

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

Bay Area Growth Management Initiatives Debated

RECEIVED
MAY 13 1986
DUNCAN & JONES

What is a planner to do when the citizens of his or her community decide to take matters into their own hands via 'Ballot Box' Planning? This timely topic to local planners was explored at Northern Section's workshop on growth management initiatives held on April 23rd at the Walnut Creek City Hall. Twenty-five attending planners heard the perspectives of panelists **Jerry Swanson**, Chief of Planning of Walnut Creek; Sausalito Planning Director **Michael Foley**; **Tom Cook**, a Policy Analyst for the Bay Area Council; and People for Open Space (POS) Executive Director **Larry Orman**.

Following the consumption of Northern California wine and cheese, the program began with Swanson describing the attempts of Walnut Creek planners to implement its recent traffic control initiative, Measure H. The distinguishing feature of this initiative was the level of detail of the measure, which specifies levels of service for traffic at specific intersections. Clarifying the meaning and intent of its provisions has been a time-consuming task for planners.

Tom Cook expressed the Bay Area Council's concern over growth management initiatives on the impact on housing. The suburbanization of office space has led to a fundamental change in development causing more inter-community traffic problems and a 'housing-jobs' imbalance. A regional perspective is needed to deal with these problems, Cook argued.

Mike Foley next described his experience with many growth management tools while working at several agencies. The several approaches he used included housing allocation systems using 'points,' downzoning

based on carrying capacity, and a specific plan which attempted to preserve Sausalito's 'working waterfront' from regional serving offices.

Larry Orman described his analysis of POS's survey of 45 growth control measures in Northern California as to what it meant for professional planners. The development of job intensive offices on the metropolitan fringe has led to cross-commuting traffic patterns for which the radial system of highways and transit was never designed. The resultant problems from this new pattern gives rise to the use of initiatives.

The issue of how such initiatives affect the role of planners was explored next by the panel with Swanson raising the concern of what is to be the role of planners when citizens assume that role via initiatives. Orman argued that such measures, if they do not become too specific, are effective ways to decide basic land use policy issues and should be welcomed. Foley commented on the problems and limits that planners face in the drafting and interpreting of initiatives, and the process of how such measures spread or become 'regionalized.'

Cook and Orman wrapped up the discussion by pleading for the need of a regional perspective. While Orman said this fundamentally required a plan or vision of "how the region should be structured," Cook argued that the first step is to establish the mechanism, process, or institution to encompass regional level issues.

Matthew Le Grant

LOCAL REPORTER WINS NATIONAL APA JOURNALISM AWARD

Tim Redmond's series of articles in the *San Francisco Bay Guardian* on the ongoing attempts to limit growth in Downtown San Francisco was recognized by APA's Journalism award for Medium Newspapers at the recent national planning conference in Los Angeles. The articles, dating back over the last three years, documented the issues regarding the efforts of citizen groups to establish a growth limit in downtown, as well as analyzing the information presented in the Downtown Plan and its supporting EIR. The public education effect of Mr. Redmond's articles on this critical planning issue was recognized through this award. An excerpt of one of the articles appears on page 18 of April's *Planning* magazine.

INSIDE . . .



SECTION ELECTIONS nominations

Yosemite

COME TO THE PARK!

Conference

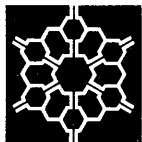
SECTION DINNER SET FOR JULY 9

See *UPDATE* for details . . .

The annual Northern Section dinner has been set for Wednesday, July 9, at the UC-Berkeley Faculty Club. Wine and cheese will be served at 6, dinner at 7, and the installation of officers and presentation of awards will follow the meal. For further information and early reservations, call John Lamphier at 415/451-8046.



The Bay Area Regional Earthquake Preparedness Project presented a regional conference for public and private decision makers April 9 in San Francisco. Sessions included assessing the regional earthquake threat, planning for regional impact, and describing the role of BAREPP, an organization established in 1984 to promote planning and preparedness for major earthquakes. See the CALENDAR in this issue for the follow-up workshops to be held in May.



Sedway Cooke Associates, of San Francisco and Los Angeles, has announced the opening of two new offices — in Fort Myers, FL and Dallas, TX . . .

Note: The section is considering videotaping its next workshop for distribution and rental to local planners. We need planners experienced in videotaping, as well as those with access to equipment (cameras, tape machines, editors). If you can help please contact Matthew Le Grant, Professional Development Coordinator, at 415/843-3766.

Date	Program	Sponsor/Location	Info Phone #
May 9	CEQA Update <i>Ron Bass</i>	UC Berkeley Extension UC Davis	415/642-1061
May 12	Strategic Planning for the Public Sector	ABAG San Francisco	415/464-7900
May 14	Earthquake Preparedness Workshop	Bay Area Regional Earthquake Preparedness Project San Jose	415/494-7348
May 19-21	Ports '86 (Ports & Waterfronts)	ASCE Oakland	212/705-7496
May 21	Earthquake Preparedness Workshop	BAREPP Corte Madera	415/494-7348
Jun 6	Subdivision Map Act <i>Dan Curtin</i>	UC Berkeley Extension UC Davis	415/642-1061
Jun 18-21	Pacific Coast Builders Conference	BRPCBC Moscone Ctr., S.F.	415/543-2600

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

Matthew Le Grant
2215 Jefferson #C
Berkeley, CA 94703
415/843-3766

N O R T H E R N N E W S News Editor Daniel Iacofano

Associate Editor Louis Hexter

Editorial Office:

Moore, Iacofano, Goltsman
1824 A Fourth Street
Berkeley, CA 94710
415/845-7549

An idea? A suggestion? An observation? An article?

This is *your* newsletter: a fount of knowledge; a forum for opinions; a chance to see your name in print. Whether it's an item for **UPDATE**, **NewsMAKERS**, the **CALENDAR**, an article of general planning interest, or a letter to the editor, send it in! (The next copy deadline is May 31.)

JOBS IN PLANNING

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

PRINCIPAL PLANNER — City of Livermore, CA — Pop. 53,000 (\$2,793-\$3,491 plus City paid retirement). Responsible for supervision and administration of City's Land Use Regulatory Program, including zoning, subdivision and CEQA compliance. Acts for Planning Director in his absence. Represents the City in communications with developers, governmental agencies and citizens. Must be familiar with State planning, zoning and environmental laws. Requires BA and 5 yrs. planning experience, including 2 yrs. supervisory experience. Apply to City of Livermore, Personnel Department, 1052 So. Livermore Avenue, Livermore, CA 94550; 415/449-4000. **Deadline for filing June 6, 1986.**

PLANNING DIRECTOR (\$48,506-\$60,632 annually) Experienced administrator in planning is sought for San Mateo County. Responsible for current and advanced planning and building inspection with staff of 45. Requires a minimum of 3 yrs. of extensive, high level governmental planning experience and a highly motivated individual with excellent management, technical and communication skills. **Apply by May 23, 1986.** Send resume and obtain application from: Personnel Dept., San Mateo County, 590 Hamilton Street, Redwood City, CA 94063; (415/363-4343. EOE/AEE.

CONSULTANT — San Francisco Bay Area, Northern Peninsula location — Nationally prominent airport consulting practice seeks highly motivated individual to assist in planning projects around the U.S. Position includes a broad range of activities such as planning for on-airport facilities, areas surrounding airports, socioeconomic and environmental research, and environmental impact analysis. Some travel necessary. Requires degree in urban planning, architecture, civil engineering, or related field. Advanced degree preferable. Candidate should also have minimum of 3 years professional experience in urban planning, zoning, and environmental planning/analysis. Experience in aviation, airport planning, and/or noise analysis desirable. Excellent salary and benefits package. Equal Opportunity Employer. Send letter of interest and resume to P.O. Box 8007, San Francisco, CA 94128 — Attn: RLT.

ASSISTANT PLANNER — City of Inglewood, CA — Pop. 100,000 — (\$2,096-\$2,557/mo., plus excellent benefits.) Performs professional planning duties in zoning/current planning. Requires four year college degree in planning, architecture or related field plus related experience that provided skill in technical report writing, development plan analysis, graphics and regulation interpretation. **Apply by May 30, 1986.** APPLY AT: Personnel Office, One Manchester Blvd., Inglewood, CA 90301; 213/412-5460.

ASSISTANT PLANNER — City of Lake Elsinore, CA — (\$1,742-\$2,117/mo., plus 7% PERS paid by City.) Requires graduation from four year college or university with a major in urban planning or related field and one year planning experience. **Apply by May 19, 1986, 5:00 p.m.** APPLY AT: City of Lake Elsinore, Personnel Department, 130 South Main Street, Lake Elsinore, CA 92330; 714/674-3124.

PLANNING DIRECTOR — City of Capitola, CA — Pop. 9,641 — Located on the Monterey Bay in Santa Cruz County. (\$2,664-\$3,238/mo., plus excellent benefit package.) Responsible for administration of comprehensive planning program for well established city with active redevelopment agency. Requires a minimum of five years of progressively responsible planning experience; including administrative experience in the planning function; knowledge of CA planning law; degree in planning, public administration or related field. **Apply by May 23, 1986.** APPLY TO: City Manager, 420 Capitola Avenue, Capitola, CA 95010; 408/475-7300.

SENIOR PLANNER — City of Moorpark, CA — Pop. 15,500 — (\$2,484-\$3,019/mo.) A new position in a rapidly growing City incorporated in 1983, to provide planning assistance in both current and advanced planning. Requires a minimum of three years professional planning experience, including site planning, design review, zoning, subdivision and general plan experience and a Bachelor's degree. **Apply by Monday May 19, 1986.** APPLY TO: City of Moorpark, Director of Community Development, 799 Moorpark Avenue, Moorpark, CA 93021; 805/529-6864. Requires City application and resume.

PLANNER/ARCHITECT — Stanford University — (\$2484-3252/mo., depending on applicable experience.) Responsible for assisting the Planning Office in the development of "Regional Plans," typically involving campus units of 20 to 50 acres. The Campus Planner will translate program requirements into a data base and physical facilities needs, prepare the necessary documentation, update the plans, and assist with implementation. Additional tasks will involve support to various University offices and committees, and the normal consulting, plan reviews and problem-solving activities of the Planning Office. Bachelor or Master's degree in planning or architecture, with emphasis in urban planning or urban design or equivalent experience is required. Experience in planning at the campus scale is highly desirable. Qualified applicants are encouraged to submit a resume and a letter highlighting their qualifications to: Sheri Renison #47459-VA, Personnel Department, Old Pavilion, Stanford, CA 94305. AA/EOE.

PLANNER II — Contra Costa County — (\$2,042-\$2,482 monthly) Requires a BA in City or regional planning or closely related field, plus 18 months of full-time or equivalent professional exp. in City, County or Regional Planning. Contact Contra Costa County Personnel Department for application, 651 Pine St., 2nd Floor, Martinez, CA 94553; 415/372-4047.

PLANNING TECHNICIAN (Zoning Investigator) — Contra Costa County — Immediate opening for technically competent individual to perform a wide variety of technical office and field investigation work in the capacity of Zoning Investigator. Requires three years of full-time or its equivalent technical land use planning exp. in a City, County or Regional Planning, including one year of zoning investigation. Contact: Personnel Department for application, 651 Pine Street, 2nd Floor, Martinez, CA 94553; 415/372-4047. **Apply by May 30, 1986.**

COMMUNITY DEVELOPMENT DIRECTOR — City of San Pablo, CA (\$3,265-\$3,972/mo., with 10% increase 7-1-87.) The City is seeking an individual with superior knowledge of Community Development and Redevelopment law to assume the position of Deputy Community Development Director. (Full Community Development Director/Department Head status will become available 7-1-87.) **Responsibilities include:** development and redevelopment, housing, planning and zoning for city of 23,000/plus. Minimum B.A. (M.A. preferred) in planning or related field and three to five years professional experience as Director or Supervisor. **Apply by May 16, 1986.** APPLY TO: Personnel Director, #1 Alvarado Square, San Pablo, CA 94805; 415/236-7373.

DIRECTOR OF COMMUNITY & ECONOMIC DEVELOPMENT — City of Santa Monica, CA — Population 91,000 — (Salary: \$4,192-\$5,175 monthly, plus excellent benefits, including City-paid PERS.) Coordinates the activities of the Planning, Housing, Building & Safety Departments, and the grant and community services staff. Analyzes the City's economic development activities and implements programs to develop the City's resource base. Requirements: B.A. in a related field. Five years of progressively responsible experience in economic development including two years in an administrative capacity. **Apply by Open.** For information/application materials, contact the Personnel Department, 1685 Main Street, Santa Monica, CA 90401; 213/458-8246. EOE/AAE

PLANNER — County of Okaloosa, Crestview, FL — (Salary: Open.) Plans, organizes and directs future land use management. Formulates and performs general functions of comprehensive planning. Master's degree in planning or related field and one year planning experience or Bachelor's degree in planning or related field and two years planning experience. **Apply by Open.** APPLY AT: Personnel Department Okaloosa County Courthouse, Crestview, FL 32536; 904/682-2711, ext. 310.

PRINCIPAL PLANNER — City of Richmond, CA — (\$2888-\$3501/mo.) Reports to Planning Director and is responsible for the advance planning functions of the City. Requires a post-graduate degree in planning or related field and 4 years of progressively responsible planning experience involving general plan, zoning or development services of which 1 year must be in a lead capacity. **Apply by May 30, 1986** to Personnel Department, City of Richmond, P.O. Box 4046, Richmond, CA 94804; 415/620-6603.

CITY PLANNER — (\$2,765-\$3,361/mo., plus substantial management benefit package including PERS.) The City Planner plans, organizes, directs and coordinates the activities of the Planning and Redevelopment Division. Must have a Bachelor's degree in urban planning, public administration or a related field. Master's degree is highly preferred. Five years of increasingly responsible professional and supervisory experience in local general purpose planning is required.

ASSOCIATE PLANNER — (\$2,218-\$2,696/mo., plus substantial management benefit package including PERS.) Responsible for current and advanced planning activities. Must have Bachelor's degree in urban planning, architecture, public administration or a related field. Two years of professional experience in local general purpose planning is required. **Apply by May 23, 1986.** Submit City application and resume to: Glendora City Hall, 116 East Foothill Boulevard, Glendora, CA 91740; 818/914-8203. EOE.

PLANNING ADMINISTRATOR — City of Pasadena, CA — Population 120,000 (\$2,960-\$3,700/mo., DOE plus City paid PERS.) Requires minimum five years municipal planning, zoning administration or community development experience, including minimum two years supervisory experience. Responsible for advance planning, zoning and urban conservation functions, supervising staff of twenty. **Apply by May 15, 1986.** APPLY AT: City of Pasadena, Personnel Department, 100 N. Garfield Avenue, Pasadena, CA 91109; 818/405-4366.

ASSOCIATE PLANNER — City of Carson, CA — (\$2,307-\$2,944/mo.) Develops comprehensive plans and programs for land utilization; prepares official population estimates and projections, housing statistics, and economic studies; prepares and administers revisions in planning and zoning regulations; acts as staff advisor to the Citizen Planning Groups. Equivalent to B.A. in planning and three years professional planning experience required. **Apply by 5:00 p.m., May 16, 1986.** APPLY AT: Personnel, City of Carson, 701 E. Carson Street, Carson, CA 90745; 213/830-7600, ext. 288. EOE.

Director of Community & Economic Development — City of Santa Monica, CA (Pop. 91,000). (\$4192-\$5175/mo., plus excellent benefits, including City-paid PERS.) Coordinates the activities of the Planning, Housing, Building & Safety Departments, and the grant and community services staff. Analyzes the City's economic development activities and implements programs to develop the City's resources base. Req: B.A. in a related field. Five years of progressively responsible experience in economic development including two years in an administrative capacity. For information/application materials, contact the Personnel Dept., 1685 Main St., Santa Monica, CA 90401; 213/458-8246. EOE/AA

Redevelopment Coordinator — City of Cerritos, CA (\$1942-\$2431/mo.) Under direction, monitor contracts, agreements & eco. develop. activities; research, analyze, cost estimates and assist in negotiations. Desirable Qualif: Degree in Urban Planning, Archit, or Public/Bus Admin + 2 yrs redev/planning exp. Possess excellent writing skills. **Apply by Friday, May 16, 1986** at: City of Cerritos, 18125 Bloomfield Avenue, Cerritos, CA 90701; 213/860-0311. Resumes not accepted in lieu of City employment applications. EOE

Project Coordinator-Redevelopment Agency — City of Pleasant Hill, CA (\$2600-\$4000). A newly created position responsible for managing, directing and coordinating assigned project(s) and/or objectives of the Redevelopment Agency. Any combination of experience and training equivalent to the following would be qualifying: 4-7 years exp. required in complex redevelopment programs, real estate development, community development, public or private program management/administration, including 2-3 years in a responsible administrative capacity; graduation from an accredited four-year college or university is required with a degree in public or business administration, municipal planning, or real estate. Submit application with supplemental questionnaire, resume optional, to Personnel Department, City of Pleasant Hill, 3300 N. Main St., Pleasant Hill, CA 94523; 415/934-6050. **Apply by 12 noon June 6, 1986.** No postmarks accepted. EOE, M/F/H.

Agricultural Economic Study Undertaken by San Mateo County

Responding to public concern over rural land use and agricultural protection issues, the San Mateo County Board of Supervisors has called for a study to examine the existing and future viability of agriculture in the County's coastal areas.

The impetus for this study has come from the Board's review of the updated and consolidated General Plan, designed to guide the future development of San Mateo County to the year 2000. The policies of this Plan and previously-adopted County and State planning efforts have strongly promoted the protection of agricultural land from conversion to non-agricultural uses, particularly in the rural coastal areas.

While the study is being conducted, the Board will continue to review the General Plan and will use the information from the study during future evaluation of the County's Local Coastal Program, at which time any recommended policy adjustments could be made.

To obtain further information on the study or on the request for proposal that has been distributed to consultants, please contact **Kim Vogl** at the San Mateo County Planning Department, 415/363-4161.

SECTION ELECTIONS!

- DIRECTOR PRO-TEM**
- SECRETARY**
- TREASURER**

Nominations are open for the above offices in Northern Section. Candidates should send their names, the desired position, and a brief statement (optional) by **May 24** to

Northern Section Election HQ
c/o Moore Iacofano Goltsman
1824 A Fourth Street
Berkeley, CA 94710

Installation of new officers will highlight the annual Section dinner in July.

Ballot will appear in the June newsletter



COME TO THE PARK!!!

CAL CHAPTER APA

Conference Will Set Up Camp at Yosemite in November

The California Chapter of the American Planning Association (CCAPA) will hold its annual conference in Yosemite National Park, November 2-5, 1986. The conference will be hosted by the Central Section Chapter and will mark the first time a State conference has been held at a national park. The conference will

feature many events to take full advantage of the splendor the Yosemite Valley and the Park have to offer. These events include native walks, park tours for bicyclists, photography workshops, and shuttle tours. In addition to the unique workshops, seminars and special events, the conference has provided for one full-day mobile workshop to visit the Mother Lode area and two afternoon mobile workshops.

Look for program details and further information in future issues of **Northern News**.

SECTION-ONLY MEMBERSHIP

As a member of The Northern Section, California Chapter of the American Planning Association, you will:

- Receive *Northern News*, the Section newsletter, published 8 times yearly
- Receive discounts on admission to Section events

Please provide the information requested below and at right and return this form with your membership fee of \$25 (payable to Northern Section, Cal Chapter, APA) to:

Maureen Morton, Membership Chair, P.O. Box 442, So. San Francisco, 94083.

Your present job, employer

Other professional organization(s) to which you belong

Your reason for becoming a Section Only Member

**NORTHERN SECTION
CALIFORNIA CHAPTER
AMERICAN PLANNING ASSOCIATION**

Name

Organization

Address

City, State, Zip

Phone

Please renew before

Maureen Morton, Membership Chair



Reimer Associates a California Corporation
 CIVIL/ENVIRONMENTAL SYSTEMS ENGINEERS
 LANDSCAPE ARCHITECTS - URBAN PLANNERS
 1633 Old Bayshore Highway Burlingame, California 94010 (415) 692-1830
 2600 Kitty Hawk Rd., Suite 110 Livermore, California 94550

VONDER HAAR HYDROGEOLOGY ASSOCIATES

Consulting in: Geology
 Hydrology
 Biochemistry
 Water Quality
 EIR/EIS Subcontracting
 540 Kenyon Berkeley, CA 94708
 415/527-7652

Parsons associates

Urban Design
 Site and Land Planning
 Landscape Architecture
 Community Planning/Design
 1184 Keeler Avenue
 Berkeley, California 94708
 Tel: 415/540-0373

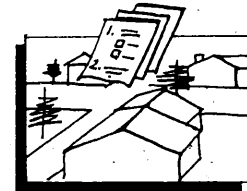
Wagstaff and Brady

Urban and Environmental Planning Landscape Architecture
 1801-A Fourth Street, Berkeley, California 94710 (415) 540-6865



A Land Use-Planning & Development Firm

284 Foam Street Monterey, CA 93940 (408) 649-1799
 455 San Benito Hollister, CA 95023 (408) 637-8823



Community Surveys...

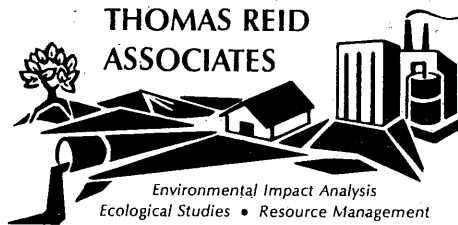
among other things

MOORE IACOFANO GOLTSMAN
 1824 A Fourth Street Berkeley, CA 94710
 415/845-7549

Lamphier & Associates

URBAN PLANNING
 ENVIRONMENTAL ANALYSIS

Joan Lamphier, Principal
 853 York Street, Oakland CA 94610



444 Ramona Street Palo Alto, CA 94302 415-327-0429

SEDWAY COOKE ASSOCIATES

Urban and Environmental Planners and Designers



Main Office: 350 Pacific Avenue San Francisco - California 94111 (415) 433-0966
 Bradbury Building 304 S. Broadway, Suite 330 Los Angeles California 90013 (213) 620-1613

DKS Associates

- Transportation Engineering
- Public Transit
- Traffic Engineering/Parking
- Light Rail Systems
- Civil Engineering

119 Broadway Ste. 700 Oakland CA 94612 415-763-2061
 San Bernardino San Jose San Francisco



ROBERT J. SCHUBERT, AICP
 and Associates
 PLANNING CONSULTANTS

1753A Noe Street San Francisco, California 94131 415-282-7174

Environmental Planning Ecological Analysis
 Resource Management



1824-fourth street. berkeley, ca 94710 (415) 841-5484

ARCHITECTURAL PHOTOMONTAGES
 PHOTOGRAPHY
 VIDEO PRODUCTIONS



HARTMUT H. GERDES, AICP
 Principal

SQUARE ONE FILM+VIDEO
 ENVIRONMENTAL AND CORPORATE COMMUNICATIONS
 725 Filbert Street, San Francisco, Ca 94133 (415) 398-7044

DENISE DUFFY & ASSOCIATES

- ENVIRONMENTAL IMPACT ANALYSIS
- SITE AND LAND PLANNING
- REGIONAL AND COMMUNITY PLANNING
- FISCAL IMPACT STUDIES

546-A Hartnell Street Monterey, CA 93940 (408) 373-4341



J. David Rogers, Ph.D., P.E.
 Principal-in-Charge

ROGERS/PACIFIC

PROFESSIONAL ENGINEERING CONSULTANTS
 GEOTECHNICAL AND GEOLOGICAL ENGINEERING
 SURFACE WATER HYDROLOGY
 RESEARCH AND DEVELOPMENT

1340 Mt. Diablo Blvd. Lafayette, California 94549 (415) 283-3402

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

MOORE IACOFANO GOLTSMAN
 1824 A Fourth Street
 Berkeley, CA 94710

Please report any address changes directly to:
 Donna Gamino, APA, 1313 E. 60th Street,
 Chicago, IL 60637.

PRESORTED
 FIRST-CLASS MAIL
 US POSTAGE PAID
 BERKELEY, CA
 Permit No. 170