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NORTHERN NEWS

Northern Section Officer Nominations Due June 1st

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DUNCAN & JONES

Candidates Sought for Challenging Agenda

By David Miller, Director Pro Tem

The Northern California Section (NCS) Board is seeking qualified candidates to provide leadership to Section Members in the positions of Director Pro Tem, Secretary and Treasurer. The opportunity for those Members with the professional interest, motivation and dedication to the planning profession to serve as influential and vital leaders of the Northern California Section has never been greater. During the Board's annual retreat in 1987, a visioning session

resulted in the adoption of the following goals and objectives:

- Improve overall service to the membership
- Improve Section Board effectiveness
- Facilitate public discussion of planning issues
- Improve public relations
- Promote member accomplishments
- Support professional development
- Support planning education

Please turn to "Candidates" on Page 3

Northern NewsMAKERS!

Kay Wilson, formerly a Principal with Earth Metrics, has established the consulting firm of **Public Affairs Management**, in San Francisco (415) 989-1446....**Architects/Designers/Planners for Social Responsibility** hosted four Soviet architect/planners in five Bay Area cities during October. Visiting delegates toured the San Francisco City & County Planning Department and the U. C. College of Environmental Design. Call Frank Ehrenthal at (707) 554-8597 for information about ADPSR.

APA/EDF Event in Palo Alto

Panel to Focus on Urban Design in Commercial Areas - March 31st

What can cities achieve with design guidelines? What are the elements which make Urban Design guidelines work? Can you regulate good design?

These are some of the questions to be studied at the Northern Section dinner event on March 31 at the Waverly Place Restaurant in Palo Alto. The panel will share their experiences with developing and implementing commercial design guidelines.

Peggy Woodring, whose work with the Environmental Design Foundation of Northern California has enabled local communities to develop and use design guidelines, will lead the discussion. Remaining panelists are:

- **Patricia Colombe** (Principal Planner, San Jose) who will share her experiences in developing that city's Commercial Design Guidelines
- **Toby Kramer** (Planning Administrator, Palo Alto) who will discuss her

city's Downtown Design Guidelines, and

- **Michael Freedman** (Consultant to the City of Mountain View) who is developing an integrated urban design plan for Castro Street.

During dinner, a panelist will join each table to explore in more depth those issues raised during the formal presentation, and to "compare notes" with other participants.

The event opens with a no-host bar at 5:30, followed by the panelists' presentations at 6:00. Dinner begins at 7:30 with your choice of entree: Chicken Viennoise or Sole Menuiere. The \$20 price includes tax and gratuity.

Please reserve your place by returning the coupon at right with your remittance. For more information, please call Laurel Prevetti, City of San Jose Planning Department, at 277-5175.

RESERVE

_____ places for me at the Northern Section Urban Design Event, March 31, 1988 at the Waverly Place Restaurant, 560 Waverly Street, Palo Alto.

Enclosed is a check for \$_____ (\$20/person) payable to Northern Section, Cal Chapter APA. Please indicate dinner entree selection(s): (no.) _____ Chicken Viennoise (no.) _____ Sole Menuiere.

Name _____

Address _____

City & Zip Code _____

Mail to:

Laurel Prevetti
Dept. of City Planning,
801 North First Street Room 400
San Jose, CA. 95110

April Edition Spotlights Section Awards Program

By Mark Caughey, Editor, *Northern News*

The annual Northern Section APA Awards Program will be featured in next month's edition of Northern News. The Awards Committee, under the direction of Chairperson **Marta Self**, will provide a special insert explaining the various award categories, and how you may propose nominations. We'll also announce the date and location of the annual Section Awards Banquet, always a popular event.

We'll also provide you with more details on "Emerging Housing Issues in Silicon Valley," a seminar co-sponsored by the Northern Section and San Jose State University on May 11, 1988.

Please contribute articles or announcements to **your** newsletter; write:

APA Editorial Office
P.O. Box 160531
Cupertino, CA. 95016-0531
(Please use Zip + 4 to ensure prompt delivery)

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Mark Caughey <i>Newsletter Editor</i>	408/252-4642
CCAPA Sacramento	916/444-5489
Janet Ruggiero <i>CCAPA President</i>	916/661-5820

Calendar

Date	Program	Sponsor/Location	Phone #
Mar. 18-19	Aesthetic Issues & Solutions	UC Extension <i>UC Ext. Center, S.F.</i>	415/643-6827
Mar. 24	Revising General Plans <i>w/Moore</i>	UC Extension <i>UC Ext. Center, S.F.</i>	415/643-6827
Mar. 26-29	CADD for Planners	UC Extension <i>UC Ext. Center, S.F.</i>	415/643-6827
Mar. 31	Urban Design Guidelines for Commercial Areas	Northern Section APA <i>Palo Alto</i>	408/277-5175
Apr. 5	Environmental Design Career Night	Env. Des. Graduate Students/ <i>UCB</i>	415/642-1641
Apr. 14	CEQA & NEPA - Biological Impacts	ABAG Training Inst. <i>MetroCenter, Oakland</i>	415/464-7937
Apr. 15	Vested Rights <i>w/Curtin</i>	UC Extension <i>UC Ext. Center, S.F.</i>	415/643-6827
Apr. 20	Lecture: Power of Place <i>w/D.Hayden</i>	UC Berkeley CED <i>UCB, Wurster</i>	415/642-3257
Apr. 22	Area Planning <i>w/Sedway</i>	UC Extension <i>UC Ext. Center, S.F.</i>	415/643-6827
Apr. 28	Campus Planning In the Bay Area	Northern Section APA <i>San Mateo Area</i>	415/692-7439
Apr. 29	Planning/Zoning Clinic <i>w/Curtin</i>	UC Extension <i>UC Ext. Center, S.F.</i>	415/643-6827
Apr. 30 - May 4th	APA NATIONAL CONFERENCE	APA NATIONAL <i>San Antonio, Texas</i>	See Program

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

Mathew LeGrant
402 Grand Avenue #4
Oakland, CA 94610
(415) 644-6570

**Moved
Recently?**

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

Candidates sought for Board Offices

- Provide a social and professional network

Not only were goals produced through Board consensus, a prioritization of goals and objectives occurred, the basics of an implementation plan for each goal were developed, allocation of the Board's human resources took place, and the next steps toward implementing the "strategic plan" were determined. This effort has resulted in tremendous opportunities for the elected members of the Board as well as those appointed to several Board positions.

The major issue facing candidates to the Board are:

- 1) Increasing the support of professional development activities through special seminars and workshops, contributing articles to *Northern News*, supporting joint sponsorship of activities with ASLA, AIA, other APA Sections and other related professional organizations.
- 2) Improving public relations through more frequent press releases concerning Section awards and activities.
- 3) Promoting member accomplishments through recognition programs such as professional achievement awards, articles and celebrations for passing the AICP exam, feature articles on student accomplishments, and a planner of the month program.
- 4) Providing a social and professional network working with liaison Board members from the North Bay, South Bay, San Francisco, Peninsula, Monterey and Northern Counties.
- 5) Facilitating public discussion of planning issues on a local, state and national level. Inviting notable speakers such as legislators, authors and educators to public forum events for discussion of such issues as demographic and economic changes in California in the 1990's, and other topics of wide appeal to planners and those involved in public and private policy decision making.
- 6) Supporting planning education by increasing joint sponsorship of professional activities with college students and staff, joint sponsorship of guest lecturers, providing APA members as visiting lecturers, sponsoring student award programs and supporting student interns.
- 7) Improving Board effectiveness through member surveys, promoting the Section agenda at the State Chapter level, monitoring National and Chapter decisions, monitoring State legislative activity, improving fiscal reporting, and promoting outreach efforts to remote or inactive Section members.

The foregoing is an incomplete list of priorities and issues, but expresses the direction of the current Board.

Primary responsibilities of the **Director Pro Tem** are to represent the Director in his/her absence, act as elections coordinator, maintain the Section by-laws, participate as a voting Member of the Board, and in general to support the Board's activities. The **Section Secretary** maintains minutes and records actions of the Board at all meetings, performs several functions involving communications of the Board, and participates as a voting Board Member. The **Treasurer** monitors and keeps records of the finances of the Section, prepares reports to the Section Board regarding monthly and annual financial transactions, and participates as a voting Board Member.

Our Section encompasses one of the largest geographical areas of any Section in the country, reaching from Monterey County to the Oregon border, and from the San Joaquin Valley to the Pacific coast. Its membership exceeds 1,200 persons. The California economy has surfaced as the most dynamic region in the United States. Clearly, both the opportunity and the responsibility to provide direction in the physical, economic and social planning arenas awaits planning professionals with the desire to fill a leadership position on the Northern Section Board.

If you are interested, or would like to nominate an interested person to any of the three positions open for nominations, please submit the candidate's name, their current employment, a brief history of professional involvement and affiliations, and a position statement concerning their candidacy to:

David E. Miller, Elections Coordinator
Transpacific Development Company
950 Tower Lane — Suite 550
Foster City, CA. 94404

I've been told that election fever is in the air, so don't be bashful! The deadline for submission of candidates and supporting information is June 1, 1988.

JOBS in PLANNING

Community Planner, City of Carson, CA. (\$3,087-\$3,941/mo.) Manages planning and zoning functions, prepares budget and supervises staff. Apply By: April 4, 1988. Phone (213) 830-7600 for more information.

City Planner, City of Cloverdale, CA. (\$2,461-\$2,992/mo.) Under direction of City Manager, perform technical planning work, data analysis, graphic presentations. Degree in Planning or related field, 2 years municipal planning experience. Apply By: March 18, 1988. Phone (707) 894-2521 for more information.

Junior Planner, City of Oxnard, CA. (\$2,277-\$2,779/mo.) Entry level position in current planning. Requires Bachelor's degree in planning or related field. Apply By: April 8, 1988. Phone (805) 984-4655 for more information.

Associate/Assistant Planners Mariposa County, CA. (Asst. - \$1,472-\$1,722/mo.) (Assoc. - \$1,869-\$2,186) Associate requires degree in planning plus 2 years experience; Assistant requires degree only. Apply By: April 30, 1988. Phone (209) 966-5151 for more information.

Associate Planner, City of Sausalito, CA. (\$2549-\$3099/mo.) Staff liaison to various boards. Degree in planning/related field plus 2 years municipal experience. Apply By: March 31, 1988. Phone (415) 332-0779 for more information.

Code Enforcement/Planning Services Technician, City of Sausalito, CA. (\$1,957-\$2,379/mo.) Investigation of complaints and public information services at planning counter. Two years college level enforcement/investigation studies plus two years public contact work. Apply By: March 31, 1988. Phone (415) 332-0779 for more information.

Principal Planner, City of Desert Hot Springs, CA. (\$28,992-\$35,352/yr.) Responsible for current, long range and redevelopment activities. Degree in planning/related field plus 5 years experience/1 year supervisorial. Apply By: March 25, 1988. Phone (619) 329-6411 for more information.

City Planner, City of Ripon, CA. (\$1,950-\$2,370/mo.) Staff to Planning Commission and City Council. Degree in planning/related field plus 2 years experience. Apply By: Open until Filled. Phone (209) 599-2108 for more information.

Senior Planner, City of Rancho Mirage, CA. (\$2,657-\$3,227/mo.) Degree plus 5 years experience/1 year supervisorial. Apply By: March 31, 1988. Phone (619) 324-4511 for more information.

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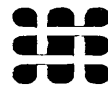
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