation in planning studies, preparation of written reports, preparation of material for presentations, and coordinating development plan review. APPLY BY: 5:00 p.m. January 31, 1986. Submit City application to: City of Ontario, Personnel Department, 303 East "B" Street, Ontario, CA 91764; 714/391-2580. AA/EEO.

ASSOCIATE PLANNER—City of Temple City, CA—(\$2,414–\$2,686/mo.) Three years of professional experience in local government along with a Bachelor's degree in planning or a related field. Conducts studies relating to residential, commercial, and industrial land uses; gathers and analyzes data for the comprehensive general plan for the City. provides information to the public on planning and zoning matters; review site development plans for compliance with the zoning code. APPLY BY: Open. APPLY AT: City of Temple City, 9701 Las Tunas Drive, P.O. Box 668, Temple City, CA 91780; 818/285-2171.

AWARDS! AWARDS!

It's not too early to begin considering a submittal to the Northern Section Awards Committee for 1986. Applications for the honors in planning practice, planning media, planning education and other categories are forthcoming in a couple of months. Winners are announced at the Section Dinner in June.

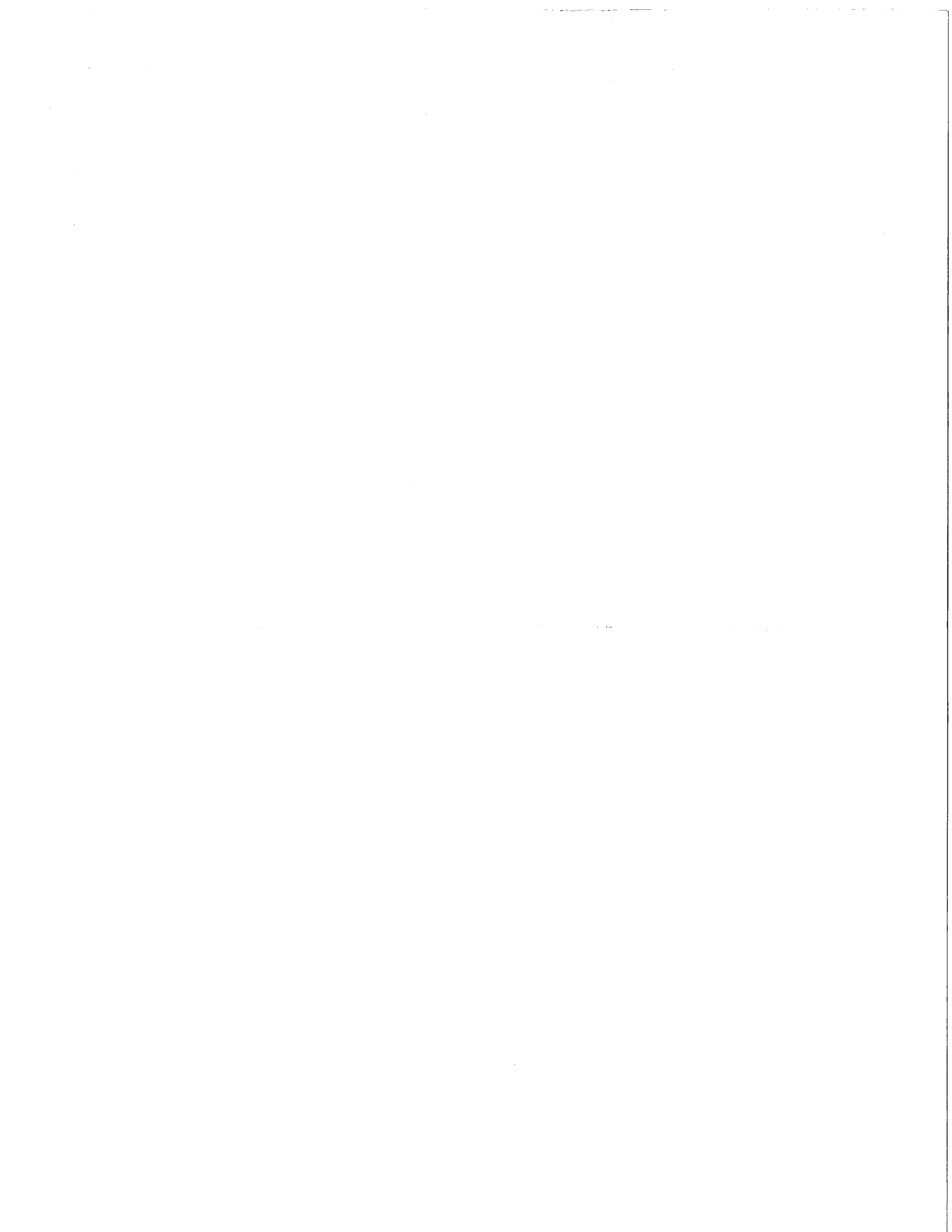
Also, if you are interested in serving as a jury member for the Awards Committee, contact **Marta Self**, 415/254-8850.

SENIOR PLANNER—City of Turlock, CA—Population 32,400—\$2,088–\$2,538/mo. City paid PERS plus management benefits package.) Assists in the administration of the City's Planning and Community Development Program. Requires a minimum of three years professional planning experience, preferably with a City or County. Equivalent to a Master's degree in planning or related field. APPLY BY: Open. For a brochure and required application form contact: Personnel Office, P.O. Drawer "T", Turlock, CA 95381. 209/668-5615.

ASSISTANT DIRECTOR OF PLANNING—City of San Dimas, CA—Population 27,400—(\$2,557–\$3,094/mo., plus PERS, excellent benefits.) Supervise Planning Department staff and participate in technical and professional planning studies, zoning, and subdivision work; reports to Director of Community Development. College degree in planning or related subject plus three years experience. APPLY BY: 5:00 p.m., January 31, 1986. APPLY AT: City of San Dimas, 245 E. Bonita Avenue, San Dimas, CA 91773; 714/592-4342.

PLANNER II—Sonoma County—(\$1,936–\$2,351/mo.) Apply by January 27, 1986. To obtain the necessary Sonoma county application call 707/527-2331, or write: Sonoma County Personnel Dept., 2550 Ventura Ave. Santa Rosa, CA 94501. AA/EEO.

PLANNING OFFICER—City of Millbrae, CA—Population 21,000—(\$37,632–\$45,744 plus excellent benefits, including 7% City-paid PERS.) Department Head position reporting to City Administrator. Responsibilities include current and advance planning and Secretary to Planning Commission. Exciting opportunity as City's first full-time planner. Position open until filled. Apply to: City Administrator, 621 Magnolia Ave., Millbrae, CA 94030; 415/692-6890. EOE.



Commentary

Who said planning is boring?

Claudia Rippee

Recently I heard that the Santa Rosa daily newspaper ran an editorial about land planning issues in Sonoma County. The editorial suggested that although planning is boring, we should all be involved in planning because of its importance to the community.

I agree that paying attention to planning issues is important to the community.

But boring?

Not necessarily. A visit to any county Planning Commission public hearing would be enough to dispel the myth.

At a recent hearing in which several persons opposed their neighbor's request to legalize a second dwelling unit, the woman who was seated behind me turned to her companion and whispered, "This is better than 'People's Court!'"

It's the public hearings which involve project applicants — and many times their opponents — that bring the real human interest to planning. Sometimes emotions are exposed, and heated exchanges often result.

A typical week might bring a group of high school students to county offices to protest policies that allow liquor to be sold at stores that also sell gasoline.

Or a new winery operator may struggle to overcome neighbors' fears about potential truck and visitor traffic.

Bed and breakfast inn owners may contend with their farming neighbors, who fear the possibility of getting pushed out of their livelihoods by neighborhood "commercialization."

In addition to being a conflict-resolver, the Planning Department is, from what I've observed, one county

CALLING ALL EDITORS!

NORTHERN NEWS NEEDS YOU!

As one of the major services of Northern Section, *Northern News* is an important communication link in our organization which spans seven counties and several thousand square miles.

Our tenure as Editors of *Northern News* has been an enjoyable one. We are grateful to the Northern Section membership for the positive feedback we have received for our efforts in expand-

ing and improving the newsletter over the last three years.

Now, it is time for us to "pass the baton" to a new team of editors. If any Northern Section members are interested in knowing more about the Editorship, please feel free to contact the *Northern News* Editorial Office: 415/845-7549.

—Eds

office which by nature of its function, manages to bring together the expertise of many persons from seemingly unrelated disciplines. The teamwork of those persons produces results which help to unravel the complexity of the issues that land use planners must resolve.

Other committees, such as the Board of Zoning Adjustments and Planning Commission, are made up of appointees from the community who represent the various occupations and viewpoints of persons not employed by the county.

To me, the issues discussed at committee meetings and public hearings reveal, at an elemental level, what problems all citizens of this county are facing: rapid urbanization and the threat of losing the uniqueness that makes each different city and town in our county special.

The dilemma of finding workable solutions to those problems is often confusing, frustrating, and sometimes overwhelming.

But not boring.

Claudia Rippee is a staff writer for the Sonoma Index-Tribune and occasionally attends public hearings just for the fun of it.



Napa Valley Will Host Soil Conservation Society's Annual Conference

"Soil and Water Conservation: Partnership for Planning" is the theme for the 28th Annual Conference of the California Chapter, Soil Conservation Society of America (SCSA) to be held February 6-8 at the Clarion Inn, Napa Valley. **Robert Gray** of the American Farmlands Trusts in Washington, D.C., will deliver the keynote address.

Activities during the three-day conference include technical presentations, panel discussions, exhibits, an awards banquet, and field trip reviewing the use of soil and water conservation practices on hillside vineyards. Session speakers and moderators include government, academic, and private industry experts on the technical, political, legal, social, and economic aspects of soil and water conservation.

For more information, contact: **John Lloyd-Reilly**, 117 Day St. #205, San Francisco, CA 94131; 415/826-5395 (home) or 415/877-7608 (work).

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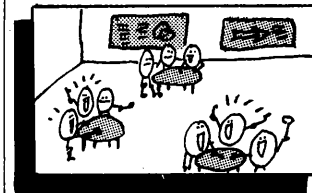
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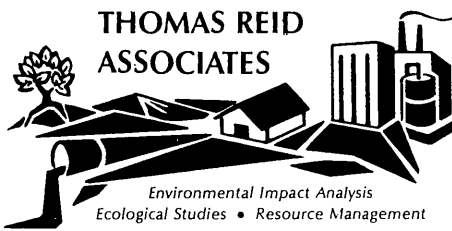
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