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

Small Town, Big Ideas

Innovative, Aggressive Programs Pay Off for Healdsburg

Planning for the Future, Preserving the Past, City Officials Show It Can Be Done

Just up Highway 101 in Sonoma County north of Santa Rosa, through the grape-resplendent Alexander Valley, the traveler encounters Healdsburg, population 8,500, a turn-of-the century looking town full of Victorian homes and buildings and an old-fashioned town square. But behind this quaint, sleepy exterior, adroit city officials have been busy securing economic viability and ensuring the preservation of Healdsburg's historic past through what others describe as the most aggressive and dynamic economic development program of any small or medium-sized city in the state.

Changing Economic Base

Historically a timber-industry-based city, Healdsburg evolved from

tourism in the early 1900s to wine production, to prunes and back to grapes after the end of Prohibition. More recent development has diversified the local economy to include small-scale manufacturing; geothermal support; electronics; a strong and growing regional retail center; and an emerging tourist industry.

Downtown Revitalization Key Objective

Faced with creeping strip development in commercial corridors to the north and south, Healdsburg has seized the initiative in encouraging close-in development. Its initial project involved a shopping center proposing to develop outside the downtown. With patience and per-

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Northern NewsMAKERS!



The autumn harvest season has ushered in a new crop of baby planners! Congratulations to Fred Etzel and his wife Diane on the birth of their son, Zachary Louis . . . and to Rod and Grace Jeung, proud parents of Katherine Wright . . . Alexander & Associates announces it has moved to new offices at 124 University Avenue, Suite 210, Palo Alto 94301, 415/326-8200 . . . Lindsay Brown, formerly of George Miers and Associates, has joined Deloitte Haskins and Sells in Oakland as a staff consultant in their government consulting practice . . .

RESERVE NOW!

for the annual
Northern Section

HOLIDAY PARTY!!!

see insert . . .

Reflections

The San Diego Cal-Chapter Conference

by Chuck Myer, AICP

On Friday night, August 21, seventy-five APA conferees were adrift in the middle of San Diego Bay on a yacht with a broken engine, asking each other, "Hey, who's doing the planning?"

Metaphorically, the Coast Guard boat that nudged the embarrassed vessel back to harbor represented

the myriad non-planners that often end up pushing our profession in their chosen direction because we don't always have the power to proceed along our own path. The 1987 CalChapter APA Conference, "Who's Doing the Planning?", helped to shed light on many of those outside pressures.

Ably coordinated by the San Diego Chapter, the conference followed five tracks at once: Large-Scale Development; Recreation and Tourism; Urban Preservation, Restoration & Renewal; Coastal and Waterfront Land Use; and Potpourri. In addition, mobile workshops and tours were very popular with planners from the Northland.

Conventioneers had ample opportunity to ogle the urban landscape that Activities Chair Steve Silverman described as "our gorgeous bod." But APAers also had a chance to get behind the scenes and to volley current dilemmas in the nation's seventh largest city. The first became immediately clear when the airliners flying us in seemed to scrape the skyscrapers on the way into Lindbergh Field. (The possible relocation of San Diego International Airport has been a hot topic for years.) Redevelopment issues centering around the Gaslamp Quarter and the new Convention Center (next to the hotel) were also debated.

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Reflections

on the San Diego Conference
continued from front page

Track Two tourers saw firsthand issues regarding the relocation of the U.S. Naval Hospital and La Cultura Raza in Balboa Park. In Mission Bay, Sea World operations veep Don Hall explained how he ignored permit/review procedures for their new amphitheater, while a City rep blushed nearby. And Larry Ford and Linda Zombeck criticized San Diego's Old Town as being a "Historyland" where authentic structures of other periods are demolished to make way for facsimiles of Mexican architecture circa 1821-1872. (Would Zombeck and Ford have us believe that Father Serra moved the mission from this site since it didn't fall into the correct time slot?)

A keynote address by Dan Walters, political columnist for the *Sacramento Bee*, illuminated many of the state's changing realities. Particularly informative was his analysis of California's racial, sociological and electoral makeup. Also, his theory regarding the growth of California's sunbelt is an interesting regional planning perspective.

In short, "America's Finest City" presented a much different facade than it did during APA's last visit in 1979. High-rises and an eye-catching post-modern shopping mall complex (Horton Plaza), an impressive harbor (with America's Cup ready for display and defense) and the Seaport Village on the waterfront were all new surprises.

One thing that was similar – the 1979 closing night cruise was cancelled due to logistics! So who's doing the planning for next year? A cruise in Palm Springs??

Chuck Myer is senior planner for the City of Gilroy. He has attended all of the CalChapter APA conferences; this is his fourth annual "reflections." Copyright 1987 by Chuck Myer.

CALENDAR

Date	Program	Sponsor/Location	Info Phone #
Nov 18	Code & Zoning Enforcement—w/ Curtin & Kautz	UC Extension Santa Clara – TechMart	415/643-6827
Nov 18	Bay Area: The Next 50 Years – w/ Kirken & Orman	UC Berkeley – CED UC Berkeley – Dainnelle	415/642-4942
Dec 3	APA HOLIDAY PARTY!	Northern Section APA UC Berkeley Faculty Club	415/451-8046
Dec 8	CEQA & NEPA: Traffic & Circulation Assessment	ABAG Metro Center, Oakland	415/464-7937

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

Spring Dates Set

Northern Section to Sponsor Two Preparatory Workshops for AICP Exam

Approximately 20 planners from the Bay Area attended an orientation meeting for the May 1987 American Institute of Certified Planners (AICP) exam on October 27, 1987. At this meeting firm dates and locations were established for the two exam preparation workshops which are offered on an annual basis by Northern Section.

The first workshop will be held on April 28, 1988, in Room 314B, Wurster Hall, U.C. Berkeley. The second workshop will be held on May 5, 1988, at the offices of Henn, Etzel & Mellon, Four Embarcadero Center, 36th Floor, San Francisco. Both workshops will commence at 6:00 p.m. and end at about 9:00 p.m. Each workshop will consist of a 150-question multiple-choice exam which is designed to simulate the ac-

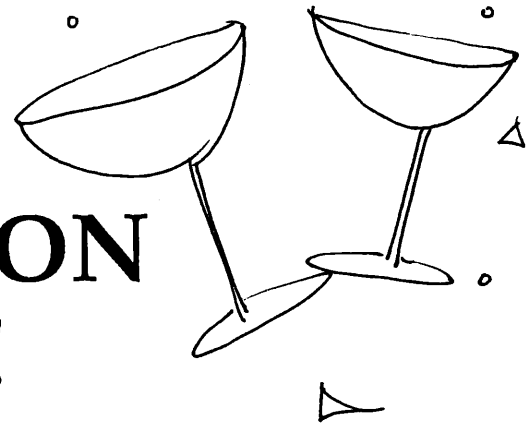
tual AICP exam given in May. Persons desiring to attend these two workshops must register in advance by sending two stamped, self-addressed envelopes to:

Fred Etzel
Henn, Etzel & Mellon, Inc.
Four Embarcadero Ctr, 36th Flr
San Francisco, CA 94111

Those persons who were unable to attend the orientation meeting are reminded that the deadline for applying to take the May 1988 AICP exam is January 8, 1988. The AICP application form must be received by AICP by this date.

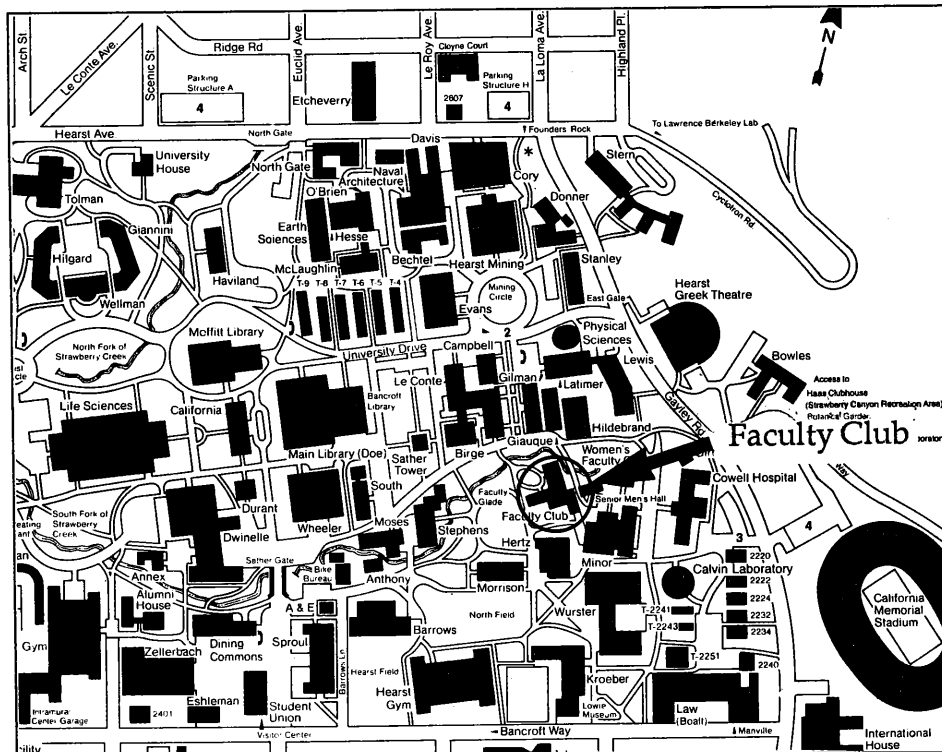
If you would like to obtain a copy of the application form, please write directly to AICP, 1776 Massachusetts Avenue, NW, Washington, D.C. 20036.

COME CELEBRATE CHRISTMAS, HANUKKAH AND THE NEW YEAR at the ANNUAL NORTHERN SECTION HOLIDAY PARTY!!!



December 3, 6:00-10:00 p.m.
UC Berkeley Faculty Club
Wine, Cheese, Desserts, Good Cheer!

Please make your reservation by filling out and mailing the coupon below:



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Enclosed is a check for \$ _____ (\$16/APA member, \$18/Non-member) payable to Northern Section, Cal Chapter, APA

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Mail to: Joan Lamphier, 853 York Street, Oakland, CA 94610. For more info, call Joan at 415/451-8046.

JOBS IN PLANNING

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

PLANNER II—Santa Clara County, CA—(\$2,518 – \$3,044/effective monthly + benefits) Requires BA in urban planning or related field and 2 years experience; Master's in planning may be substituted for 2 years experience or Master's in related field may be substituted for one year experience. Position currently available; anticipated closing date is November 30. For application & job announcement contact: Santa Clara Personnel Office, 70 W. Hedding Street, San Jose, CA 95110. 408/299-2341. EOE.

ASSOCIATE PLANNER—City of Vacaville, CA—(\$2,443 – \$2,970/mo. + 7% PERS & management compensation/benefit package) To assist in the development design review process. Requires BA in urban planning or closely related field & 3 years current planning experience; supervisory experience highly desirable; MA may be substituted for 1 year experience. Apply by: December 18. Submit required City application & resume to: City of Vacaville Personnel Department, 650 Merchant Street, Vacaville, CA 95688. 707/449-5101.

ASSISTANT PLANNER—Town of Tiburon, CA—(\$2,250/mo.) Assist the Planning Director in current and long-range planning activities. BA in urban planning or related field, or three years responsible experience in a local government planning department; some combination of the above preferred. Apply by: 5:00 PM, November 23. Send resume to: Planning Director, Town of Tiburon, 1155 Tiburon Boulevard, Tiburon, CA 94920. EOE.

PRINCIPAL PLANNER—Town of Danville, CA—(\$2,732 – \$3,756/mo., + benefits; actual starting salary open, based on candidate's qualifications) BA in urban planning/architecture & five years experience in urban planning/design work. Apply by: December 1. Submit resume to: Town of Danville, c/o City Manager's Office, 510 La Gonda Way, Danville, CA 94526. 415/820-6337. EOE.

COMMUNITY DEVELOPMENT PLANNER (Two Positions)—City of Paramount, CA—(\$1,917 – \$2,330/mo., + 7% PERS) Code administration. BA in urban planning or related field or previous planning experience required.

Apply by: Immediately, open. Apply at: City of Paramount, 16400 Colorado Avenue, Paramount, CA 90723. 213/531-3503, Ext. 326.

ASSISTANT DIRECTOR, PLANNING & LAND USE—County of San Diego—(\$55,000 – \$75,000 annually, + executive benefits) Seeking top professional, innovative planner and effective manager. Apply by: December 4. Apply to: Personnel director, County of San Diego, Office of Employee Services, 1600 Pacific Highway, Room 207, San Diego, CA 92101. 619/236-2191 or 619/531-5100.

ASSISTANT PLANNER—City of Brentwood, CA—(\$2,346 – \$2,852/mo. + benefits) BA in planning or related field, & one year of responsible municipal or regional planning experience required. Apply by: November 30. City application required. Apply at: City of Brentwood, 708 Third Street, Brentwood, CA 94513. 415/634-0808.

DIRECTOR OF PLANNING & DEVELOPMENT—County of Santa Clara, San Jose, CA—(\$59,413 – \$67,142 annually + 7% retirement & executive benefits) MA in urban planning, business or public administration, & five years experience in urban planning, land development or related field; experience in toxics and hazardous materials planning is desirable. Apply by: Immediately, anticipate closing date November 30. Apply at: County of Santa Clara, Personnel Department, 70 West Hedding Street, East Wing, Eighth Floor, San Jose, CA 95110. 408/299-4355. EOE M/F/H.

SENIOR PLANNER—City of Clovis, CA—(\$2,487 – \$3,024/mo., + benefits) New position. BA in planning, architecture, public administration, urban geography or closely related field, & 4 years planning experience including one year supervisory experience, or equivalent; MA desirable. Apply by: November 30. Application form required in conjunction with resume. Apply at: Personnel Office, City of Clovis, 1033-5th Street, Clovis, CA 93612. 209/297-2328. EOE.

PLANNING DIRECTOR—City of Hawaiian Gardens, CA—(\$2,841-\$3,453/mo.) BA in urban planning, public administration or related field required; minimum of 2 years experience in city planning. Must be able to work closely with CRA; knowledge of Section 8 program, zoning enforcement procedures required. Apply by: 5 p.m., November 27. Postmarks not accepted.

Send resume to: City of Hawaiian Gardens, 21815 Pioneer Blvd., Hawaiian Gardens, CA 90716.

DIRECTOR OF PLANNING—City of Corpus Christi, TX—(Min. starting salary \$42,100/annually) The ideal candidate will possess a Bachelor's degree in a related field and 6 years progressively responsible municipal planning experience with a minimum of 3 years senior level supervisory and management experience. Immediately open until filled, with targeted screening date of Dec. 31. Please submit your resume to: Mr. Ezequiel P. Elizondo, Asst. City Manager, PO Box 4992, Corpus Christi, TX 78469. AA/EOE/M/F/H.

PLANNING MANAGER—City of Stanton, CA—(\$2,862-\$3,478/mo. + City-paid PERS) Bachelor's in urban planning or related field and 5 years professional planning experience, including supervisory experience. Apply by: 5 p.m., December 11. Apply at: City of Stanton Personnel Dept., 10660 Western Ave., Stanton, CA 90680; 714/220-2220. EOE

PLANNER II (Senior Planner)—San Benito County, CA—(\$1,947-\$2,351/mo. + benefits; expected to be upgraded next month) 2 positions, one temporary this fiscal year, one permanent. Requires 3 years increasingly responsible experience; BA with major course work in planning or related field. Apply immediately; open until filled. Apply at: San Benito County Personnel Dept., Courthouse Rm. 206, Hollister, CA 95023; 408/637-6377. AA/EOE.

ASSISTANT DIRECTOR, PLANNING AND LAND USE—San Diego County—(\$55,000-\$75,000 annually, + executive benefits) Seeking a top professional who is an innovative planner, effective manager and enjoys the challenge of a rapidly changing environment. Applications accepted until December 4. For detailed requirements and application procedure, please contact: Personnel Director, San Diego County Office of Employee Services, 1600 Pacific Hwy, Rm. 207, San Diego, CA 92101; 619/236-2191 or 619/531-5100.

PLANNER III—Calaveras County, CA—(\$1,908-\$2,320/mo., + benefits, retirement) Mid-management position requires equivalent to 4 year college degree in planning with demonstrated supervisory experience. Apply by: November 30. Contact: Calaveras County Personnel, Govt. Center, San Andreas, CA 95249; 209/754-3536. AA/EOE.

Healdsburg Pursues Economic Development While Preserving Its Past

continued from front page

severance the City was able to redirect the developer to locate the project a mere two blocks from its downtown plaza. This has been followed by successful projects to:

- Create a downtown promotional district;
- Encourage facade rehabilitation and restoration through Redevelopment Agency grants;
- Initiate a major residential rehabilitation project in neighborhoods surrounding downtown;
- Acquire over 15 acres of downtown property for parking facilities and other commercial, industrial and public open space development; and
- Develop a major hotel and encourage growth of bed and breakfast inns to augment existing motels.

Creative Financing and Development Mechanisms Used

In 1980 the City created both a Redevelopment Agency and an Industrial Development Authority. The two agencies have sold \$12.6 million in private activity bonds coupled with \$4.8 million in tax allocation bonds. In one of their more creative projects, \$5.2 million in Redevelopment Agency Certificates of Participation guaranteed by Safeway were matched with \$1.0 million of developer equity, \$1.0 million of direct investment by Thrifty Drug, a \$1.3 million UDAG grant loaned by the City to the developer and \$.7 million City investment in off-site improvements only partially benefitting the Vineyard Plaza Shopping Center. The City receives 20% of the center's rental income flow and 20% of the resale appreciation on sale, coupled with full principal and interest on the loan.

The Redevelopment Agency's most aggressive endeavor to date has been the acquisition of four square blocks in the downtown area and negotiation to develop a 40-room wine country inn on the City plaza. A commercial/office project ad-

acent to the inn has also been approved.

Existing businesses have not been ignored in the meantime, however. A total of over 40 rehabilitation projects involving Agency participation are underway, representing public and private expenditures in excess of \$500,000.

City Also Active on Housing Front

Recognizing that commercial development is integrally tied to the neighborhood in which the business exists, the City has:

- Dedicated over \$400,000 in Community Development Block Grant funds to housing rehabilitation grants and loans which have facilitated the rehabilitation of over 60 Downtown older residences;
- Provided over \$300,000 in City and Redevelopment Agency funding for a 40-unit Senior Rental Housing Project; and
- Provided an additional \$350,000 in Agency funds for neighborhood projects.

Other Creative Tools

Healdsburg played a significant role in the establishment of three Joint Powers Agreements which substantially augment its own efforts. The Northern California Power Agency provides the City with the bulk of its electric power generation and transmission coupled with a significant ability to expand electric service. The Redwood Empire Finance Authority, the State's first credit pooling JPA, allows the city to undertake municipal and Redevelopment Agency financing at considerably lower costs than acting alone. The Redwood Empire Municipal Insurance Fund, a self insurance and joint excess insurance purchasing agency has afforded Healdsburg and other member cities lower cost insurance at a time when such protection is difficult to obtain.

Special Districts and A Non-Profit Corporation, Too

The City created the Healdsburg Public Improvements Corporation and assisted in the creation of the Redwood Empire Finance Corporation and Fitch Mountain Terrace, Inc., along with the Downtown (Promotion) Improvement and Parking Assessment District, all of which play an active role in the City's public-private partnership projects.

A Team Effort

City officials credit Healdsburg's continued successes to a well-rounded program which respects the City's desire to expand while protecting and respecting its small town character and historical past. An experienced management team works well with a City Council which also serves as the Board of Directors of both its Redevelopment Agency and Industrial Development Authority.

Results!

No city is satisfied in all its results, but Healdsburg can boast the fastest-growing retail sales volume (percentage-wise) and assessed valuation growth in Sonoma County without the often-parallel uncontrolled growth in other areas. During the last 5 years, despite one plant closure, several hundred new jobs have been created.

So while this quiet community continues to offer travelers a welcome respite from their wine country sojourns, city officials persist in their efforts to ensure that quality growth and a secure tax base will keep Healdsburg vital for residents and travelers of the future.

Material for this article was provided by Kurt Hahn, Deputy Executive Director of the Community Redevelopment Agency and Finance Director for the City of Healdsburg.

Happy Holidays!

from
Northern News

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