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NORTHERN NEWS

Northern Section Election Results:

Experience, Talent Characterize New Section Officers

By David E. Miller, Elections Coordinator

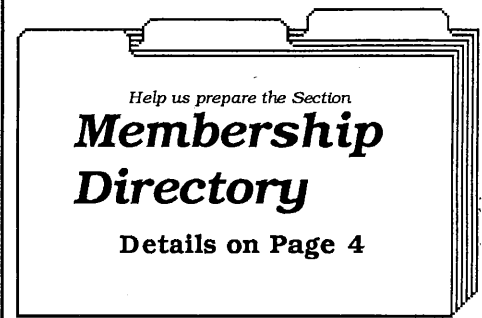
Congratulations are in order for the new slate of officers elected to the Northern California Section of American Planning Association. The results of the election are as follows:

Director Pro Tem: Ann Bogush Millican
Secretary: Valerie J. Young
Treasurer: Dena Belzer

Ann brings to the Northern California Section extensive experience and involvement in the American Planning Association and local government in the States of Colorado and California. Valerie brings to the Board and the team of elected officials, a high level of enthusiasm, involvement and experience in the States of Arizona and California. Dena's experience in economic, fiscal and quantitative analysis will be invaluable in continuing to improve the financial health and decision making of the Northern California Section.

All of the elected officers have expressed strong support for active implementation of the Strategic Plan which the Northern Section Board developed at its retreat of last Fall. For the membership of the Northern California Section, this

Continued on Page 2



Northern NewsMAKERS!

Special Thanks to planners Ignacio Gonzales and Brian Millar who came all the way from Ukiah to attend the Section dinner event in Oakland on June 1st...Paul Marra has joined the Planning & Economics Division of ESA in San Francisco as a Senior Associate... Born to Gilroy Senior Planner Chuck Myer and wife Becky, their daughter Holly, on May 23rd...Bob Sturdivant announces a September, 1988 visit to the Soviet Union for California planners and other environmental and design professionals; Call Ed Nute at (415) 453-4480 for details.

You are cordially invited to attend the

Northern Section 1988 Awards Banquet -- July 28th

Awards for achievement in Planning and the installation of new officers will highlight Northern Section's Annual Awards Banquet, slated for Thursday, July 28, 1988, at the University of California, Berkeley Faculty Club (just across the street from the football stadium.)

The no-host bar will open at 6:00 pm, with dinner served at 7:00 pm. Following the meal, the Awards Committee will make their presentation to this year's winning entrants, and the new



Northern Section Officers for 1988-89 will be introduced.

Make your reservation by filling out and returning the coupon at right with your remittance on or before July 20, 1988.

Come celebrate a great year for Northern Section planners! For more information or detailed directions to the Faculty Club location, Call Joan Lamphier at 415/451-8046.

RESERVE

places for me at the Northern Section Annual Awards Banquet at the UC Faculty Club, Berkeley on July 28, 1988.

Enclosed is a check for \$_____ (\$20 per person) payable to Northern Section, Cal Chapter APA.

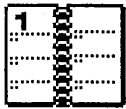
Name

Address

City & Zip Code

Mail to:

Lamphier Associates
853 York Street
Oakland, CA. 94610



Calendar

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

- | | |
|-----------------|--|
| July 28th | Northern Section Awards Banquet
(See Page 1 of this issue) |
| August 12th | Development Feasibility Workshop
(Call David Miller, 415-345-6600) |
| September 22nd | Urban Design Forum at the San Jose Museum of Art
(Call Patrice Shaffer, 408 -277-5823) |
| October 23-26th | CAL CHAPTER CONFERENCE at Palm Springs
(See June, 88 issue of Cal Planner) |

Water Conserving Landscape Guidelines to be Studied

The Committee for Water Policy Consensus announces a conference entitled "The Missing Link - Role of Land Use Planning in Water Conservation" on July 11, 1988 at the Oakland Hyatt Regency. For more information, Call Suzanne Easton at 415-682-6633.

Election Yields Talented New Section Officers

Continued from Page 1

means increased service and professional development activities and concentrated effort on the part of the Section to be involved in planning issues and events that are current and significant to society.

I would like to congratulate and thank the highly qualified individuals who ran in this year's election. This was the largest and most impressive slate of candidates we have seen to date in elections for Northern Section positions. We on the Board are looking forward to the participation of all who were candidates in Northern Section activities.

Plan to join us at the July 28th Awards Banquet during which our new officers will be formally installed.

Historical Planning Landmark Awards

By Bob Graham, AICP

On October 25, 1988 at the CCAPA Conference in Palm Springs, Chapter awards will be given for Historic Planning Landmarks. Between now and July 22, I will be working with the Nor-Cal Board and Section members to prepare a list of local projects. To qualify, a nomination must meet the following criteria:

All nominations must be for either a person and his or her work, or for a project approved by a government agency:

- Designed or prepared by a planner or a planning agency;
- A minimum of 25 years old;
- Considered as making a significant contribution to the community;
- A pioneering work, historical, unique, used as a precedent for other work in California and the nation; and
- Available for public use and viewing.

If you wish to nominate a person or project that qualifies, please mail your suggestion and supporting information to:

Bob Graham, AICP
c/o Bissell & Karn, Inc.
4637 Chabot Drive, Suite 204
Pleasanton, CA. 94566

or call me at (415) 463-0660 for an application form.

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David Miller	415/345-6600
<i>Director Pro-Tem</i>	
Joan Lamphier	415/451-8046
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Laurel Prevetti	408/277-5175
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Matthew LeGrant	415/644-6570
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Jeff Holmwood	415/463-0660
<i>Membership</i>	
David Carbone	415/877-8535
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Fred Etzel	415/392-4600
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Steve Orlick	707/664-2414
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Frank Osgood	415/692-7439
<i>Peninsula Liaison</i>	
Ernest Franco	408/899-6220
<i>Monterey Liaison</i>	
Mark Caughey	408/252-4642
<i>Newsletter Editor</i>	
Donald Bradley	415/877-7551
Peter Holton	415/655-7380
<i>Student Representative</i>	

Pins are In!



Now available for the first time, Cal Chapter's very own pins; the Golden State of California on a blue enamel Background. You'll want to wear one to professional gatherings and conferences to identify yourself as that special resource -- a California Planner.

Pins are available at Section events for \$5.00 each, or they may be mail ordered for \$5.25 each from:

Jeff Holmwood, Membership Coordinator
P.O. Box 726 Brentwood, CA. 94513

Northern Section Jointly-Sponsored One Day Workshop -- August 12th

THE BUCK STOPS WHERE: THE CITY OR THE DEVELOPER?

The California Chapter of the American Planning Association, the Building Industry Association of California and the San Mateo County Economic Development Association will co-sponsor a full day conference on fiscal planning from the developer's point of view as well as the city's perspective. The purpose of the workshop is to educate those in the public sector regarding the fiscal realities of development projects and to address the fiscal and financial concerns of government/public facility planning in California today. The workshop is intended to devote approximately half a day to each of these topics reserving approximately an hour at the end of the day to entertain questions and statements regarding the issues which emerge. The conference is being promoted to various groups in both the planning and construction industry. The \$65.00 per person cost includes all handouts and materials, luncheon and coffee service during the morning and afternoon breaks.

A full day workshop is scheduled in Southern California at the Los Angeles Hyatt Regency (located at LAX Airport) on August 5, and at the Marriott Airport Hotel (located at the San Francisco Airport) on August 12. The keynote speaker at the Northern California event will be Dan Walters, author of *The New California; Facing the 21st Century* which is perhaps today's best statement on the sociological and economic changes occurring in California today and into the next decade. Mr. Walters is a nationally sought after speaker who offers tremendous insight into the dynamics of social and economic change in the State of California.

Seminar facilitators will deal with the fiscal implications to cities and counties of development proposals and the fi-

Development Feasibility Workshop -- Agenda

8:30 - 9:00	Registration (Coffee and Rolls Provided)	1:15 - 2:00	Government Fiscal Realities -- Discussion of the Setting
9:00 - 9:30	Steps in the Development Process - Overview Dan Levin Praxis Development		Susan George Finance Director, City of San Jose
9:30 - 10:15	Mortgage Lender - Financial Partner and Feasibility Rob Snook Pacific Security Realty Finance	2:00-2:45	The Growth of Public Financing - Methods, Mechanics and Strategy Fred Ezzell Angus MacDonald Gary Binger
10:30 - 12:00	Measures of Feasibility - What does it mean to say that a project works? Mike McNiel Homart Development Co. Bob Whetmore Kaiser Marsten Development	3:00-3:45	Fiscal Impact Analysis - what the city means when it says a project works Michael Dyett, Consultant
12:00 - 1:00	Lunch Dan Walters Keynote Address	3:45 - 4:30	Debate between participants -- Can we put it all together?

financial implications of development impact fees upon developers. The developer has a system for identifying whether a project works; the cities are starting to do the same when reviewing the projects, especially large scale projects that are going to take place within its boundaries. The purpose of completing these studies for both the developer and the jurisdiction is to identify whether the project will result in a negative drain on resources.

The workshop promises to bring technical/fiscal considerations on the part of developers and communities into discussion. The topic will also address the question whether economic development priorities of the private development community and jurisdictions can be successfully combined to the benefit of both.

Reservation Request Development Feasibility Workshop

_____ places for the Northern Section/Cal Chapter/BIA Workshop, August 12, 1988 at the Marriott Airport Hotel

Enclosed is a check for \$_____ (\$65/person) payable to Northern Section, Cal Chapter APA

Name _____

Address _____

City & Zip Code _____

Mail to:

TDC, Inc. -- David Miller
950 Tower Lane - Suite 550
Foster City, CA. 94404

Seminar Studied Campus Planning

By Frank Osgood, AICP

About thirty people enjoyed the interaction provided at the Campus Planning Seminar held on April 28th at the San Mateo County Office Building in Redwood City. Since there was a full slate of six panelists, a challenging and interesting agenda followed the wine and cheese opening.

The seminar focused on "How the Differing Agendas of the University and Community Create both Problems and Opportunities." Phil Williams, Stanford Campus Planning Director, and Dorothy Walker, UC Berkeley Community Affairs Director opened the program with discussion of current campus planning issues and the differences that being a public or private university, and different land use densities made in handling day-to-day interaction with the community.

Ken Schreiber, Palo Alto Planning Director and Marge Macris, Planning Director for the City of Berkeley, followed with their communities' handling of such "town and gown" conflicts as adding academic facilities, providing adequate housing, handling parking and traffic problems, and zoning, to name a few.

In turn, two County planners adjacent to Stanford, Juanell Waldo of Santa Clara County, and Kim Vogl with San Mateo County described the County interaction with the campus planning process.

In closing arguments and audience participation, it was pointed out how much the two universities and town counterparts mirrored each other, and the ways in which similar situations were effectively resolved even though the campuses were different in age, density and size. There also has been some interest expressed in having the proceedings published at a later date.

NORTHERN SECTION TO DEVELOP MEMBERSHIP DIRECTORY

By Jeff Holmwood, AICP

Northern Section is in the process of compiling a Directory of its approximately 1100 members. The Directory will contain an alphabetical listing of members with their Title/Position, Business Address and Daytime Phone Number. We need your help to obtain additional member information.

Although we have the National APA mailing list, phone numbers are not included. Also, many members are listed at their home addresses. We request that you complete the information form below and return it by July 22, 1988. If you chose not to return a form, your name and address will be listed as they appear on the National APA mailing list. If you prefer not to be listed in the Directory at all, check the appropriate box and return the form to us.

The Directory will be produced during July and August, and will be available for purchase in September.

NORTHERN SECTION — CALIFORNIA CHAPTER DIRECTORY INFORMATION FORM



NAME: _____ [] Check if AICP

POSITION/TITLE: _____

AGENCY/COMPANY: _____

BUSINESS ADDRESS: _____

City, State & Zip: _____

BUSINESS PHONE: _____

[] I do not wish to be listed in the Directory

Return this form by July 22, 1988 to:

Jeff Holmwood, Membership Coordinator
Northern Section APA
P.O. Box 726
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Planlines

By Chuck Myer, AICP

UP is Beautiful

"Urban Renewal Tour on the right," yelled the tour guide at a conference in L.A.

"Historic preservation on the left."

Behind her in the shadows an olive-skinned man in a beige leisure suit shook his head and mumbled to nobody in particular.

"Both are futile," he said.

If planners are on "The Far Side" of City Hall, F.M. Esfandiary is on "The Far Side" of Planning. A professor with the Extension Program at UCLA, he has become known for his far-ranging social commentary described in a trilogy of paperbacks entitled *Optimism One*, *Up-Wingers* and *Telespheres*.

Esfandiary speaks of the next twenty years (the "Age of Breakthroughs") from a perspective that is radically different from the traditional view. Instead of predicting shortages and encouraging constraints like many of his peers, Esfandiary preaches about the coming "Age of Limitless Abundance and Growth." He thinks urban renewal is a "colossal farce" which merely "shores up obsolescence." He advocates building new, "instant telecommunications" made with synthetic materials, incorporating renewable energy sources.

"We speak of preserving historical landmarks in the cities," states Esfandiary in *Up-Wingers*. "The cities themselves are now historical landmarks. We should leave them as they are — and get out."

A former employee of the United Nations, he claims to be equally at home in many far-flung parts of the world. He predicts revolutions in communication

that will provide the opportunity for instant global referendums, rendering our representational system of government obsolete. His forecast of electronic "tele-democracy" without politicians has brought skepticism.

To express his theories to others, Esfandiary has created his own vocabulary with a grammatical style devoid of commas to "bypass the plodding pace of print." In so doing, he creates "brief crisp rapid bursts of ideas intended to inform goad provoke catalyze..." He also uses new terminology to introduce new ideas, such as Earthnicity (planet Earth provincialism), and Unilang (formerly called English — "in our global age, national languages will be Kaput.")

Esfandiary is not concerned about the disparity between futurists, some of whom he considers anti-future, and present oriented planners. "Some are cautious, some are revolutionary, some are optimistic, some are pessimistic. Some are Right, others are Left. I am Up."

Such pessimistic outlooks would include the 1988 *State of the World Population Report*, which concurs with the historic 1972 Club of Rome computerized study, *The Limits of Growth*, which concluded that "if the present trends in world population, industrialization, pollution, food production and resource depletion continue unchanged, the limits of growth will be reached sometime within the next 100 years, resulting in a rather sudden and uncontrollable decline in both population and industrial capacity." These and other dismal projections led to the advent of Schumaker's "Small is Beautiful" philosophy.

Optimists like Esfandiary scoff at such projections. As K. William Knap of Basel University observes, "if there had been a computer in 1872, it might have predicted that by now there would be so many horse-drawn vehicles it would be impossible to clear up all the manure."

"Small is not beautiful," says Esfandiary. "There are no limits to growth. The only limits are in some people's imagination and vision.



Associate Planner - Architecture - City of Fremont, CA. (\$37,452 - \$45,528/annual) Staff to City's Site Plan & Architectural Review Board. Requires Equivalent of MA in Architecture, Urban Planning plus 3 years professional experience. Apply by: 08/26/88. Call 415/790-6883 for more information.

Port of Oakland, CA. Environmental Planner Assistant (\$2,709 - \$2,990/mo.) Urban design and site planning emphasis. Requires Bachelor's Degree in Planning/related field; two years experience. Apply by: 07/15/88. Call 415/444-3188 for more information

Planning Director - City of Saratoga, CA. (\$3,826 - \$4,974/mo.) Department head position reporting to City Manager. Supervisory and communication skills emphasis. Requires five years progressively responsible experience; Master's Degree preferred. Apply by: 08/01/88. Call 408/867-3438 for more information.

Transportation Planner - Korve Engineering, Inc. Requires experience in parking and circulation studies, TSM and traffic impact analysis. Open until filled. Send resume and salary history to 180 Grand Avenue Suite 955, Oakland, CA. 94612.

Deputy Zoning Administrator - City of Mountain View, CA. (\$3,059 - \$3,824/mo.) Management position, project review and quasi-judicial decision authority. Requires college degree in Planning/related field; Master's desirable plus three years experience. Apply By: 07/18/88. Call 415/966-6310

Please report change of address directly to:
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