

N O R T H E R N

N E W S RECEIVED

San Jose Re-envisioning its Future Through a New Office of Economic Development

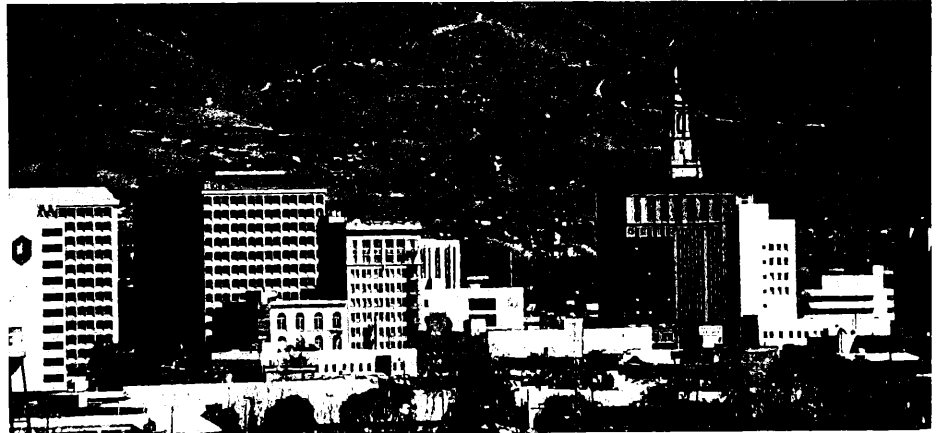
by William Claggett

No longer content to simply channel growth coming its way thanks to its location in the world-reknown Silicon Valley, San Jose has recently sponsored an effort to strategically shape its economic future. Although San Jose continues to be one of the nation's fastest growing municipalities and is projected to soon become the third largest city in California, the City also faces the challenges from global trends that are altering the economic structures of U.S. cities. San Jose is facing this challenge by adopting an aggressive, proactive policy and program initiatives. The agent for this Citywide effort is the new Office of Economic Development, (OED).

San Jose's OED grew out of the Economic Development/ Image Board. Appointed by Mayor Tom McEnery in late 1985, the Board's fifteen members represent a cross-section of business, development and education interests. This has introduced a private sector perspective to the City's economic planning activities. The Board's first mission was to investigate select economic planning issues in four areas:

1) capital budgeting and planning policies; 2) development review procedures; 3) location decision-making criteria used by regional companies; and 4) approaches for marketing the City to local and non-local clients. An OED director and staff were then hired to conduct the research, analyses, and program design needed for this investigation.

A December 1986 report to the City Council represents the fruit of the



Downtown San Jose Skyline

Board and OEDs' efforts over the preceding six months. The report presents recommendations in each of the four noted areas of inquiry, supported by working papers that provide rationales for the findings.

OED complements the efforts of the City's Redevelopment Agency, that has until recently been the sole driver of San Jose's economic development. The Agency has made major strides in expanding the City's industrial job base, while fashioning a business, cultural and entertainment center in the Downtown. OED strengthens the role of economic development within the Agency by giving it a **city-wide** scope.

A central feature of the evolving economic development strategy is diversification of the City's economic base. The phenomenal growth of the high technology industry here has resulted in high tech firms capturing the vast majority of the manufacturing sector, with a significant portion of military contractors. The downturn in the U.S. of electronics industry in recent years owing to increasing foreign competition, coupled with the longterm political uncertainty of over-reliance on military contracts highlight

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DUNCAN & JONES

CCAPA Breathes New Life Into its Legislative Review

by Bill Claire

With the onset of 1987, CCAPA begins a new Legislative Review Program, (LRP). It is designed to channel the review of critical planning-related legislation by a panel of our members to the CCAPA lobbyist, Sande George. In turn, she will analyze these recommendations and convey them to appropriate state legislators and committees.

The new LRP will improve on the old in several ways. It will provide a more *continued on page 6*

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**SPOTLIGHT ON
EVENTS**

The Western Governmental Research Association offers
Improving Public Contact Skills, a one-day Workshop
 Thursday, February 19, 1987
 Tuesday, March 17, 1987
 9:00 a.m. to 4:30 p.m.
 Hyatt Hotel at Oakland
 International Airport

The Purpose of the workshop is:
 1) to further develop the skills of public employees for continued or increased success in dealing with citizens;
 2) make that responsibility more personally rewarding;
 3) to gain recognition from managers and elected officials for reducing citizen complaints;
 4) improve public support and
 5) increase public satisfaction.

Topics for the day include "Public Contacts: the Citizen- as-Client Strategy" and "Public Contact Skills: Courtesy Under Pressure". Participants will have the opportunity throughout the workshop -- through presentations, films, skill-building exercises and public contact simulations -- to develop and enhance their confidence, and professional satisfaction.

Registration fee: \$135 (includes luncheon and educational materials.) Discounts of 15% are available for multiple registrations from single agencies. Mail payments to:

WGRA Workshops
 c/o Graduate Center for Public Policy and Administration
 CSULB, 1250 Bellflower Blvd.,
 Long Beach, CA 90840.

Registration deadline:
February 11 for the February 19 workshop and
March 9 for the March 17 workshop.

For more information and registration materials please call **WGRA Workshops** at (213) 498-5419.

CALENDAR

Date	Program	Sponsor/Location	Info Phone #
Jan. 16	1987 Region Outlook Conference	Bay Area Council San Francisco	415/ 981-6600
Jan. 21	Planning Golden Gate Nat'l Recreation Area	SPUR SPUR, San Francisco	415/ 781-8726
Jan. 29	Intro to MicroComputers	ABAG MetroCenter	415/ 464-7900
Feb. 5	Lotus 1-2-3 Training (level 1)	ABAG MetroCenter	415/ 464-7900
Feb. 22-24	WGRA Conference: "How Cities Live and Die in the West: Growth Management & Private Sector Development Strategies"	WGRA Anaheim	213/ 498-5419

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

Mathew Le Grant
 402 Grand Ave. #4
 Oakland, CA 94610
 415/ 893-2285



The Public Policy Program of UCLA Extension presents a conference on

**RECENT CHANGES IN
 LAND USE LAW AND
 PLANNING: Updates,
 Trends and Assessments**
 February 20, 1987
 UCLA Faculty Center

The conference will focus on the recent changes through case law and legislation that impact the land use planning process. The one day intensive program includes:

- 1) updates on the law in relation to general plan implementation; Subdivision Map Act; coastal access; community redevelopment law; CEQA; rent control; takings; and hazardous waste and the land use permit process.
- 2) In-depth assessments of development agreements and of local growth control by initiative and referendum.

This conference is presented in cooperation with the California Chapter of the American Planning Association and two sections of the American Bar Association. For information, call (213) 825-7885.

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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1824 Fourth St.
Berkeley, CA 94710
415/ 845-7549

PLANNER'S TOOLBOX:

Eds. Note: This is the first in what we hope will be a continuing column on new practices and techniques in planning. If you would like to contribute to "PLANNER'S TOOLBOX", please contact the editors at (415) 845-7549.

Planning Office Software

by Jeff L. Halbert

As more and more agencies turn to microcomputers to augment common office functions, the need for specialized software increases. Many standard office functions like preparing mailing labels for public noticing, or keeping track of permits, can be done on a microcomputer. Planning-specific software products that incorporate these and other features have begun to emerge in the last few years.

Two databases that are almost universally needed by planning agencies are: 1) the assessors parcel information; and 2) a permit tracking system. A single software program incorporating both databases would be a valuable tool to any agency.

The county assessors office usually maintains the assessors parcel database. For a local agency to get access to this information, it must either be modemed or transferred to the agency's computer system. If it is transferred, a computer with a large

storage capacity is required. For example, a city of 15,000 to 20,000 parcels can effectively store the parcel data on a system with a minimum of 10 megabytes of hard disk storage.

Additionally, a software program to manipulate the parcel database is needed. This entails the ability to view, combine, sort, and print the information, as well as to generate mailing labels. The least costly way to produce labels is by identifying individual or ranges of parcel numbers. A more sophisticated method is to digitize the parcels within a given area into a geographic information system database.

The second most commonly requested computer function is permits tracking. A software program providing an easy-to-use means of maintaining permit information (e.g. type, location, applicant, action dates, and fees), would be an

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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.

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Maureen Morton, Membership Chair

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Your reason for becoming a Section Only Member

Eds. note: This begins what will be a regular column on the ways that planners can work more responsively and cooperatively with the community they serve. Reader contributions are invited.

Planners, Take the Initiative!

Advice from a Community Organizer on How Planners Can Influence the Initiative Process

by Jay Powell, People for Open Space

Once again this last November, Californians voted overwhelmingly in favor of a number of local land use initiatives -- from high-rise limitations in San Francisco and Los Angeles to passage of a coastal protection initiative in San Mateo County and two new growth limiting measures in San Diego County. Planners have to deal with results of initiatives, but they can also get involved earlier in the process to make a difference in what direction citizen measures will take.

Before an initiative is even written, there are factors at play which will influence the decision to chose the initiative solution and what form it will take. Initiatives are often reactions to the belief that either the existing plans are being circumvented, (i.e., the exceptions are becoming the rule) or that the plans are not being adjusted properly and in a timely way to deal with growth pressures.

Without an adequate monitoring system, the cumulative impacts of exceptions or adjustments can sneak up on planners and precipitate direct action by citizens. Planners need to be advocates for the resources (staffing, materials and budget) they need to help them do proper monitoring and updating of plans. This will allow them to sound the warning and recommend appropriate actions when the planning promise is losing the battle to the development product. The choice to those making budget decisions must be clearly framed as allocating the

resources now, or face the certainty of a significant citizen backlash later. Citizen activists, organizations and other concerned parties, including the development community, can be helpful in building political support for an adequate planning budget.

When the planning warning has not been either sounded or heeded, citizens will begin to create their own solutions through the initiative process. Drafting successful initiatives generally requires considerable research and consultation. Problems that later arise in implementing some initiatives could have been avoided with professional planning assistance at this point. If planners wish to prevent potential conflicts, they need to let citizen organizations know they are available for offering advice, unofficially if not formally. Once specific language has been decided on for an initiative, the customary public notice time passes quickly and the invested effort to obtain signatures makes further discussion unlikely.

If an initiative is approved, planners can facilitate the implementation by providing a clear interpretation of its intent and the implications of this judgment. Integrating the initiative with existing plans and policies brings us full circle to the importance of evaluating the impacts of change. The task of accomodating the initiative provisions and anticipating the problems that might induce even another initiative should get the attention it deserves.

Regardless of the outcome of an election, the resorting of citizens to

the initiative should be cause for reappraisal of how citizens are involved in the planning process. What public interest groups seek is the ability to fully participate and have access to accurate and pertinent information and advice. When this is offered openly and participation is encouraged, the planning process is enhanced. Professional planners, because of their perceived expertise and objectivity, have the credibility to influence the course the public takes in land use planning options. Either in association -- by providing forums for discussion -- or as individuals offering informal or official advice, they can assist citizens to help build a planning consensus.

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Computer Software (cont'd)

invaluable aid to a busy office. The sorting function in the permits database allows an endless range of field selection possibilities for report purposes: "all residential projects"; "all projects by planner name" etc..

A comprehensive microcomputer program that can perform these basic functions is difficult for the average planning office to create. There will be an ever-growing need for planning-related computer services as more local government agencies find in-house programming increasingly complex and time consuming to manage. There are now products that can perform these basic skills. If a planning agency is contemplating the purchase of hardware and/or software for office functions, it should carefully evaluate each company in terms of its planning background, the simplicity and ease of use of its product(s), and the available services for future enhancements.

Jeff L. Halbert is the President of MICROPLAN, a city planning computer services company. MICROPLAN provides systems design and programming services for local planning agencies. The author can be reached at 1606 Juanita Ln., Tiburon, CA 94920. (415) 435-6900.

Open Space District Moves to Secure Peninsula Greenbelt

by David Hansen, A.S.L.A.

Eds. note: For many planners, managing urban growth can often be a reactive exercise. The efforts of such agencies as the Midpeninsula Regional Open Space District represented below are a pro-active alternative; they offer positive city-shaping options through land preservation. They also underscore an area of cooperative opportunities for planners to tap in their work.

The Midpeninsula Regional Open Space District (**MROSD**), a park agency spanning Santa Clara and San Mateo Counties, has recently taken great strides toward achieving its aim of creating a public greenbelt of natural lands in the foothills and baylands of the San Francisco Peninsula. Favorable financing and tax benefits have enhanced both the acquisition climate and management of new parklands. In the last 6 months alone, 4,900 acres of property in 22 separate transactions have been added to the public domain.

MROSD is an unusual agency, one of only four regional park districts in the state. It is also one of the few public agencies in the Bay Area continuing to aggressively procure wild land for the public good. Formed only 14 years ago, MROSD now has total holdings of well over 26,000 acres in 24 preserves. The District's unique charter emphasizes massive land preservation in place of developing intensive recreational facilities, enabling its seven member Board and 30 staff members to concentrate in this same direction.

The agency has taken a visionary, "greenbelt"-oriented approach to land preservation in response to the phenomenal urbanization of San Mateo and Santa Clara Counties and the failure of zoning to uphold the necessary balance of growth and open space protection. Santa Clara County, the City of San Jose and



Photo by Leo Brown

neighboring Santa Cruz County are only now realizing through their own task forces the importance of the greenbelt preservation approach as the only effective way to protect their community's characters, viability, and remaining scenic resources.

The ambitious acquisition policy of MROSD has carried a high pricetag. The District had a 1986 budget of \$11 million, although only \$4.5 million of that was met through its customary financing base of property tax valuation (4.5 cents out of every \$100). The remainder has been secured by floating bonds. This has created a sizable acquisition debt of \$26 million. Such a debt is felt to be justified on the price advantages of buying land now; vacant land close to urban centers will only become more desirable and valuable with time. The best recourse is to preserve it in perpetuity as soon as possible at the lowest attainable cost.

While setting land aside, the District has tried to balance a sensitivity to rural lifestyles with the recreational needs of the public. To this end, it has initiated good neighbor policies, revised eminent domain, and controlled site emphasis (for development). If current trends continue, MROSD should come close to attaining its goal of creating a continuous public greenbelt of ridge

and baylands from San Carlos to San Jose by the turn of the next century.

David Hansen is the Land Manager of the Midpeninsula Regional Open Space District, based in Mountain View.

Take the Initiative! (cont'd)

The testing of the 1985 San Diego "Managed Growth Initiative" this last election provides a vivid example of how planners can ease the implementation of an initiative. A developer proposed a swap of private land to become park land in exchange for city-owned land adjacent to a major interstate freeway. The intent of "San Diegans for Managed Growth" initiative drafters was to insure that exceptions to the General Plan constituted a demonstrable public benefit. Through the public hearing process the agreement between the City and developer was strengthened to the extent that citizen groups that had previously sponsored the initiative now endorsed the ballot argument in favor of opening part of the urban reserve. By framing the issue and promoting dialogue between citizens and developer, planners helped to build a planning consensus: the measure passed by an overwhelming majority.

Jay Powell is currently the South Bay Field Organizer for People for Open Space, San Francisco. He served on the Steering Committee of the San Diegans for Managed Growth.

JOBS IN PLANNING

(continued)

ECONOMIC DEVELOPMENT COORDINATOR - City of Fort Worth, TX - (Salary: \$33,864 - \$50,796 annually). Administrative-managerial classification responsible for development, administration and coordination of a comprehensive economic development program for the City of Fort Worth. Degree in business administration, finance, geography, public administration, urban planning, urban affairs, economics, or related field. Eight (8) years of broad-based economic development experience including developing and working with prospects, formulating economic development strategies and business finance. Experience in legislative affairs is also desired. Additional qualifying experience may substitute for some of the education. Valid TX Class "C" license. Apply by: February 16, 1987. Apply at the City of Fort Worth Personnel Dept., 1000 Throckmorton, Fort Worth, TX 76102. EOE/M/F/Handicapped.

NEIGHBORHOOD PLANNER - City of Reno, NV - (Salary: \$20,499 - \$29,725 annually. No state income tax, comprehensive benefit package including employer paid retirement.) Experienced Planner to work with a long range Planning Division. The candidate selected for this position will be responsible for implementation of Neighborhood Planning Programs which will address the needs of local residents and facilitate citizen input in the planning process. Desired qualities include: knowledge of principles, practices, laws, codes and policies governing urban planning and the ability to collect, analyze and interpret pertinent data. BA in urban planning or in a related field required, and two years of progressively responsible experience which demonstrate possession of the abilities to perform the duties. Resumes will be accepted postmarked no later than January 23, 1987. If you are interested in this excellent career opportunity, please submit a resume of education and experience to: City of Reno, Department of Human Resources, P.O. Box 1900, Reno, NV 89505.

the need to stimulate growth in other segments of the economy.

The preliminary picture suggests, for example, growth potential in the service sector, particularly in business and professional services to support commercial and industrial activities throughout the Silicon Valley. The expansion of this sector will help to establish San Jose as the business hub of the Silicon Valley. Diversification within the manufacturing sector itself is sought to achieve a more integrated economy with a range of employment opportunities. To this end, the City will work to retain and expand its industrial supplier and services base. This subgroup includes machine shops, warehouses and electronic assemblers, and is an important intermediary step in many production processes. Finally, San Jose is in a good position to expand its retail sector since it has one of the highest mean expendable income rates in the country.

Anticipating market opportunities through the development and maintenance of a sophisticated information base is a vital link in the City's economic development strategy. One of OED's main tasks this year will be to design such an information system. The department will also create and maintain a marketing program to enhance San Jose's image as a business and investment center. Moreover, OED is examining ways to capitalize on the international business networks already established by local advanced electronics firms.

Now with OED as a major player in the City's move toward comprehensive economic planning, San Jose is positioning itself on an economic cutting edge. The dynamic framework behind OED is designed to make a reality of the City's vision of economic vitality.

William Claggett is the Director of the San Jose Office of Economic Development

consistent and prompt evaluation of proposed legislation. In the past, LRP tended to operate by way of hastily compiled reviews based on phone polls. Now CCAPA is designating Northern and Southern California Legislative Review Committees that will meet on regular bases to discuss current bills. Each committee will be made up of 15 people. They will include the legislative chairperson from each Section and individuals with expertise in specific areas, e.g. financing, general plan or the subdivision map act. These committees will meet every other month, or more often as needed.

This revised system will assure that CCAPA provides its lobbyist with more detailed recommendations for supporting, opposing or amending pending bills. By the same token, it should allow each of CCAPA's eight sections to be better briefed on the particular pieces of new law affecting the Association.

If you are interested in getting involved in either Review Committee, contact your Section Director or Legislative Chair.

Northern California Newsmakers!

Lori Yanauchl was recently appointed Administrative Secretary to the San Francisco City Planning Commission. John Steere has joined the staff of Moore, Iacofano, Goltsman as an associate and new editor of *Northern News*. Beth Kesmodel has come on board the Alameda Planning Department as a Planner II. . . Mathew Le Grant will soon be leaving PG&E to begin his own planning contracting service. Casey McCann, Oklahoma APA member, has moved to the Bay Area to become Orinda's new Associate Planner.

JOBS IN PLANNING

To place a listing in "Jobs in Planning" please contact editorial office: 415-845-7549 or mail announcement to, MIG, 1824 Fourth St., Berkeley, CA 94710, Attn: John Steere.

ASSISTANT PLANNER - City of Tulare, CA - (Salary: \$1,491 - \$1,812/mo.) Requires knowledge of research principles and report writing; ability to understand and interpret land use and zoning codes, regulations, ordinances and laws. Two years of planning, engineering or architectural experience desired. Performs entry level professional planning work; screens and evaluates applications for CUP and various maps; acts as resource person to public. Apply by 5 p.m., January 23, 1987. A City application is required. Contact: City of Tulare Personnel, 411 East Kern Ave., Tulare, CA 93274. Phone: (209) 688-2001, Ext. 219. EOE.

ASSISTANT PLANNER - City of Alameda, CA - Population 75,000 - (Salary: \$2,124 - 2,582/mo., plus excellent benefits. City also pays employee's 7 % PERS). Performs a variety of professional work on current and advanced planning projects. Requires BA in planning, architecture or related field and one year of professional planning experience in city, county or regional office. Submit City application form by Monday, January 26, 1987 to the City Hall Personnel Department, Rm. 312, 2263 Santa Clara Ave., Alameda, CA 94501. Phone: (415) 5222-4100, ext. 217. AA/EOE/M/F/H

ASSISTANT PLANNER - City of Brentwood, CA - (Salary: \$2,000 - \$2,431/mo., plus excellent benefits including City-paid PERS and reduced work week). College degree in planning related field with one year experience in municipal planning. Activities include land use planning, general plan preparation and implementation, and special studies. Apply by January 30, 1987 at the City of Brentwood, 708 Third St., Brentwood, CA 94513. Phone: (415) 634-3505.

ASSOCIATE PLANNER - City of Sunnyvale, CA - (Salary: \$31,053 - \$37,746/ year, plus City pays 7% of employee share of PERS). The Associate Planner performs a variety of professional-level planning functions; is

a member of the City Planning staff; assists in the administration of the City Planning and Zoning Ordinances; inspects residential, commercial and industrial facilities and general physical layout of City to develop need for plans modification; reviews, evaluates and makes recommendations for action on proposed subdivision, residential and industrial land development plans. Position requires any combination equivalent to Master's Degree in City Planning and 2 years of progressively responsible experience in local, California planning; one of these two years in current planning or neighborhood planning or alternatively planning work with high-level public contact is preferred. Possession of CA Driver's License required. Completed City of Sunnyvale application must be received in HR office by 5 p.m. February 2, 1987. Applications may be obtained by calling (408) 730-7490 or by coming to City of Sunnyvale HR Office, 456 W. Olive, Sunnyvale. EOEM/F/H

COMMUNITY DEVELOPMENT PLANNER - City of Paramount, CA - (Salary: \$1,826 - \$2,219 /mo., plus City pays employee's 7% share of PERS.) The City of Paramount seeks a highly motivated, ambitious individual to work in the area of code administration. Paramount's Code Administration Program is recognized as one of the most creative and innovative programs of its kind. Successful applicant will be expected to manage their own projects within the program and to make many complex decisions in a demanding environment. He or she should also have excellent oral and written communication skills. While no prior experience in code enforcement is required, applicants should have a minimum of a BA with a major in urban planning or related field or previous planning experience. Apply by: open. Apply at the City of Paramount, 16400 Colorado Ave., Paramount, CA 90723. Phone: (213) 531-3053, Ext. 326.

COMMUNITY DEVELOPMENT DIRECTOR - City of Novato, CA - (Salary: \$3,728 - \$4,532 + \$220/mo. fringe benefit package; auto allowance.) Minimum of eight years combination public management/development services experience and a minimum of a BA in relevant field. Position has strong management emphasis. Department head manager of Planning, Engineering,

Building and Maintenance Divisions with a budget of \$3.1 million. Apply by January 30, 1987. Apply at: Personnel, 901 Sherman Ave., Novato, CA 94947. Phone: (415) 897-4311.

SENIOR PLANNER - City of Folsom, CA - Population 17,000 - (Salary: \$2,413 - \$3,261/mo. plus management benefit package including City paid PERS). Sacramento Metro area, full-service, rapidly growing city. Performs advance/current planning at professional level relating to City's overall growth and development. Functions include environmental analysis, community and general planning, urban design, etc.. Requires BA/BS degree and five years of responsible city planning experience including some supervision. Apply by January 20, 1987. Contact: City of Folsom, 50 Natoma St., Folsom, CA 95630. Phone: (916) 355-7200. EOE.

SENIOR PLANNER (Advanced Planning) - City of Morgan Hill - Population (Salary: \$3,000 - \$3,800/mo., plus employee's PERS contribution). Management -level position reporting to Community Development Director. Newly created position with primary responsibility for updating the City's General Plan. Position includes substantial responsibility, independence and freedom to innovate. Degree in urban or regional planning and four to six years experience in long range planning required. Apply by January 23, 1987. Applications can be obtained from: City of Morgan Hill, 17555 Peak Ave., Morgan Hill, CA 95037. Phone: (408) 779-7271.

GENERAL MANAGER - ECONOMIC DEVELOPMENT CORPORATION - Shasta Co., Redding, CA (Salary: open, DOQ) Duties: promote, implement and assist economic development projects in County. Reports to an 18-member private sector Board of Directors. Knowledge and experience required in industrial recruitment, business loan programs, grant writing, retention and expansion programs. Minimum requirements: BA in related field, five years economic development management, excellent oral and written skills, proven track record and leadership skills. Also administers a four county regional program and reports to a 15-member Board of Directors. Apply by January 28, 1987. Submit resume and salary history to EDC of Shasta County, P.O. Box 493876, Redding, CA 96049. AA/EOE.

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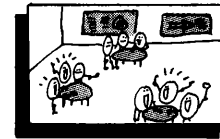
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