

NORTHERN NEWS

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1988 NORTHERN SECTION AWARDS FOR ACHIEVEMENT IN CITY PLANNING

And the Winners Are...

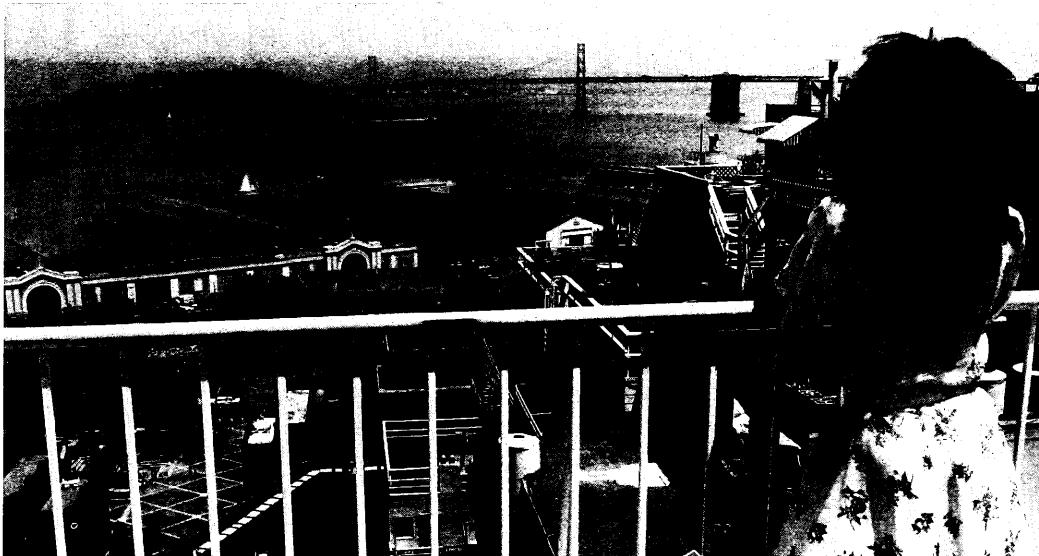
A jury of planners from three cities and two consulting firms selected seven winners from this year's 13 nominees who were honored at the Annual Banquet held at the UC Berkeley Faculty Club. Thanks to jury members Brenda Gillarde, Bob Graham, Jim Derryberry, Ann Draper and Alec Bash, and to Awards Coordinator Marta Self for a job well done.

**Distinguished Leadership Award to a Private Firm
for Outstanding Achievement in Planning**

**Hartmut Gerdes, Square One Film+Video
"Cities in the Sky: Designing Toward Greater Rooftop Utilization"**

"Cities in the Sky" is a half-hour video production which highlights innovative downtown and neighborhood roof garden designs and contrasts them to the vast tar and gravel landscapes now crowning most of our cities. It advocates a fuller utilization of our roofs by raising technical and design issues — and our sights.

Photo Credit: Hartmut Gerdes



With its picturesque vistas and mild climate, San Francisco is a perfect setting for roof gardens...So why aren't they more common?

You might think that San Francisco's acres of flat roofs, moderate climate and great vistas due to hilly terrain would have spawned thousands of roof gardens. And we need not be reminded that San Francisco is a very densely built city, unable to grow horizontally. However, roof gardens are few and far between. The film discusses the reasons why, and suggests ways to overcome these impediments.

Eventually, a momentum for roof gardens needs to be created. A manual could address

how to plan, design and maintain a rooftop use; a special building code section could overcome present confusion; and planning and building incentives could entice owners. With some publicity, inertia might be overcome.

A long road, perhaps, but "Cities in the Sky" is a bold first step.

Journalism Award

Betsy Wing, Contra Costa Times

It is common experience among planners that newspapers add confusion to planning issues rather than clarity. Valentin Alexeef, City Manager of Clayton, recognized one reporter who dispelled this notion. Betsy Wing of the Contra Costa Times sparked interest in local planning through a series of informative, insightful articles on Walnut Creek's Measure H.

(Continued on Page 3)

Seminar on Solving Public Controversies Set For January 18, 1989

Attend this timely seminar on January 18, 1989 hosted by Terry Trumbull and Nancy Yeend, lawyers involved in NIMBY and other conflict resolution efforts in the Bay Area.

Historically, public controversies emerge when a government agency or private developer recognizes the existence of a problem, such as the need for a new freeway to handle growing congestion. Often, after millions of dollars are spent on project design, it is announced, and the public becomes aware of its details for the first time.

In conflict resolution, this approach is referred to as DAD (Decide-Announce-Defend). In some cases, the approach results in totally new projects after pro-

tracted battles, including litigation.

In other areas, particularly involving NIMBY (Not in My Back Yard), we are suffering from a natural infrastructure problem because of our inability to approve new facilities and projects.

The event will be held at the Coyote Point Museum located just north of San Mateo of Highway 101 (Coyote Point Drive Exit). Wine and cheese will be served at the start of the evening at 7:30 PM.

Please return the coupon at right with your remittance. For more information or travel directions, call Frank Osgood at 415/692-7439.

RESERVE

_____ places for me at the Solving Public Controversy Seminar on January 18, 1989.

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

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UNHAPPY WITH STATE PLANNING LAW?

We need you to serve on APA's Legislative Review team!

APA's Legislative Review teams, one for northern and one for southern California, screen all proposed state planning legislation and decide what APA's position will be. This year will be a critical one. Because of widespread public concern about the effects of growth, numerous bills are being proposed to mandate regional planning, growth control, better housing elements and the like. APA also plans to introduce its own legislation.

APA particularly needs public agency planners from the Bay Area, north coast and Monterey Bay area, all of whom are underrepresented on the review team. Serving on the team involves attending four meetings in Sacramento in 1989 and reviewing numerous proposed bills. In return, members will have substantial impact on state planning legislation.

The first meeting will be held in January. If you are interested, call or write **Barbara Kautz**, V-P for State and Local Affairs, City of San Mateo, 330 W. 20th Avenue, San Mateo, CA. 94403 (415/377-3360).

ORDER FORM

THE LEGISLATIVE YEAR IN REVIEW - AN APA PERSPECTIVE

Please send _____ copies of the LEGISLATIVE YEAR IN REVIEW.
 Enclosed is a check for \$_____ (\$15/copy APA Members; \$20/copy Non-members) to Cal Chapter APA, 1121 L Street, Suite 909, Sacramento, CA. 95814

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1988 Northern Section Awards

(Continued from page 1)

The Measure split the City Council and resulted in meetings of high hostility and recrimination. Measure H was successfully challenged in court by the publisher of the Contra Costa Times. After the previous reporter for the Walnut Creek beat was fired, Betsy began coverage of the issue; she was dealing with an employer with a vested interest, a divided Council, and a complex set of planning concepts.

Newspapers look for good stories to sell papers. The Measure H issue easily provided that. However, Betsy took this "good Story" one step further, explaining the following to a suspicious and bewildered public:

- The conflict between the general plan and the voter initiative
- The implications of law on development
- Citizens versus "experts" in land use decisions
- The legal process of deciding land use issues
- Incorporation of a voter initiative into the general plan.
- Responses to regional traffic concerns.

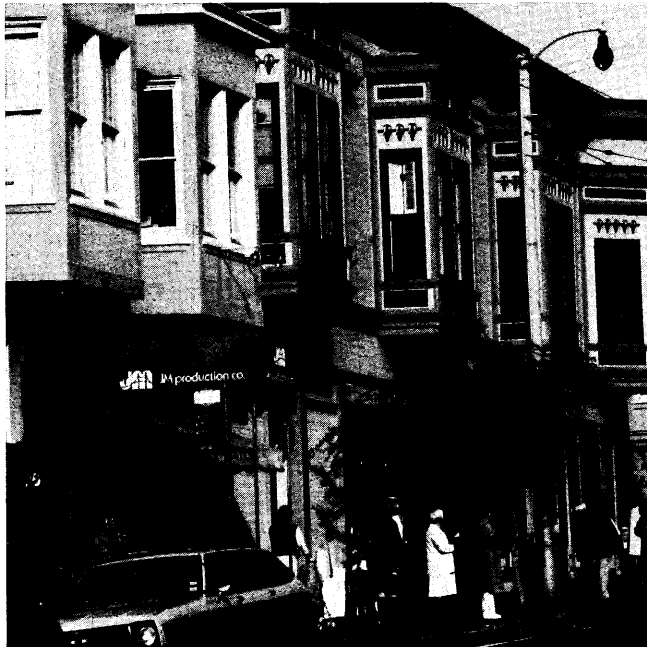
Outstanding Planning Award Comprehensive Planning Project

San Francisco Department of City Planning

The Neighborhood Commercial Rezoning Study represents a comprehensive planning effort for approximately 200 neighborhood serving commercial areas in San Francisco. The study responded to dramatic changes in retail patterns in neighborhood shopping districts, especially a proliferation of eating and drinking establishments and financial institutions, and related impacts such as traffic and parking congestion, litter, noise and late night disturbances. Another major issue was the loss of affordable residential units above neighborhood stores caused by their conversion to office space.

The comprehensive, city-wide proposal consists of the Neighborhood Commercial Zoning Ordinance, Master Plan Amendments, Environmental Impact Report and Economic Impact Analysis. The Ordinance establishes four base or generic districts and sixteen individually tailored districts, each governed by fifty zoning categories. The regulations are intended to preserve the existing scale of buildings and businesses, limit the conversion of existing housing and encourage new housing over commercial development, carefully manage new or existing bars, restaurants, fast food outlets and banks, and allow differentiation of appropriate uses at different levels in a building.

Implementing the interim controls for two years enabled staff to further fine-tune controls through experience. The permanent ordinance, adopted in 1987, has already resulted in buildings and occupancies consistent with neighborhood retailing and more in character and scale with existing neighborhood patterns.



The Neighborhood Commercial Zoning Study works to preserve the character of unique shopping districts like this one along Union Street.

1988 Northern Section Awards

Outstanding Planning Project Specific Planning Project

Santa Clara County Planning Department "Open Space Preservation: A Program for Santa Clara County"

This report, prepared by County Planning Staff, contains five chapters:

- I) Why Preserve Open Space?
- II) Urbanization of Santa Clara County
- III) Recommended Open Space Preservation Program
- IV) Priorities for Open Space Preservation
- V) Open Space Lands Currently Preserved

The report recommended that the County focus its future efforts in the following areas:

- 1) Creation of a new open space district to encompass the bulk of the County outside the jurisdiction of the Midpeninsula Regional Open Space District;
- 2) Development of two major programs with the City of San Jose, including:
 - a) Identifying specific locations and measures for consolidating vacant parcels and clustered development, thereby preserving more land in open space; and,
 - b) Undertaking a detailed feasibility study for a transfer of development credits program;
- 3) Preservation of a greenbelt in the South Valley and Coyote Valley areas through joint growth agreements from San Jose, Morgan Hill, Gilroy and Santa Clara County.

Following public review, some minor changes were made to the recommendations, and the Board of Supervisors approved the report in October, 1987. With approval of the Task Force report, implementation of the recommendations has become the responsibility of a joint San Jose/County committee which has focused on the creation of the new open space district.

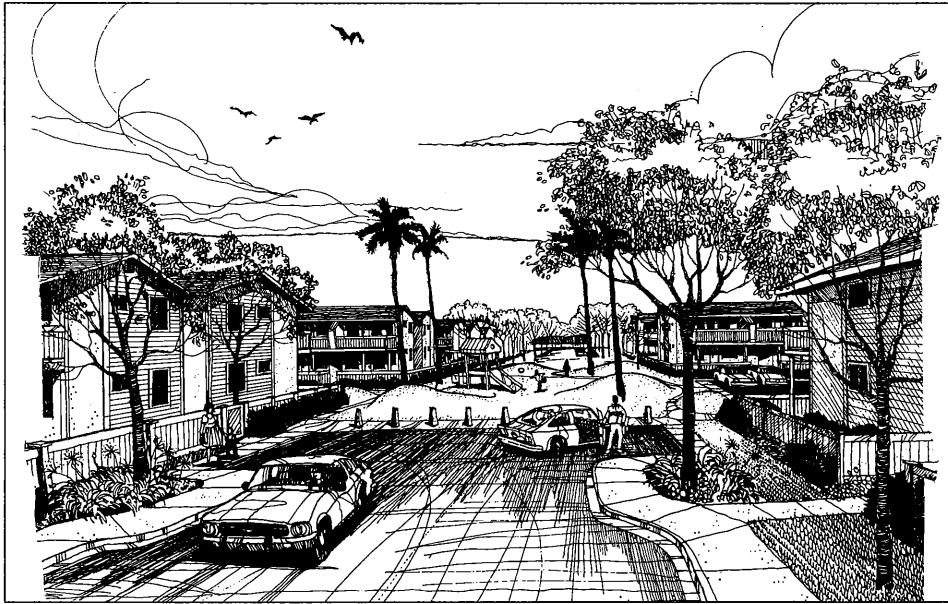
Outstanding Planning Award for a Specific Planning Project Reflecting a Social Commitment

Sedway Cooke Associates Crescent Neighborhood Improvement Plan

Sedway Cooke Associates was retained to prepare a practical, implementable plan for improving a low and moderate income neighborhood in Suisun City. The Crescent neighborhood is characterized by a number of problems: overcrowded multi-family housing, building dilapidation, inadequate parking and streets and utilities in need of reconstruction. In addition, problems associated with illegal drug dealing are causing higher vacancy rates and are discouraging building maintenance. The city believes that steps must be taken soon to halt decline and make the neighborhood safe and attractive for people in need of affordable rental housing.

The plan calls for development of more off street parking on lots now occupied by dilapidated housing, the creation of cul de sacs on some existing through streets used by drug dealers (thereby making non-resident vehicles more suspect and improving police surveillance), development of a mini-park on a closed street intersection, and construction of fences around private patios to enhance the privacy and security of residents.

1988 Northern Section Awards



Landscape improvements, street closures and mini-parks are proposed to make the Crescent Neighborhood a safer, more liveable place

The APA jury praised the improvement plan for its clear presentation of problems and its assignment of responsibility for addressing them between property owners and the city. By identifying small benefit districts within which the owners would improve their properties following the design guidelines in the plan, the plan set the stage for negotiated agreements and formation of assessment districts. In exchange, the city provided some funding for improvements to parks and parking lots within the area.

The division of improvements into small packages also demonstrated that the neighborhood's problems were not insurmountable (as some as hinted at the outset of the study). As one property owner summed it up, "a series of small do-able projects could have high physical and social impact."

Distinguished Leadership Award to a Planning Agency for Outstanding Achievement in Planning

**Michael S. McGill
San Francisco Planning and Urban Research Associates (SPUR)**

SPUR received this year's Outstanding Achievement Award for its half-hour monthly public affairs television program, *SPUR Reports*. The show is aired two times a month at 7 PM on the second Tuesday, and at 8 PM on the second Wednesday, on Viacom Six, the local public access channel on San Francisco's cable system. The program is co-sponsored by Viacom Six and SPUR. SPUR Executive Director Michael McGill chooses the topics and the participants, moderates the program, and recommends on-site locations. Barrett Giorgis of Viacom Six determines the shots that will be used for the field taping, edits the program and supervises the crew.

Each program consists of an introductory portion taped at one or more locations which visually depict the issue being discussed. Additional exhibits are inserted over the audio narration, followed by a studio debate. The introductory portion is usually shot several times and edited, while the studio discussion is unrehearsed and taped straight through.

SPUR Reports made its debut in January, 1987. Issues addressed have included efforts to promote economic growth, planning for mixed commercial/residential development on Van Ness Avenue, revitalizing Fisherman's Wharf, regulating infill housing, finding a location for a new baseball park, Peninsula transit and the proposed Mission Bay development.

...More Award Winners in Our Next Issue

A look back at Election '88

MEASURING UP THE MEASURES

By: Barry Miller, Editor, Northern News

Buried in the now infamous 200 page Voter Information Packet, this year's planning-related ballot measures were easy to miss. Although millions of us had an opportunity to express our views on bridge tolls, parklands, reservoirs and landfills, a much smaller number were asked to choose the fate of proposed developments or to set local land use policies. In at least four Bay Area jurisdictions, voters went to the polls to advise local officials on land use matters.

SOLANO VOTERS JUST SAY "NO"

In Solano County, voters put Proposition "A" to the test. The Proposition, passed in 1984, stated that lands planned for agriculture could not be redesignated for urban uses without prior approval of the voters. Consequently, when 145 acres of farmland were proposed for redesignation as "Highway Commercial" and 844 acres of grazing land were proposed for redesignation as "Rural Residential," two ballot measures resulted.

Measure "D" would have raised unincorporated Highway Commercial acreage from 83 acres to 228 acres. The properties in question were already zoned Highway Commercial, but were to be down zoned for consistency with the new General Plan. Had the measure passed, the present zoning would have remained intact, with the General Plan amended to show commercial development on 145 additional acres. Most of the land was located at the interchange along Interstate 80 and 505, primarily in the Vacaville and Dixon areas.

Measure D was soundly defeated, with 68 percent casting "No" votes. The measure's biggest opponents were the cities, claiming that it contradicted another County policy that limited new urban development to municipal service areas. In addition to their service concerns, the cities felt that there was already sufficient land planned for highway commercial, that the county development might be of low quality, and that development of the interchanges could be growth-inducing. Voters also reacted to aesthetic issues, namely a fear that the open space separating Solano's cities would be lost.

Measure "E" proposed an 844-acre expansion of the rural residential area north of Vacaville. The area is one of Solano's most popular "country living" places, but faces a number of water and drainage problems. Approval of the Measure would have permitted its conversion from grazing lands into 5 acre homesites (assuming private wells), or 2.5 acre homesites (with public water).

Voters turned down Measure "E" by a 2-to-1 margin. The consensus was that development would be premature and that the County was not in a position to provide services to this area. Again, voters echoed the position taken in the general plan — that development should be limited to the cities and that urban expansion in rural areas should be restricted.

IN PLEASANTON, "X" MARKED THE SPOT

Pleasanton's Measure "X" asked voters to decide the fate of a two acre infill parcel slated for development as a neighborhood shopping center and gas station. Initial opposition to the project came from the surrounding neighborhood, where residents were concerned about the 24 hour minimart that was to adjoin the gas station. The project's developers met with local groups, revising the plans several times until an agreeable solution was reached. Some members of the community remained dissatisfied, prompting a move to leave the final decision to the voters.

Pleasanton voters approved the project by a 2-to-1 margin. Ironically, much larger commercial projects had just been approved in the vicinity without controversy or referenda. In retrospect, the real motivation for this measure may have been a business rivalry between potentially competing gas stations.

A CLOSE CALL IN FREMONT

Fremont's Measure "Q" asked the electorate to advise the City Council on a proposed 700-acre mixed use development in the City's industrial area. Nearly half of the project area was to be housing, generally regarded as incompatible with heavy industry. Although the developer (Santa Fe Pacific Realty) had already scaled down their original proposal by about 1,000 units and added a park, senior housing, a school and a \$28 million off site Arts Center to the package, there was still concern about placing over 5,000 new residents in the midst of a 3,000 acre industrial district. Local roads were used to carry hazardous materials, and a large landfill was just over a mile away.

The City Council was divided over the project, with 2 "Yes" votes and two "No" votes. A fifth councilmember abstained, leaving the "swing" vote to be decided by the electorate. The Measure was approved by 51.5% of the voters. The city's planners are now preparing a recommendation on the project, which will be forwarded to the Council early next year.

BERKELEY VOTERS SEND STRONG MESSAGE TO CAL

In Berkeley, Measure "N" was designed to encourage State and County entities to follow the City's general plan and zoning ordinance. The Measure was an expression of frustration on the part of Berkeley residents who were fearful that the University's new Long Range Development Plan (LRDP) would change the character of the campus environs. The Measure was also aimed at Lawrence Berkeley Lab, Alameda County and other public entities who are exempt from taxation and the City's land use controls.

The Measure's victory by a 3-to-1 margin was largely symbolic, as the City cannot force compliance by State and County agencies. It does indicate that Berkeley may take a more aggressive position toward the University in the future, particularly in the South Campus neighborhood where new housing for 1,700 students is planned. Among the sites proposed for housing is People's Park, which became a literal battlefield 20 years ago when a similar proposal was made.

The University has already taken steps to work cooperatively with the City as the LRDP is implemented. Their initial step was to provide the City with funds to hire a planning liaison for two years. The planner's role is to review the University's development plans and EIRs, and to update the City's general plan in the campus neighborhoods.

The Berkeley electorate remains less than satisfied. According to a December 2 article in the "East Bay Express", local activists may seek a state constitutional amendment that would strip the University of its exemption from local taxes and land use controls. Stay tuned for more on this one...the big game isn't over yet.

MEMBERSHIP TOTALS - CALIFORNIA CHAPTER APA
October, 1988

Central	199
NORTHERN	1,147
Orange	443
Los Angeles	888
Sacramento	273
San Diego	363
Central Coast	243
Inland Empire	232
TOTAL	3,778

Planlines

By Chuck Myer, AICP

Reflections on "HARD CHOICES" CCAPA Conference '88

I have attended every conference since the creation of Cal Chapter APA in 1978: I have "Come to the Park" (Yosemite, 1986); I have "Gone to Camp" (Tahoe, 1983); I have gone "Back to School" (Cal Poly, 1985), so it's only natural to have "Spring Break" in Palms Springs (1988).

Though it wasn't Spring, the three digit temperatures didn't seem like late October, either. Actually entitled "Hard Choices," the first conference hosted by the fledgling Inland Empire Section added a new perspective to the panoply of APA conferences: the desert perspective. The palm desert is filled with exquisite flora and fauna, including such endangered species as the fringe-toed lizard and the celebrity mayor.

At APA's best attended breakfast ever, Palm Springs' new mayor, the Honorable Salvatore Bono "randomly blithered" to the throng. Though he shed no light on any "Hard Choices," he did acknowledge his debt to and reliance on local planners, and his new perspective of "both points-of-view" from the Mayor's chair. If nothing else, Sonny's open-collared, laid back attitude set the informal tone that conference organizers were insisting on. (Subsequent speakers mimicked the look and shivered beneath the air conditioner.)

Though like his "cousin" Clint, he was a frustrated restaurateur in need of a building permit, Sonny's entry into local politics was through the portal of tourism (he chaired the local chamber's Bureau of Tourism.) This is a topic still crying out for APA research and debate, as "runaway production" and irregular economies have communities like Palm Springs vying for resorts, film locations and production of "second homes", or as Sonny told us, "being more 'market driven'." (Meanwhile, Sonny is learn-

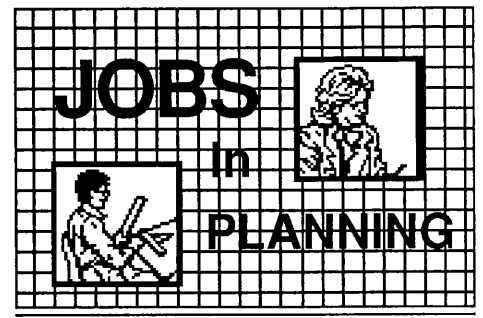
ing a lot about the public hearing process as he presents his plans for a Cannes-like film festival and Monte Carlo-like auto race through downtown streets.)

All this set the tone for conference debate on such "Hard Choices" as monitoring mitigation measures, economic costs of growth control and waste management. Overflow crowds kept conference chairs and hotel staff hopping.

Keynote speakers Richard Carlson and Harold Gilliam kept the thought processes churning. Carlson, who was billed as a futurist, said that title only means "an economist with courage." His focus on emerging minorities and economies pointed to next year's conference on the "Pacific Rim." Carlson's pet peeve was the hyped-up concern for the "Poison of the Year." Rather than bemoan toxics, cancer and radiation, he directed planners to fight the leading causes of death in the 5-50 age group: bullets, cars and crime. He did provide some uplift by predicting that the paralysis in the State's government was "guaranteed to be only temporary."

Gilliam, a San Francisco Chronicle writer since 1961, posed "Questions from a Skeptic;" "When should growth end?" "What will stop it?" and "Should growth always follow population projections?" He posed "Parkinson-type" laws about growth to fill infrastructure, not zoning. He also posed a query on growth control: should cities which choose it subsidize cities that want to grow?"

The traditional APA award program was supplemented by a retrospective look at our state's pioneer planners. An exhibit room and a special presentation was prepared by Edward Holden, Si Eisner, Bill Spangle and Betty Croly. Croly, Tracy Sussman and Bob Sturdivant received the APA Distinguished Service Award, while Greg Dowds received the APA Distinguished Leadership Award. State Senator Marian Bergeson, (R-Newport Beach), who said "the best way to predict the future is to invent the future," was beat out, in my book, for "quote of the year" by her co-



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\$3,181/mo.) Bachelor's Degree, Planning/Rel. Field + 2 yrs. experience (or equiv. combination) Master's Degree may substitute for 2 year experience. File By: 12/31/88. More Information, call: 408/299-4331.

PLANNING ADMINISTRATOR -- City
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Directs activities and programs of the Planning division. Master's Degree, Planning/Rel. Field + 5 yrs. professional experience, 3 yrs. at managerial level. File By: 01/31/89. More Information, call: 415/644-6122.

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recipient of the APA Legislator of the Year Award, Assemblywoman Delaine Eastin (D-Fremont). Assemblywoman Eastin, whose bill to create a blue ribbon commission on transportation was vetoed by the Governor, said "the state government needs, occasionally, to be 'goosed' by planners."

On that note, conferees broke up to sample the desert resorts, golf and tennis clubs and panoramic vistas from the menacing Mt. San Jacinto tramway. Will the conference return to Palm Springs someday?

Now that's a "Hard Choice."

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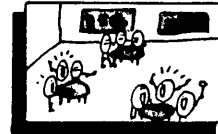
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