

NORTHERN NEWS

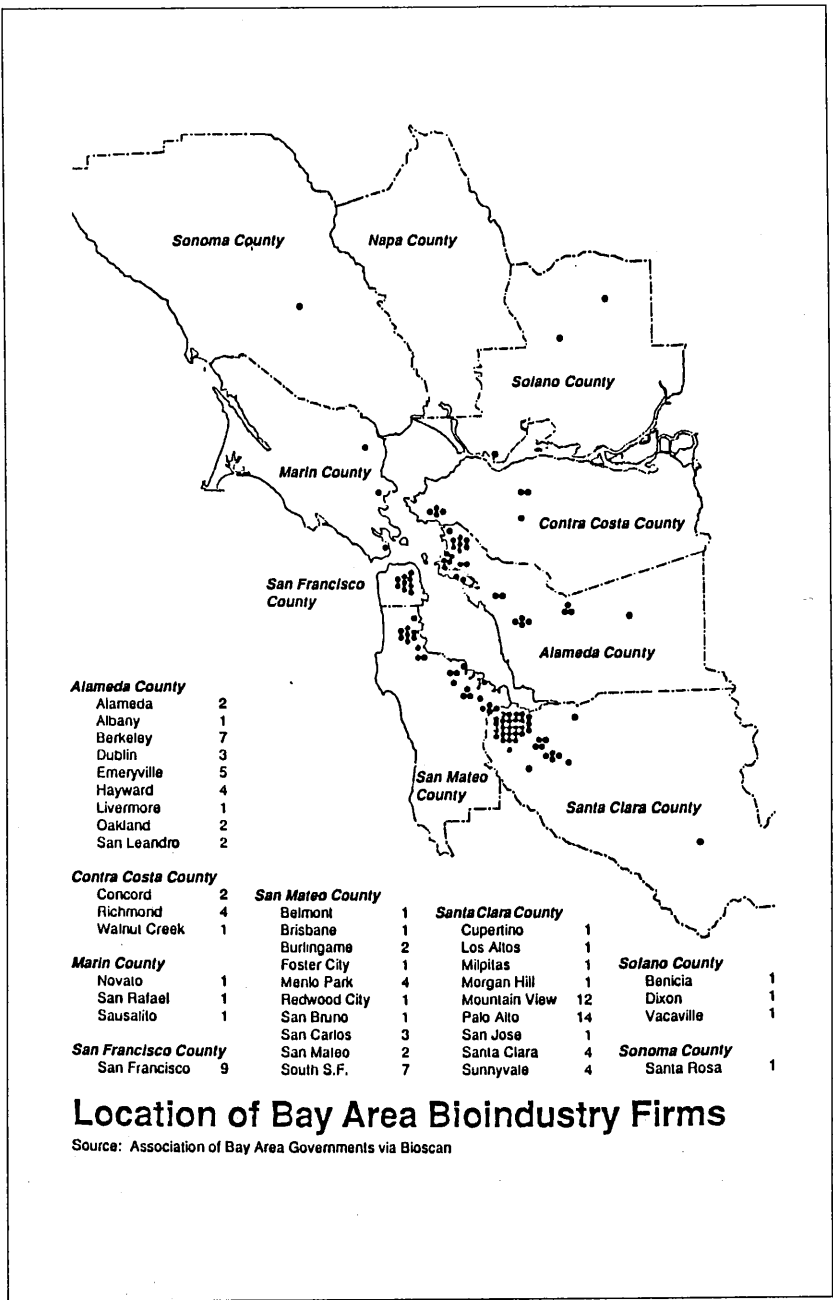
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BIOSCIENCE in the Bay Area

... The Planner's Perspective

The San Francisco Bay Area is considered the nation's premier center of bioscience and bioindustry due to the number and quality of research professionals, university research facilities and high tech industries here. There are presently over 100 "bioindustry" firms in the Bay Area, employing more than 19,000 persons. Thirty-eight of the 98 Bay Area cities have at least one biotech firm already. Employment in bioindustry grew 32% between 1985 and 1987 alone.

The growth of bioscience has raised a number of concerns for planners, ranging from the environmental impacts of bioscience activities to the impacts of biotech employment on housing demand and public services. Recognizing these concerns, the Association of Bay Area Governments (ABAG) established a Bioscience Task Force in the summer of 1987. The Task Force's mission was to assist local governments in understanding the prospects and problems associated with sustaining and expanding bioscience industries. Their recommendations were published in September, 1988.



Northern NewsMAKERS!

Northern Section extends Congratulations to the area's newest Planning Directors: **Ann Draper**, formerly with the City of Sunnyvale, has joined the City of Fremont; Former Cupertino City Planner **Steve Piasecki** now heads the planning office in Campbell. **Don Bradley** is Director of Planning for Mountain South Development Co. in Redwood City.

Architects, Designers and Planners for Social Responsibility (ADPSR) announces an April-May Series of Lectures in San Francisco called "Housing the City"; Call 415/621-7797 for information/reservations.

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Planlines

By Chuck Myer, AICP

XYZ & ASSOCIATES

In his sonnets, Shakespeare expressed how he would live on, in verse form, long after his earthly death.

Successful planning consultants have much the same sense of immortality. They know they will live on as an initial in their firm's letterhead.

We differ in this from our cousins in the legal profession. Law firms love to string the names of all their principals across the page until there's no room left for the letter. However, every time new letterhead is ordered, a head count is taken, and anyone dead or otherwise unproductive is unceremoniously dumped from the masthead. Not so in our ranks.

We paid too much for that snappy logo to change it every time we change personnel. Those initials stay there long after the person that left them is now running an upscale restaurant downtown.

Larry Seaman is no longer with Larry Seaman Associates. Sensing that "Larry Seaman's Ex-Associates" didn't cut it, they cut it to LSA.

DMJM (Daniel, Mann, Johnson & Mendenhall) lost a couple of its principals three years ago. Yet those who worked for "Dim-jim" over the years before "Jim's" death might not feel a sense of continuity with "Dim."

And has anyone asked how Warren Jones has been with Warren Jones Associates for the last decade, yet is still named in Duncan & Jones? Is he two-timing our distinguished CPF Treasurer? Or was that just a tricky way to get top billing?

The real trick is to get a firm name that sounds like it should be word, but really isn't. EDAW. HABITEC. FORMA. QUAD. WESTEC. Leave 'em wondering if the name is made up of initials or fractured words.

If you have a well-known name on your masthead, you want to get your full name next to it. Hence we have the Guinness Book of Records holder: Carter Hull Nishita McCulley Baxter Lawrence Halprin & Associates.

There are some legitimate reasons for converting to initials, of course. Do we even need to consider the case of ROMA, originally known as Rockrise Odermatt Mountjoy Associates? These three gentlemen must have met up against the gym wall in junior high P.E., suffering the slings and arrows of their peers. Nobody would have blamed them if they started their professional life as "The Planning Group."

When all else fails, one must resort to using associates. A planning consultant has associates in much the same way as an only child has a make-believe playmate.

"Wasn't Joe Blow with your firm?"

"No, he's now with Joe Blow & Associates."

"Oh. I'm sorry to hear that. I'll send a card."

Images immediately come to mind of Joe Blow, sitting alone at a P.C. in his bedroom during the day, wondering if he can afford a conditional use permit for a home occupation.

Joe's best bet is to look for another John Smith & Associates and rent himself out as rent-an-associate. Joe and John can then list each other on their respective resumes, even though they never do any work together. If he can't find an associate, his wife, a skilled decorator, can join in to create Blow & Blow & Associates. If they get divorced, no problem: "Blow & Blow & Associates announces the opening of a branch office..."

If Joe was in another profession, he would have to hang his head in shame while a personnel analyst examined the gaping holes in his career history. But Joe has the ultimate resume patch kit.

"Unemployed? Heck, no. I was with Joe Blow & Associates."

Northern Section's April 26th Event

The Future State of Planning Education

Please return the coupon below with your remittance. For more information or travel directions, call Dave Carbone, Education Coordinator, at 415/363-4161.

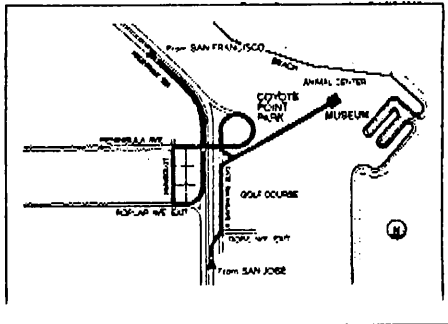
Coyote Point Museum is located in Coyote Point Recreation Area, San Mateo

Traveling northbound:

Take the Dore Ave. exit and turn left onto No. Bayshore Dr., then bear right onto Coyote Point Drive. Follow the signs to the Museum.

Traveling southbound:

Take the Poplar Ave. exit. At the first stoplight turn right onto No. Humboldt. At the stoplight turn right onto Peninsula Ave. Go over the overpass and bear left onto No. Bayshore (stay to your left). At the stop sign turn left and follow the signs into Coyote Point Recreation Area and the Museum.



The 1990's will bring new challenges to the Planning profession. How will we prepare future planners to meet these challenges?

Come spend an evening with the professors to discuss "Planning Education Trends in the 1990's." The program panel will include three distinguished professors from the collegiate schools of planning in the Bay Area: Steve Orlick, Sonoma State University, Earl Bossard, San Jose State University, Ed Blakely, U.C. Berkeley, and special guest Bill Howard from Cal Poly, San Luis Obispo.

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., followed by the panel presentation at 7:30 PM.

RESERVE

_____ places for me at the Planning Education Seminar on April 26, 1989. Enclosed is a check for \$_____ (\$10/APA Member; \$12/Non-member; \$5/Student) payable to Northern Section, Cal Chapter APA.

Name _____

Address _____

City & Zip Code _____

Mail to:

David Carbone
County of San Mateo
590 Hamilton Avenue
Redwood City, CA. 94063

San Francisco's Presidio--What Happens Next?

EDF's Second Annual Symposium on Bay Region Futures

The Environmental Design Foundation (EDF) of Northern California announced that its Second Annual Symposium on Bay Region Futures will focus on future uses of the historic Presidio of San Francisco, in light of its expected release from U.S. Army jurisdiction.

The keynote address to be given by Roy Eisenhardt, prominent Bay Area citizen and Chair of the Golden Gate National Park Association, will be followed by a panel discussion featuring these distinguished practitioners:

Professor Ed Blakely, Chair of the Department of City and Regional Planning, University of California at Berkeley.

Dean Macris, Director the San Francisco Planning Department

Brian O'Niell, Superintendent of the Golden Gate National Recreation Area, and

Beverly Willis, FAIA, nationally-known architect

The panel discussion will be moderated by **Paul Sedway**, Principal of Sedway Cooke Associates.

The Symposium will be held May 5, 1989 at Le Meridien Hotel, 50 Third Street in San Francisco from Noon to 2:00 PM. Tickets are priced at \$35/ person and may be ordered from:

Environmental Design Foundation
130 Sutter Street, Suite 600
San Francisco, CA. 94104

EDF includes representatives from the three largest design professions - the American Institute of Architects, The American Planning Association and the American Society of Landscape Architects, as well as environmental and engineering professionals, involved citizens and business activists.

Software Review

Build Your Own City with this Fascinating Simulator



By: Owen Linderholm

Despite the horrible attempt at a pun and the weird packaging, Sim City is fun, educational, thought provoking and well-designed. The user tries to build a large, successful and happy city from nothing. You have all the time in the world to make it work, but not all the money. Your job is a cross between a city manager or mayor and a city planning department. Once you have set up zoning, "Sims", as the locals are known, are free to move in, start businesses and so on. The screen then becomes animated with little cars on the way to work, traffic jams, trains on the mass transit system and even boats and airplanes.

You are responsible for roads, power, police and fire services and any unusual expansion, such as building stadiums or airports. The final responsibility you have is to keep everything running smoothly and to keep the Sims happy. This is not as easy as you might think.

Everything you do has an effect on the environment. If you arrange housing, then hardly anyone will move in with no job to go to. Also, everything needs to be hooked up to a power supply in order to work at all. Once you set up a small town, with a power station, some residential areas, a little commerce and some light industry, you run into problems -- traffic jams, crime and pollution.

All of these problems can be solved by building up in some areas, promoting commerce, adding police stations, etc. But every solution, even tearing something down (popularly known as urban renewal), costs money. You'll want to have money in the bank, of course, to cope with the built-in disasters such as fire, floods, earthquakes and monsters.

Nominations Sought for Section Awards Program

By: Wayne Goldberg

Each Year, the Northern Section seeks to identify notable planning programs for consideration in its award program. It is the time of year when we acknowledge the significant professional accomplishments of our colleagues and have the opportunity to discuss programs which have been particularly effective for individuals whose accomplishments we can emulate.

It is now that time.

Set aside your professional modesty and come forward with that specific plan, media series, strategic plan or other planning achievement from which you think others might benefit.

We all know that Northern California planners deal with every planning issue imaginable—sometimes by choice, more often by necessity. Now those career-threatening challenges your boss referred to as "opportunities" can receive their just recognition.

The deadline for submitting applications for consideration is April 28th. Information on the award categories and application forms can be obtained by writing or calling:

Wayne Goldberg, Director
Department of Community Development
PO Box 1678
Santa Rosa, CA. 95404
(707) 576-5236

Judging will be conducted by a jury of your peers, and award presentations will be made at the awards banquet on June 29th at the UC Berkeley Faculty Club. Section award winners will be forwarded to the State program for consideration for Cal Chapter awards.

See you at the banquet.

The documentation is excellent, covering aspect of the game clearly. It also comes with an intriguing bonus-- a long and interesting essay on the histories of cities and urban planning. It would be fascinating to use Sim City as an educational tool to teach subjects like city planning, as well as urban form in general. Graphics are great and the sound, good. There are a number of levels of difficulty, and both historic and future scenarios to keep up your interest over time.

Sim City is currently available for the Macintosh, but is expected soon for the Commodore Amiga and 64, and for the IBM PC by Year's end. The program

was developed by Maxis Software of Mountain View and is distributed by Broderbund Software.

This article was reprinted with permission from Bay Area Computer Currents, issue of 2/26-3/6.



Godzilla looms over Tokyo in Sim City

The Bioscience Task Force had 17 local members, including elected officials, land use attorneys, environmentalists, university officials and bioscience industry representatives. In addition to completing an inventory of the extent of bioscience activity, the group examined the role of the State and Federal Government in regulation and promotion, environmental issues related to public health and safety, building code and operational safety requirements, animal testing, research programs of area universities and potential employment and revenue from the biotech sector.

BIOSCIENCE In the Bay Area

The task force found a symbiosis between the bioscience industry and the major university facilities at Berkeley and UCSF. Biotech has flourished in the Bay Area in part because of the research activities at these universities. Not surprisingly, most bioindustry is concentrated in Alameda, San Mateo and Santa Clara Counties. The leading Bay Area universities have found that community response to their expanding bioscience programs is increasingly hostile. Opposition from animal rights activists and some environmental groups has been most vocal.

Highlights and Recommendations

The task force has formulated preliminary conclusions and recommendations in areas of public education and promotion, public concern and regulation, and regional economic impact. A few of these recommendations are:

- Establish a regional bioscience center. This facility would foster technology transfer and commercialization between university research and private business, facilitate communication on regulatory and economic issues, and promote the region throughout the world as a leader in biosciences.

LAND USE ATTORNEY--McCutchen, Doyle, Brown & Enersen. Associate in land use law, Walnut Creek office. Up to 2 yrs. land use experience desirable. Resume to: Hiring Partner, McCutchen, Doyle, Brown & Enersen, P.O. Box V, Walnut Creek, CA. 94596.

CHIEF TRANSPORTATION OFFICIAL-- City of Palo Alto, CA. Head 6 person division formulating traffic, transportation and parking policy. Degree in Planning/Traffic engineering + 6 yrs. experience, 2 yrs. mgmt. level. Resume/Salary hist. to: City of Palo Alto, P.O. Box 10250, Palo Alto, CA. 94303.

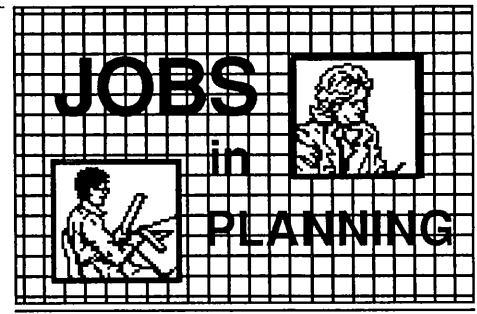
SENIOR PLANNER--Monterey County, CA. -- (\$2666 - \$3,302/mo.) Coordinates staff work in complex land use projects. 2 yrs. journey level experience; thorough knowledge of CA. planning practice, CEQA File By: 04/14/89. More Information, call: 408/755-5116.

ASSISTANT TRANSPORTATION PLANNER--San Luis Obispo County, CA. -- (\$1,849 - \$2,248/mo.) Coordinates staff work in complex land use projects. Bachelor's Degree, Planning/Rel. Field + CDL. File By: 0331/89. More Information, call: 805/549-5958.

ASSOCIATE PLANNER--City of Hollister, CA. -- (\$2,585-\$3,157/mo.). Varied assignments in current and advanced planning programs. Bachelor's Degree, Planning/Rel. Field + 3 yrs. professional experience. File By: 03/31/89. More Information, call: 408/637-8221.

Executive Director--Environmental Design Foundation of Northern CA. (Salary Open). Proven communication, fund raising, management abilities. Letter and resume to: EXCOM, Environmental Design Foundation, 130 Sutter St., San Francisco, CA. 94104.

- Hold workshops for local officials on the importance of bioscience to Bay Area residents and our economy, the structure of state and federal regulatory systems, and the opportunities and constraints of local regulations.
- Encourage adherence to National Institute of Health (NIH) Guidelines by all private bioscience firms and research institutions. Such an action is intended to obviate the need for locally mandated inspection and conformance requirements.



LAND USE/ENVIRONMENTAL PLANNER--Planning Collaborative, San Francisco, CA. -- 2 project mgr. jobs available. 3+ years exper. in EIR prep./Planning/Urban Design. Strong writing skills required; computer skills desirable. Resume to: J. Loux, Pier 33 N., The Embarcadero, San Francisco, 94111. File By: Open until filled. More Information, call: 415/398-8197.

ENVIRONMENTAL PLANNER -- (Salary Open. + Benefits) Progressive, employee-owned consulting firm. Three to 5 years EIR/EIS experience and strong verbal communication skills required. Letter of interest/resume/salary hist. to ES, 600 Bancroft Way, Berkeley, CA. 94710 ATTN: RPC.

ASSISTANT PLANNER--City of Santa Rosa, CA. -- (\$29,568-\$35,976). Bachelor's Degree, Planning/Rel. Field + 1 yr. professional experience. File By: 04/10/89. More Information, call: 707/576-5274.

COMMUNITY DEVELOPMENT DIRECTOR--City of Oroville, CA. -- (\$43,500/negot.). Manages, advanced, current planning functions, redevelopment, housing and economic development programs. Bachelor's Degree, Planning/Rel. Field + 5 yrs. experience. File By: 04/14/89. More Information, call: Shan non Associates, 916/447-8022.

- Collaborate with State and Federal regulators before adopting unique local restrictions on bioscience activities. The framework of regulations affecting bioscience activity presently relies on state and federal agencies. In order to strengthen and maintain effective public policy, these agencies need to consider and respond to local community concerns.

This article was excerpted from the ABAG Bioscience Task Force Report; Call 415/464-7978 if you'd like to obtain a copy.

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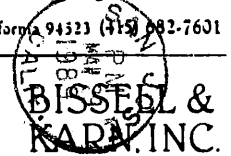
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