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# NORTHERN NEWS

Bay Area Regional Planning:

## A RICH ROLLER COASTER

### LEGACY

By Matthew L. LeGrant

RECEIVED

APR 21 1988

DUNCAN & JONES

This is the first of three articles examining the history, present status and possible future of regional planning in the San Francisco Bay Area. The author wrote his thesis on ABAG and metropolitan planning while completing his MCP at UC Berkeley in 1984. This first article summarizes some of this thesis material on the Bay Area's rich and turbulent

Please turn to "Regional Planning," Page 2

## Northern NewsMAKERS!

Steve Wanat, formerly with URS Corporation in San Francisco, has established himself as a planning Consultant (415) 435-1651...**Kathryn Studwell-Colley**, formerly with ESA, will assume strategic planning duties for the County of Santa Clara Planning Department...**Sally Lyn Zeff** has been appointed Town Planner for the community of Los Altos Hills.

## 1988 Northern Section Awards Program

### NOMINATIONS NOW BEING ACCEPTED

The 1988 Northern Section Awards Program will recognize and honor outstanding achievements contributing to advances in the art and science of planning. APA's Awards Program has three levels: **Section Level**) nominators submit entries to the Section which select winners; **Chapter Level**) The Section then submits first place winners of Section awards to the Chapter, which selects Chapter winners; **National Level**) The Chapter then submits outstanding Chapter winners to the National APA Awards program

See the enclosed Nomination Form. Insert for detailed descriptions of the award categories. Let's honor Northern Section's Best by forwarding nominations to the Awards Committee before the July 1st deadline. Future editions of *Northern News* will announce the decision of the selection jury and the location for the annual Section Awards banquet. Questions about the Awards program should be directed to **Marta Self** at (415) 254-8850.

Northern Section Monthly Event

## Town & Gown Seminar on Campus Planning -- April 28th

Northern Section's April Seminar on Campus Planning will explore how the differing agendas of the University and Community create both problems and opportunities for each other. Controversial neighborhood issues such as use of animals in research, building expansion for academic requirements and administration of hazardous waste will be discussed by panelists representing local Universities and several political jurisdictions. In addition, participants will exchange viewpoints on traffic problems, student housing, zoning powers and gain new insight into the relationships binding City, County and University planners.

The event will be held at the San Mateo County Office Center in Redwood City, and begins with wine and cheese at 7:00 PM, followed by the seminar at 7:30 PM. Panelists include **Dorothy Walker**, Community Affairs Director for UC Berkeley, **Paul Williams**, Director of Planning for Stanford University, City of Berkeley Planning Director **Majorie Macris**, Planning Director **Ken Schreiber**, City of Palo Alto, **Kim Vogle**, San Mateo County, and **Juanell Waldo** from the County of Santa Clara Planning Department.

Please return the Reservation coupon at right with your remittance. For more information and travel directions, call **Frank Osgood** at (415) 692-7439.

### RESERVE

places for me at the Northern Section Campus Planning Seminar on April 28, 1988 at the San Mateo County Office Center, 590 Hamilton, Redwood City.

Enclosed is a check for \$ \_\_\_\_\_ (\$7/APA Member; \$10/Non-member; \$4/Student) payable to Northern Section, Cal Chapter APA.

Name

Address

City & Zip Code

Mail to:

Osgood Urban Research  
12 Elder Avenue  
Millbrae, CA. 94030

## Harvard Dean to Keynote Futures Symposium

Gerald McCue, Dean of Harvard University's Graduate School of Design, will sound the keynote for the first annual Environmental Design Symposium on Bay Region Futures sponsored by the Environmental Design Foundation (EDF) of Northern California. "The public is responding to pressures of growth in the Bay Region by turning to stringent growth limitations. Many others feel that growth is inevitable in California. This symposium will explore the prospects in the San Francisco Bay Region for design and planning responses to this quandary," according to EDF President Peggy Woodring.

Dean McCue's invitation to address the Symposium was extended by Paul Sedway. The luncheon event will be held on Monday, May 23, 1988 at the ballroom of the Portman Hotel, 500 Post at Mason Street in San Francisco beginning at 11:30 AM. Phone (415) 362-7397 for information and reservations.

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## Regional Planning

*Continued from Page 1*

regional planning history between 1950 and 1984, and updates the regional planning scene to the present date.

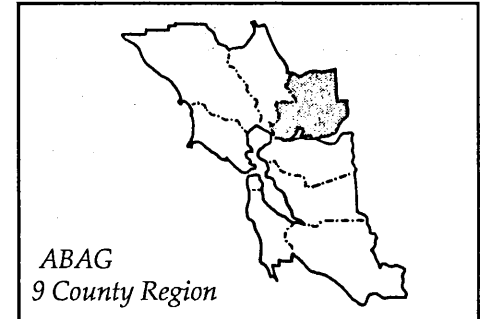
The Bay metropolis is a region with a 'hole in the middle of it!' This unique geography accounts both for the separation and independence of jurisdictions, as well as the recognized need for and notable history of cooperative regional planning. As the bay split the area into some nine counties and one hundred cities, it also challenged governments to coordinate planning of transportation and resource protection systems. Such efforts have a history of tides of interests and low ebbs of provisions for the needed tasks of regional problem solving approaches.

Setting aside for a minute the long standing charge that the Bay Area has never got it together to do true regional 'comprehensive' planning allows us to see the successes that made the Bay Area a pioneer in regional planning efforts.

These include the Bay Area Air Pollution Control District (later renamed as the Bay Area Air Quality Management District) organized in 1955, which predated state and national air pollution control efforts by a decade; the Bay Conservation and Development Commission (BCDC) started in 1965 which served as a model for the California Coastal Commission seven years later; and BART which was developed in the 1950's and early 1960's with local funding as a new (although some would say flawed) regional transportation concept.

But it is true that comprehensive regional level planning efforts never quite made it. The Association of Bay Area Governments (ABAG), a pioneer Council of Government (COG) was formed in 1961 by localities in large part to actually forestall the imposition of state-mandated regional planning that would limit local control. Instead of gaining significant planning authority of its own crucial regional issues that emerged in the 1960's, the authority

would be vested through state law into single purpose agencies — the Metropolitan Transportation Commission (MTC) for transportation, BCDC for regulation of development in the bay, and the Regional Water Control Board for water quality regulation.



In the late 1960's and 1970's, armed with federal funds, ABAG did put together the first regional plan for the Bay Area, and developed coordinated environmental programs for air, water and solid waste resource management. Its staff grew to over one hundred, and with money and authority it seemed that it stood on the verge of achieving real integration and coordination of planning efforts reaching from local land use to national air and water quality programs. But Proposition 13 in 1978 and Reagan's election in 1980 quickly ended that vision. The money and interest vanished as the former restricted local government's ability to deal with such luxuries, and the latter saw 701 funds and A-95 mandated coordination as the lowest of priorities.

In the lean days of the 1980's, private organizations have been where regional planning interest has found refuge. The Bay Area Council, representing corporate level business, and People for Open Space, dedicated to limiting sprawl and keeping the urban area contained in a greenbelt have separately, and occasionally together sponsored studies from a regional perspective on housing, transportation and open space. Their differing goals have stimulated debate on policy choices, and have kept driving home the point that this interconnected region continues to need regional level problem solving efforts.

**Next Time:** ABAG's reawakening interest in regional planning..

# CCAPA NORTHERN SECTION 1988 AWARDS PROGRAM

The California Chapter of the American Planning Association and its eight Sections invite members of APA to nominate planning programs, agencies and individuals for awards that recognize advances in the field of planning.

## AWARD CATEGORIES

### A. Outstanding Planning Awards

- 1) To a comprehensive planning program or process of unusually high merit.
- 2) To a specific planning project or ordinance of unusually high merit.
- 3) To a project or individual reflecting a social commitment to planning in support of the needs of society's "have-nots."

### B. Distinguished Leadership Awards (Divided into six subcategories)

- 1) To a planner for an outstanding and sustained contribution to planning over a period of at least ten years through distinguished planning practice, teaching or writing. (Often called the lifetime achievement award)
- 2) To a person who is not a professional planner or an elected official for significant contribution to excellence in public or private planning.
- 3) To an elected official for significant contribution to excellence in public planning.
- 4) To a private firm elected official for outstanding achievement in public or private planning.
- 5) To a planning agency for outstanding achievement in planning.
- 6) To a rural planning agency for developing creative, workable plans within tight financial constraints.

### C. Distinguished Service Award

To an APA Member who has made a substantial contribution to the development and objectives of APA or its predecessors, AIP & ASPO, over a long period such as fifteen years.

### D. Award for Contribution to Women in Planning

To a planner, male or female, who has contributed to the positive image of women in planning (Corresponding to the Diana Donald Award at the National Level)

### E. Academic Award for Excellence in Planning Education

To faculty and students to recognize outstanding work done in planning schools on an individual or collective basis by teachers or students.

### F. Donald G. Hagman Meritorious Award

To the person (APA Member, non-member, professional or student) whose work has focused on the subject of equity in land use, through planning, writing or law.

### G. Journalism Awards (Three categories for outstanding coverage of city and regional planning or environmental concerns)

- 1) To a newspaper with a circulation of 100,000 or more
- 2) To a newspaper with a circulation of less than 100,000
- 3) To an individual journalist

### H. Section Activity Award

To the Section Director for outstanding leadership or to an entire section for an activity of unusually high merit.

## ELIGIBILITY

To be eligible to receive a Section Award, the following requirements must be met:

- 1) Participants must be Northern Section CCAPA members
- 2) All work submitted in category must have been accomplished for agencies, schools, or clients located in the State of California during 1987.
- 3) Recipients of previous awards are ineligible to receive the same award for two succeeding years.

## EVALUATION CRITERIA

- 1) Originality: Innovative concept or appreciable refinement of existing techniques or procedures.
- 2) Transferability: Potential application in other areas or to other projects.
- 3) Quality: Excellence of thought, analysis, writing, graphics and character of presentation
- 4) Importance: Perceived importance of project to the study area or of the concept or process to the field of planning.
- 5) Implementation: Effectiveness of the work; proposals have been carried out or show promise of being carried out.
- 6) Comprehensiveness: Planning principles have been observed, especially in considering a project's effects on other public objectives.

## SECTION SUBMISSION REQUIREMENTS

- 1) Entries must be made using a 1988 CCAPA Application Form
- 2) All descriptive and supporting materials listed on the application form, appropriate to the entry, must be included with the application.
- 3) Six (6) copies of the application and all supporting materials must be submitted.

## PROCESSING SCHEDULE

Section Awards Nominations and Selection of winning entries July 1, 1988  
Section winners honored at Awards Dinner July or Aug., 88  
Section Nomination for Chapter Awards July 22, 1988  
Chapter Award recipients selected August 26, 1988  
Chapter nominations for National Awards September 23, 1988  
Chapter winners honored at CCAPA Conf. October 25, 1988

For more information, or to receive extra copies of the Official Entry Form, contact your Section Awards Coordinator, Marta Self, 61 Avenida De Orinda, Orinda, CA. 94563.

**See Reverse  
Side for  
Official  
Nomination  
Form**

# CCAPA NORTHERN SECTION 1988 AWARDS APPLICATION FORM

**STEP I:**

Submit the following information and documentation for each nomination to your section awards coordinator

1. Name of Award Category in which award is being sought: \_\_\_\_\_
2. Sub-Category, if appropriate: \_\_\_\_\_
3. Entrant: What is the name of the project, person, agency, firm, faculty, student(s), newspaper or journalist being nominated?  
\_\_\_\_\_  
\_\_\_\_\_

Address of Entrant: \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
City and Zip Code: \_\_\_\_\_

4. CCAPA Section to which entrant belongs: \_\_\_\_\_  
\_\_\_\_\_
5. in one sentence describe the project or person nominated:  
\_\_\_\_\_  
\_\_\_\_\_

6. The following attachments are submitted in support of the nomination  
(Mark each appropriate box; send six copies of each):

- |   |   |
|---|---|
| <input type="checkbox"/> One-page description of project or program or person                   | <input type="checkbox"/> One-page statement in support of entrant or project by other than nominator or entrant — an outside evaluation by _____ client |
| <input type="checkbox"/> Application Form: 1987 CCAPA Awards                                    | _____ public official _____ other   |
| <input type="checkbox"/> Published report(s) entitled _____<br>_____<br>_____                   |   |
| <input type="checkbox"/> Other material especially appropriate to the nomination _____<br>_____ |   |

7. To be completed by APA nominator Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
City and Zip Code: \_\_\_\_\_  
Submission Date: \_\_\_\_\_ Date by which work was completed: \_\_\_\_\_

I certify that the submitted work was done by the parties credited and meets all Eligibility Requirements. I understand that any entry that fails to meet submission requirements may be disqualified. Signator must be authorized to represent those credited.

Signature of APA nominator (may be entrant) \_\_\_\_\_

Nominations to the Section must be received by Section Awards Coordinator by **JULY 1, 1988**  
Send Nomination Materials to: Marta Self, Section Awards Coordinator, 61 Avenida De Orinda, Orinda, CA. 94563

# Planlines

By Chuck Myer, AICP

In response to the roar of popular demand, and an obviously overwhelming need for clarity, insight and humility, "Planlines" will appear as a regular feature in *Northern News*. In this space, meaningful dialogue will ensue to shed light on burning issues and questions of professional ethics; e.g. this month's query, is an environmental effect "mitigatable" or "mitigatable?"

This reporter, a professional planner since childhood, a veteran of foreign wars (Proposition 13 layoffs), who is invulnerable to poison (desensitized from the toxic fumes of felt pens) or corruption (except See's Candy at Christmastime), has found himself so overwhelmed with the larger issues of the profession, that he has instead refocused (refocussed?) his blinders on the much more satisfying smaller ones.

Case in point: is "to General Plan" really a verb? If so, why isn't it in *Webster's*? If not, why is a parcel "General Planned for Industrial?" (Answer: close to railroad access.)

Speaking of dictionaries, now that personal computers have crept into so many planning offices, many of us are relying on "spellcheck" dictionaries. Not only will the spellcheckers check your spelling, they'll even suggest another word for you. For example, when I tried to spellcheck a chart that had the word "Gen. plan" in it, the computer coughed and asked me if I meant to say "Gangplank." The other options included "gambling" or "gunfight." As it turns out, any of those will do nicely.

For the coup-de-grace, the spellchecker stops on my sign-off at the bottom of a letter whenever I type in AICP after my name. It suggests the closest actual word it can think of... it says, "hiccup."

I have shared my all-time favorite word processing faux pas with OPR and other planning publications. It occurred when I was writing an introduction to

## Calendar

To announce events of planning interest in Northern News, contact: Mathew LeGrant, 402 Grand Avenue #4, Oakland, CA. 94610

Date	Program	Sponsor/Location	Phone
Apr.28	Campus Planning	NO. SECTION APA San Mateo Co. Offices, Redwood City	415/692-7439
Apr.29	Planning/Zoning Clinic w/Curtin	UC Extension UC Ext. Center, S.F.	415/643-6827
Apr.30- May 4	APA NATIONAL CONFERENCE	APA NATIONAL San Antonio, Texas	See Program
May 6	CEQA Update w/A. Henson	UC Extension Dream Inn, Santa Cruz	415/643-6827
May 6-7	DCRP 40th Anniv. Alum & Faculty	UC Berkeley, DCRP UC Berkeley	415/642-3257 (Sue Harris)

an Element of the City of Santa Maria's General Plan in 1977. The introduction section went into the word processor as follows:

Elements of the General Plan cannot logically be thought of as truly discrete or unrelated. In fact, they must be viewed as highly integrated and designed to work together to set a positive direction for the community. The State's Guidelines are very clear on this matter.

Someone in the clerical division, (it couldn't have been me) hit the "delete line" button accidentally. When the document was proofed (by a non-planner), the sentence looked intact, and was sent to the printers. Closer inspection revealed the paragraph lost a little in the translation:

Elements of the General Plan cannot logically be thought of as truly related and designed to work together to set a positive direction for the community. The State's Guidelines are very clear on this matter.

What foibles and faux pas do you have to share about the Planning profession? Feel free to send them to me at P.O. Box 2296, Gilroy, CA. 95021-2296. I also hope to run profiles of Northern Section planners, as well as other anecdotes about life in the planning department (a.k.a. "The Far Side" of City Hall). I had a few other gems in this column, but I hit delete page and lost them all.

By the way, it's not "mitigatable" or "mitigatable," it's "mitigable." (Or was that mitigable?)

## JOBsin PLANNING

### Mid-Level Planner/Urban Economist.

Mundie & Associates, a San Francisco land use and economic research firm, seeks career oriented professional capable of undertaking research tasks with minimal oversight. Strong text entry, spreadsheet and writing skills; interviewing ability, small business experience, CEQA knowledge preferred. Master's degree in Planning, real estate, natural resources. Apply By: Not specified. Resume, salary history and references to M & A, 4902 California St., San Francisco, CA. 94116.

Zoning Administrator, City of Glendale, CA. (\$3,683-\$4,564/mo.) Administration, enforcement and preparation of zoning and other ordinances. Requires Bachelor's Degree in City Planning/Zoning Admin. Master's Degree in Planning, Public Admin. substitutes for 1 yr. experience. Apply By: Not specified. Call (818) 956-2110 for information.

### Concerned About Child Care?

Organizers are needed for the upcoming Northern Section sponsored conference on Child Care Policy and Planning, and its link with transportation and housing. Call Kathryn Studwell at (408) 299 2521 if you'd like to help refine the program, gather co-sponsors and publicize the event.

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

# ESA

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