

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

Will Labor Shortage Hinder Bay Area Growth?

Charting the Future of the Jobs-Housing Imbalance

According to recent national projections, early next century the Bay Area will become the nation's third-leading economic center, behind New York and Los Angeles. The reasons why this scenario may not happen have been the subject of reports by ABAG's Analysis Group and of policy discussions by political leaders. As Ray Brady of ABAG points out, although the growth rate in the 80's slowed considerably from the 70's, most people perceive accelerating congestion and assume that growth is accelerating when it just means that the long-neglected transportation infrastructure has reached capacity.

Projected growth may not occur because the region is suffering the effects of policy decisions that Brady calls "contradictory land use policies." For years, local jurisdictions welcomed job-generating office and commercial development while allowing mostly very low-den-

sity, and therefore high-income, housing. Decision makers ignored the inter-connectedness of the region and also managed to ignore the chain of impacts resulting from economic development. Development creates jobs which people fill. These people require services which more people provide, etc. All of these new people, most of whom are not executives need a place to live.

But new economic development is only one component of the jobs-housing imbalance. Local citizen groups, angered by perceived uncontrolled growth, passed growth limitations and reduced the numbers of housing units allowed. Since most of the job-generating development is already in place or approved, these growth-control efforts worsened the problem by restricting the housing supply near employment centers and forcing long commutes. As Brady puts it,

continued on page 2

Thanks, Steve!!

Steven C. Orlick, professor in Sonoma State University's Department of Planning and Environmental Studies, has served as Northern Section Director for the past four years. During this time, Steve has well represented our Section at State Chapter Board meetings, at State Conferences and in leading the Section Board through a period of great progress.

His determination to fight National APA on its dues structure and to bring benefits to more Northern California planners led to the development of a Section-only membership category. And under his leadership, the Section awards program and newsletter have gained increased recognition.

For all of his efforts and dedication, the members of Northern Section owe Steve Orlick a great debt of thanks.

Welcome, Marlene!

Marlene Stevenson, currently working in the City of San Jose's Department of Neighborhood Preservation as a Senior Planner, will serve Northern Section as Director for the next two years. Marlene has served on the Section Board and has been active in organizing several highly successful seminars for planners in the South Bay.

Annual Section Dinner A Big Hit!

Northern Section's Annual Awards and Officers Dinner was a terrific event this year. Over 80 people gathered at the UC Berkeley Faculty Club to enjoy drinks on the patio and a delicious dinner. The evening was capped off by the presentation of awards, as emcee and outgoing Section Director Steve Orlick quipped and toasted this year's winners.

Receiving recognition this year were the Cities of Petaluma, Pleasanton and Sonoma for their General Plan Revisions; the City of Sunnyvale's innovative Mobile Home Conversion

Ordinance; San Francisco Planning Department's Mission Bay project; and the U.S. Geological Survey for their work, "Geologic Principles for Prudent Land Use." Special awards were also presented to Daniel J. Curtin, Jr., for Distinguished Leadership, and to Yvonne San Jule, for her many years of dedicated service to the planning profession.

The Northern Section Board also presented Dr. Orlick with a certificate of appreciation in recognition of his four years of outstanding leadership on behalf of the Northern Section membership.

Northern NewsMAKERS!



Jeff Loux has been promoted to Principal and Vice-President of the Planning Collaborative in San Francisco . . . **Michael Hitchcock Associates** announces it has moved to new offices at 110 East D Street, Benicia 94510 . . . **Paul E. Zigman**, President of Environmental Science Associates, announces the relocation of ESA's Southern California office to new quarters at 4221 Wilshire Boulevard, Los Angeles 90010.

Labor Shortage

continued from front page

"restrictive housing policies are not consistent with job growth in selected communities."

The result may be that in the future we may have two distinct classes of workers: highly paid managers and professionals who live and work comfortably in Palo Alto or San Ramon or Mill Valley, and large numbers of imported low-paid service workers, weary from the long drive on jammed freeways from Manteca, Fairfield or Santa Rosa.

Maintaining at least slow economic growth (without which fewer middle class jobs are created) will require changes in local policy. As Ray Brady sees it, the Region has three choices: 1) expand housing production dramatically, 2) expand the freeway system to import workers from outside the region, or 3) reduce development potential by decreasing the amount of land available for commercial development. The first option seems least likely, given the intense opposition to production of any lower to middle class housing. The second alternative is becoming reality. ABAG predicts that the number of commuters from outside the region will increase from 35,000 in 1985 to 235,000 in 2005. Clearly, the freeways cannot handle this load. No funding source exists to massively expand the transportation system as required for the second alternative. This leaves the third and perhaps most likely alternative: reduced development.

When Bay Area traffic and housing problems become intolerable, growth will likely spill over into other regions like Sacramento with much less service constraints. According to Brady, "labor force shortages will worsen the region's competitive position. The Bay Area will then become more "different" than other regions: older, less dynamic, with a declining middle class. Once again the Bay Area will provide a model, but this time of a mature, possibly stagnating region.

Craig Vassel has worked as a planner for HUD, EPA, the Navy and Marin County.

CALENDAR

Date	Program	Sponsor/Location	Info Phone #
July 29	Money for the Taking: When Land Use Regulation Goes Too Far	McCutchen, Doyle, Brown & Enerson/ Oakland Airport Hilton	415/937-8000
July 30	Marina Development Dave Miller	Northern Section, APA Marina Village/Alameda	415/345-6600
Aug 19-21	CAL CHAPTER CONFERENCE	San Diego [see July Cal Planner]	619/280-2264
Sep 11	Improving Public Contact Skills	WGRA Hyatt Hotel, Oakland Airport	213/498-5419
Sep 17-18	Developing Analytical Skills	WGRA	213/498-419
Sep 26	Computer Applications in the Planning Office	Northern Section, APA/ San Jose State University	415/644-6570

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

Matthew L. LeGrant
402 Grand Avenue #4
Oakland, Ca 94610
415/644-6570

Upcoming Events . . .

COMPUTER APPLICATIONS IN THE PLANNING OFFICE

Northern Section and Cal Chapter will be conducting a day-long conference on computer applications for practicing planners on Saturday, September 26. Initial planning has been completed, and people are needed to help staff the conference. For further information, please contact Matthew L. Le Grant, Professional Development Coordinator at 415/644-6570 (day) or 415/893-2285 (evening).

RECENT COURT DECISIONS ON LAND-USE LAW

What is the significance of the recent Court decisions on the regulation of land use and real property? Is a major change underway? A forum to address these questions will be sponsored by The Golden Gate University MBA Real Estate Alumni Association and The San Francisco Business Times on August 12. Speakers will analyze the two recent cases ruled on by the U. S. Supreme Court and will also consider both the direct result and the possible influence on government planning agencies, developers and property owners. For phone reservations and further information, please call 415/442-7203.

JOBS IN PLANNING

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

PLANNER I—City of Seaside—(\$1,965-2,328/mo., PERS) **Apply by** 5 pm, August 14, at City of Seaside Personnel Office, 440 Harcourt, POB 810, Seaside, CA 93955; 408/899-6250. AA/EOE. M/F/V/H.

ASSOCIATE PLANNER—City of Watsonville—(\$2,250—\$2,740/mo.) Three years experience & a valid CA driver's license. **Apply by** August 28. Application may be obtained from Personnel Office, City Hall Annex, 215 Union Street, (POB 430), Watsonville, CA 95077, (408)728-6012. EOE/AA/M/F/H.

COMMUNITY DEVELOPMENT SPECIALIST (CURRENT PLANNING/ADMINISTRATIVE ANALYST)—City of Manhattan Beach—(To mid-\$30,000/yr., DOQ) **ADVANCED PLANNER**—(To mid-\$40,000/yr., DOQ) For both positions, Master's degree and substantial work experience desirable. **Apply by:** open. Apply at City of Manhattan Beach, 1400 Highland Avenue, Manhattan Beach, CA 90266. (213) 545-5621, Ext. 344.

COMMUNITY DEVELOPMENT PLANNER—City of Paramount—(\$1,826—\$2,219/mo., PERS.) **Apply by:** open. Apply at City of Paramount, 16400 Colorado Avenue, Paramount, CA 90723. 213/531-3503, Ext. 326.

ASSISTANT TRANSPORTATION PLANNER—San Luis Obispo County—(\$1,728—\$2,101, + 10% + Benefits) Scenic coastal county seeking transportation planner for regional transportation planning agency. Major assignments involve traffic analysis, transit coordination, technical assistance and other studies & analyses. Requires B.A. in planning or related field plus one year related experience. **Apply by** August 21. Contact 805/549-5724 for required application.

ASSISTANT PLANNER—City of Chino—(\$2,096—\$2,548/mo.) Design background or experience desirable. **ASSOCIATE PLANNER**—(\$2,376—\$3,908/mo., benefits) Three years increasingly responsible experience; Master's degree desirable. **Apply by** August 7. Apply to: Personnel Office, POB 667, Chino, CA 91708. 714/591-9807. EOE/M/F/A/H.

EXECUTIVE DIRECTOR—Eden Housing, Inc., Hayward—(Approx. \$52,000/y

M.A. in planning, business, or public administration preferred. **Apply by** August 31. Apply to Personnel Committee, POB 4315, Hayward, CA 94540.

DIRECTOR OF COMMUNITY DEVELOPMENT—City of Beaumont—(\$34,536—\$44,076/yr., PERS, deferred comp.) Four years experience (a Master's in planning may substitute for one year) and excellent interpersonal supervisory skills. City application must accompany resume. **Apply by** August 7. Apply to: City of Beaumont, Personnel Department, PO Drawer 158, 550 East Sixth Street, Beaumont, CA 92223. 714/845-1171. AA/EOE.

PRINCIPAL PLANNER—City of Mountain View—(\$40,925—\$51,156/yr., PERS) Three years experience; a Master's in planning may substitute for one year. **Apply by:** Open. Apply to City of Mountain View, Personnel Office, 444 Castro Street, Suite 128, Mountain View, CA 94041. 415/966-6310.

CITY PLANNER—City of San Gabriel—(\$48,697/yr.; DOQ, PERS, benefits) **Apply by:** open. Send resume to: City Administrator, City of San Gabriel, POB 130, San Gabriel, CA 91778.

ASSISTANT/ASSOCIATE PLANNER—City of Santa Monica—**ASSISTANT** (\$2,273—\$2,806/mo.) One year experience. **ASSOCIATE** (\$2,679—\$3,308/mo.) Two years experience. **Apply by:** open. Apply to Santa Monica City Hall, Personnel Department, 1685 Main Street, Santa Monica, CA 90401. 213/458-8246.

COMMUNITY URBAN DESIGNER—City of Monterey Park—(\$30,792—\$37,764/yr., PERS) Two years experience. City application must accompany resume. **Apply by** August 28. Apply to: Personnel, 320 West Newmark Avenue, Monterey Park, CA 91754. 818/307-1334. AA/EOE.

ASSISTANT PLANNER—City of Coronado—(\$2,041—\$2,742/mo.) "Planning technician" level experience, valid CA driver's license, and City application form required. **Apply by** August 28. Postmarks will not be accepted. Apply to: Coronado City Hall, Administrative Services Department, 1825 Strand Way, Coronado, CA 92118. 619/522-7300. EOE.

ASSISTANT DIRECTOR OF PLANNING SERVICES—City of Poway—(\$39,612—\$48,360/yr.) City application required. **Apply by** August 27. Apply to City of Poway, Personnel Division,

POB 789, Poway, CA 92064. 619/748-6600, Ext. 233. EOE.

ASSOCIATE PLANNER—City of Clovis—(\$2,234—\$2,716/mo. No social security and PERS) Two years experience; Master's degree desirable. **Apply by** August 17. City application form required with resume. Apply to: Personnel Office, City of Clovis, 1033 Fifth Street, Clovis, CA 93612. 209/297-2328. EOE.

ASSISTANT/ASSOCIATE PLANNER—City of Ridgecrest—(\$2,377—\$3,344/mo. Benefits.) Assistant Planner—experience preferred. Associate Planner—two years experience. City form required with resume. **Apply by** August 15. Apply to: City Hall, 139 North Balsam, Ridgecrest, CA 93555. 619/375-1321. EOE.

PLANNER I/PLANNER II—Sacramento Area Council of Governments—(I—\$1,733—\$2,106/mo.; II—\$2,087—\$2,538/mo.) **Apply by** August 14. Apply to: Sacramento Area Council of Governments, POB 808, Sacramento, CA 95804. 916/441-5930. AA/EOE.

ASSOCIATE PLANNER—San Joaquin County, Stockton—(\$2,281—2,771/mo.) Two years experience; a Master's may substitute for one. **Apply by** August 14, 1987. Apply to: San Joaquin County, Personnel Division, 24 South Hunter Street, Room 106, Stockton, CA 95202. 209/944-2541. EOE/AA.

PLANNING TECHNICIAN—City of Moorpark—(\$1,879—\$2,307/mo.) City form required with resume. **Apply by** August 12, 1987. Apply to: City of Moorpark, Ca 93201. 805/529-6864.

PLANNING TECHNICIAN—City of Palm Springs—(\$1,615—\$1,964/mo., PERS, benefits) Valid CA driver's license, City form required. **Apply by** 5 pm, August 13. Apply to: City of Palm Springs, Personnel Office, POB 1786, Palm Springs, CA 92263. 619/323-8215. AA/EOE.

ASSISTANT PLANNER—City of Norwalk—(\$1,849—\$2,247/mo., PERS, benefits) One year experience. **Apply by** August 11. Apply to: Norwalk City Hall, Personnel, 12700 Norwalk Boulevard, Norwalk, CA 90650. 213/929-2677, Ext. 203. EOE.

REDEVELOPMENT SPECIALIST—City of Santa Barbara—(\$2,211—\$2,688) **Apply by** August 7. Phone City Personnel Office for City application and job bulletin with required supplemental questions. 805/564-5316.

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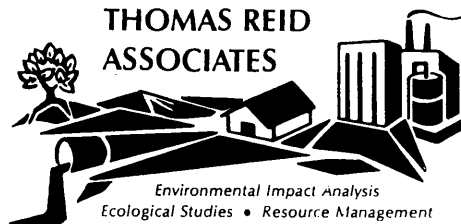
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