



Northern Section, California Chapter
American Planning Association

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

Section Director Notes

Workshops, Panels, Seminars and Parties -- A Busy Season Ahead!

Northern Section events got off to a rousing start this fall with the September computer conference sponsored by APA and San Jose State University. Our October 28 meeting will feature city planners and consultants responsible for the San Jose, Petaluma, Sonoma and Pleasanton General Plans. These plans won 1987 Section, State and, for San Jose, National APA awards. On November 11 another award winner will be featured, the Mission Bay Plan.

I knew we had picked timely topics when I picked up this month's APA Planning Magazine with its feature article on General Plans, followed by San Francisco Focus with its article on Planning Director Dean Macris and the complex issues involved in the Mission Bay Project.

In December we relax and enjoy the

holiday season together with the annual Northern Section holiday party, details of which will be given in the November/December issue of Northern News. Stay tuned!

Your Board would like to sponsor a Section meeting/event each month on a variety of timely topics, in a variety of locations. At a retreat in October, the Board will be considering programs for the coming year: weekday workshops, Saturday seminars, lunch or dinner meetings with a special topic, along with the traditional wine and cheese evening meeting. We are open to your suggestions. Send us your ideas now; volunteer to be a speaker; join a group putting on an event; cheer from the sidelines.

Northern Section has the largest membership of the 8 sections --

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Book Corner

URBAN PLANNING FOR LATIN AMERICA: The Challenge of Metropolitan Growth

By Francis Violich
In collaboration with Robert Daughters

Latin America's cities are now among the largest in the world — they have experienced phenomenal growth since mid-century. High birth rates, migration from impoverished rural areas, and industrial and commercial development have all helped radically increase urban populations. And increases in the coming decades will be on an even greater scale.

Yet Latin American cities are ill-equipped for the deeper tasks of human development. Their unchecked growth has been a central cause of severe social distress and

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Planning for the 21st Century

Third Generation General Plans: Strategies for Future Growth and Development

Join a group of Northern Section APA Award winners, as they present a panel discussion on General Plan issues Wednesday, October 28 at the World Affairs Council Building, SPUR Conference Room, 312 Sutter Street in San Francisco.

The 1987 Section awards were dominated by superior General Plan updates. Panel members for the program include many of those responsible for these exceptional efforts: **Jim Derryberry**, City of San Jose; **Mike Moore**, City of Petaluma; **Naphtali Knox**, Naph-

tali H. Knox Associates, Inc.; **Ed Steinbeck**, City of Sonoma; **Brenda Gillarde**, planning consultant; and **Chandler Lee**, City of Pleasanton.

Wine and hors d'oeuvres will be served at 6:30 p.m., and the program will begin at 7:00. Some of the issues to be discussed include growth management, affordable housing, regional transportation, hazardous materials, the jobs/housing balance and community involvement. Please reserve your place at this event by filling out and returning the coupon at right.

R E S E R V E

_____ places for me at the General Plan Event, October 28, at SPUR, 312 Sutter St., San Francisco

Enclosed is a check for \$_____
(\$10/APA member; \$12/Non-member; \$5 Student) payable to Northern Section, Cal Chapter, APA

Name _____

Address _____

City _____

Mail to: **Laurel Prevetti, Dept. of City Planning, 801 N. First St., Rm. 400, San Jose 95110. For more info, call Laurel at 408/277-5175.**

Section Director's Notes

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1,092 of the 3,676 members -- in California. The Section covers the counties along the west coast from the Oregon border through Monterey. We would like to hold meetings in several locations in the Bay Area as well as in the counties to the north and south of the Bay Area. We would also like to hear from planners already meeting on a regular or slightly irregular basis. We know that Planning Directors in different areas meet over lunch and other area planners have lunch or dinner meetings. Write to Northern News, or give us a call. We want to know: What are you doing in your area? What are your interests? And what can we do for you?

—*Marlene Stevenson*

CALENDAR

Date	Program	Sponsor/Location	Info Phone #
Oct 15	EIR/EIS Management, Preparation and Review	ABAG <i>Metro Center, Oakland</i>	415/464-7937
Oct 26-30	Geographic Info. Systems Conference	UC Berkeley, et al. <i>San Francisco</i>	415/642-5170
Oct 28	Third Generation General Plans	Northern Section APA <i>SPUR, San Francisco</i>	408/277-5175
Nov 5	Subdivision Map Act Law Update	UC Extension <i>San Francisco</i>	415/643-6827
Nov 8-10	7th Annual Zoning Institute	APA National <i>San Francisco</i>	312/955-9100
Nov 10	Assessing Land Use Impacts	ABAG <i>Metro Center, Oakland</i>	415/464-7937
Nov 11	The Mission Bay Plan Award Winning and Controversial	Northern Section APA, SF Planning Dept., EDAW <i>EDAW, Inc., San Francisco</i>	415/957-5300

A Special Thanks . . .

To **Matthew Le Grant** for his tireless efforts to bring a quality computer conference to Northern California. The September 26 program was attended by approximately 70 people, from Clearlake to Merced to Auburn.

Also providing great logistical support were **David Miller** and **Earl Bos-sard**.

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

The Mission Bay Plan: Award Winning and Controversial

Join the San Francisco Department of City Planning and EDAW, Inc., as they examine this public/private joint venture development – 300 acres in the heart of San Francisco.

The Mission Bay Plan recently received awards at the Section and State APA levels as an exemplary planning project. Some of the features of the Plan include:

- 7,000 - 8,000 new housing units (30% affordable)
- 4 million square feet office space
- 2.5 million square feet service/light industrial/research and development
- Community facilities

- 300,000 square feet large and small scale retail
- 70 acres of open space
- Hotel
- Provision for a baseball stadium for the San Francisco Giants
- Provision for a relocation of Caltrain station

The panel discussion will be held November 11 at the offices of EDAW, Inc., 1725 Montgomery at Chestnut in San Francisco. Wine and hors d'oeuvres will be served at 6:30 p.m. and the program will begin at 7:00. Please reserve a space by filling out and returning the coupon at right.

R E S E R V E

_____ places for me at the Mission Bay Plan Event, November 11 at EDAW, Inc., 1725 Montgomery, San Francisco

Enclosed is a check for \$_____ (\$10/APA member; \$12/Non-member; \$5 Student) payable to Northern Section, Cal Chapter, APA

Name _____

Address _____

City _____

**Mail to: Steve Wanat, URS Corp,
150 Fourth St., San Francisco
94103. For more info, call Steve at
415/957-5300.**

JOBS IN PLANNING

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

COMPUTER MANAGER—EDAW, Inc., San Francisco—(\$2750-3000/mo.) Responsible for introduction of new computer applications, management of 3 CADD stations, computer trouble shooting and training professional staff. BA in planning or landscape architecture, at least 4 years experience, and some knowledge of IBM micro-computers, AutoCAD, translators, GIS, engineering, visual analysis, spreadsheet and data base applications. Apply to EDAW, Inc., 1725 Montgomery Street, San Francisco, CA 94111; Attention: Bill Clarke.

CADD OPERATOR—EDAW, Inc., San Francisco—(\$1500-2000/mo.) Responsible for production and presentation of large mapping, construction documentation and visual analysis projects. Training in planning or landscape architecture and 6-12 months professional experience with AutoCAD, spreadsheet and data base applications. Apply to EDAW, Inc., 1725 Montgomery Street, San Francisco, CA 94111; Attention: Bill Clarke.

ASSISTANT PLANNER—City of Fremont, CA—(\$2600-3160/mo. + 7% PERS + excellent benefit package) Professional planning work in current planning applications, such as planned districts, use permits and subdivision review. Requires any combination of

education and experience sufficient to demonstrate possession of and competency in requisite knowledge, skills and abilities, such as graduation from an accredited college with a degree in city planning, architecture or closely related field and 18 months of progressively responsible experience in professional planning. A Master's degree may substitute for 1 year of experience. Apply by: November 20. Apply at: City of Fremont Personnel Dept., 39700 Civic Center Dr., Fremont 94538; 415/790-6883. AA/EOE.

NEIGHBORHOOD PRESERVATION PROGRAM MANAGER—City of Sunnyvale—(\$39,289-47,856) Ideal candidates will have a solid professional background in one or more areas of community development, including neighborhood preservation, building safety, housing, planning or redevelopment. Candidates should also have some prior management experience and possess excellent communications, negotiation and problem-solving skills. Send resume, along with three references and current salary, by October 23 to: Shannon Associates, Inc., 3550 Watt Ave., Suite 180, Sacramento, CA 95821; 916/487-1584.

NEIGHBORHOOD PROGRAM SPECIALIST—City of Sunnyvale—(\$27,836-33,835) The three Specialist positions will each have responsibility for an area of the city. Responsibilities include community relations, code enforcement and coordinating the implementation of various city programs and ser-

vices designed to enhance neighborhood preservation and beautification. Candidates should possess two years of college and one year of experience working with community groups, community educational and public relations programs, or in a customer service function. Previous code enforcement experience and familiarity with land use concepts and zoning principles are desirable. Submit a city application by October 23 to: Shannon Associates, Inc., 3550 Watt Ave., Suite 180, Sacramento, CA 95821; 916/487-1584.

PLANNER II—Sonoma County, CA—(\$2200-2673/mo.) This is a full working level position in either current or advanced planning. Apply by: October 26. Apply by formal application to: Sonoma County, Personnel Department, 2550 Ventura Avenue, Santa Rosa 95403; 707/527-2331. AA/EOE.

PRINCIPAL PLANNER—City of San Rafael, CA—(\$3479-4116/mo.) Principal management assistant to Planning Director, manages current planning division, supervises 5 professional and technical staff; oversees City Planning Commission, Design Review Board, Historical Preservation Advisory Commission and Zoning Administrator's agendas. Requires BA in planning or related field and 5 years of progressively responsible professional planning experience. City application and supplement required. Apply by Oct. 30 to Personnel Office, PO Box 60, 1400 5th Ave., San Rafael, CA 94915-0060; 415/485-3063. EOE. M/F/H.

BOOK CORNER

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physical development problems. Attempts to solve these problems have often failed — either because they have taken a piecemeal approach or because of the complexity and scale of the problems and the severity of the basic social, economic and political realities. Without effective urban policies and management, the magnitude of today's social problems is certain to reach intolerable levels by the end of the century.

Urban Planning for Latin America takes a new approach to the problems posed by Latin America's metropolitan growth. To improve

the human environment and guide growth, urban planners need to understand that the problems they are trying to solve are intertwined with previous attempts to solve them -- and with the process of metropolitan formation. *Urban Planning for Latin America* explains some of these interrelationships. It traces the history of several major Latin American cities and documents how this century's dramatic, unprecedented urban metamorphosis is affecting the lives of city dwellers. It looks at the field of urban planning and analyzes which kinds of urban policies work and which do not -- and it shows the positive and constructive role that urban policies could play given a backdrop of political good will and shared social goals.

The book makes a valuable contribution to the field of urban planning, and it shows Latin American history from a unique perspective.

Francis Violich has been Professor of City Planning and Landscape Architecture at the University of California, Berkeley since the 1950s. He has contributed to the formation of an environmental approach to city planning and related fields in the San Francisco Bay Area. He plays an active role in grassroots community planning advocacy in Berkeley, where he lives. Professor Violich is a founding member of the InterAmerican Planning Society and a long-standing member of the American Institute of Certified Planners.

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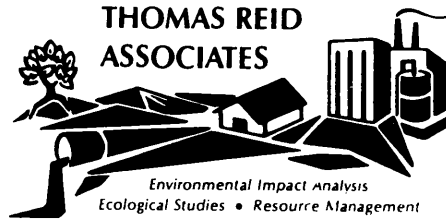
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