

N O R T H E R N N E W S

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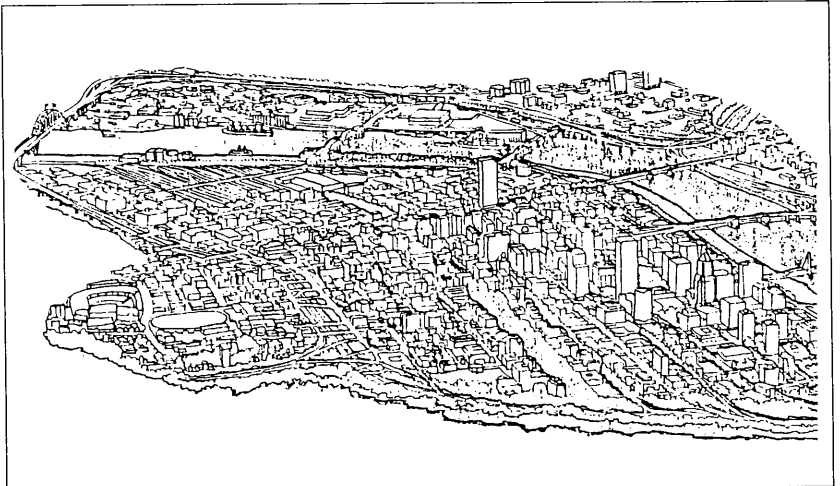
DOWNTOWN REVITALIZATION SEMINAR, ST. FRANCIS YACHT CLUB

If you are intrigued by or concerned with effective commercial revitalization in your city, please keep Thursday evening, July 27th open for a design and implementation - oriented presentation focusing on Downtown Revitalization. This session is scheduled to take place at beautiful St. Francis Yacht Club, with a fabulous view of San Francisco Bay and Golden Gate Bridge. Included in this event will be an exquisite buffet dinner (for which St. Francis is well-known), followed by a stimulating presentation (including slides and other visual aids) by Larry Cannon and John Dykstra, experts in this area.

Downtown:

You've got one...

***So what
do you plan
to do about it?***



Larry Canon, an architect/planner and Executive Vice President of Wurster, Bernardi and Emmons (WBE), has over 20 years of experience in the preparation of revitalization and urban design plans for cities in the United States and elsewhere. John Dykstra, President of John B. Dykstra and Associates, is a specialist in implementation and funding. He is the former Assistant Executive Director of the San Francisco Redevelopment Agency. Their presentation, which includes hand-outs, will focus on the problems which face downtowns, and on the planning processes and strategies which may be employed to stimulate their revitalization. References will also be made to other types of commercial areas including strip areas and older shopping centers.

NORTHERN NewsMAKERS!

Former Palo Alto Planning Administrator **Toby Kramer** is relocating to the Boston Area...The City of Cupertino has promoted **Mark Caughey** to Senior Planner... **Ann Bogush Millican** has joined CH2MHill's Planning Department in the firm's San Francisco office

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Mark Caughey <i>Publisher - (Production and Distribution Manager)</i>	408/252-4642
Barry Miller <i>Editor - (Communications Manager)</i>	415/495-2400

Day: Thursday
Date: July 27, 1989
Time: 6:45 - 10:00 P.M.
Location: St. Francis Yacht Club
(San Francisco)
Cost: \$25.00 per person for dinner
and wine (members)
\$28 (Non-members)

As indicated previously, the problem, the process and strategies involved will be focused on in this seminar. Coverage is expected to include uses, physical appearances, parking, marketing and promotion, organization and implementation tools. There will be handouts provided highlighting the process, strategies and implementation issues.

The event opens with a cash bar at 6:45, followed by a buffet dinner with wine at 7:30. The presentation will complete this eventful evening followed by questions.

Please reserve your place now by returning the coupon at right with your remittance. Reserve your place now while seating is still available. For more information, please call Frank Osgood, Osgood Urban Research, at (415) 692-7439. Due to the location and topic, this is an all-Bay Area event. Directions are listed in the inset.

Downtown:
You've got one...
So what
do you plan
to do about it?

Directions to St. Francis Yacht Club

From Marin County: Take 101 South, across Golden Gate Bridge. Do not take Lombard Street exit - continue on to stop light on Marina Blvd. (in front of Palace of Fine Arts). Go around the block to face Marina Blvd. and turn left (facing the direction from where you just came). Stay on the far right side (water side) and turn right (directly in front of the Presidio fence) to parking area adjacent to Club. The Club is a large Spanish style building with a red tile roof at the water's edge.

From Highway 280 and 19th Avenue: Continue north on Park Presidio Street to Marina Blvd. exit. Continue to stop light on Marina Blvd. (in front of Palace of Fine Arts). Go around the block to face Marina Blvd. and turn left (facing the direction from where you just came). Stay on the far right side (water side) and turn right (directly in front of the Presidio fence) to parking area adjacent to Club. The Club is a large Spanish style building with a red tile roof at the water's edge.

From Highway 101 North: Upon reaching the City, take Civic Center/Van Ness exit. Take either Van Ness or Franklin north to Bay Street. Make a left turn on Bay Street and continue until reaching Marina Blvd., where there is a stop light. (Bay Street will curve to the right and become Cervantes but ignore this and continue to Marina Blvd.) Make a left turn on Marina Blvd. and stay on the far right (water side) and turn right (directly in front of the Presidio fence) to parking area adjacent to Club. The Club is a large Spanish style building with a red tile roof at the water's edge.

Yes! The persons listed below plan to attend the Downtown Revitalization event at the St. Francis Yacht Club. We have enclosed a check for \$_____ (\$25/\$28 per person) payable to Northern Section, CCAPA.

Reservation Form



Frank Osgood
Osgood Urban Research
12 Elder Avenue
Millbrae, CA. 94030

Name: _____
Name: _____
Name: _____

Election Results and Other Reflections

By: Marlene Stevenson, Section Director

The election results are in and I would like to thank those of you who took the time to fill out the ballot and mail it in. I will continue to be your Section Director for one more term.

My only disappointment is the low voter return. It is so low, that I refuse to publish the exact numbers. Next year when we have the other three positions, Director Pro Tem, Treasurer and Secretary, up for election, please vote. It is one way you can have an influence on what your Section is doing.

A Section Director is only effective if there is a hard-working enthusiastic group of board members. That's what I have. I want to thank the other elected members, Ann Millican, our Director Pro Tem; Dena Belzter, our Treasurer; and Valerie Young, our Secretary and Public Relations Chair; PLUS all the other members of the Section Board for making my life a while lot easier over the past two years. Please take a look at the Northern Section Directory on Page 2, and you will see how many people volunteer their time to plan events, further your education, and put out the Newsletter. I'm looking forward to working with them over the next two years.

We also have openings for more volunteers. Is there an event you want to put on? Do you have a secret urge to be a roving reporter: This is your opportunity. Give me a call.

There is another way that you can have an influence on what your Section is doing. In October the Board will hold a retreat and look at our past year, and plan our priorities, including events for the next year. **WHAT WOULD YOU, OUR 1160 MEMBERS, WANT THE BOARD TO PUT ON THE AGENDA FOR THE COMING YEAR?** I would say that our major concern right now is the turnout at our events. Sometimes it



is high, sometimes it is very low. Do you want dinner meetings? would you like daytime seminars - weekday or Saturday? Anyone want to take a Saturday hide looking at environmentally interesting locations (with a view)? Would you like to mentor a student, or have a student "shadow" you for a day or a week? Do you want to socialize or have top-notch speakers on burning issues? Do you want to have meetings in various sections of the Bay area, plus areas farthest north and south? If so, give us good locations, easy to find.

I want to thank Pacific Rim conference Coordinator Bob Sturdivant, and the conference chairs—from track sessions to facilities to reception committees, all the committee—and everyone on the committees. The more I hear about the sessions, the more I want to attend almost every one. I think I will be buying a lot of tapes this year.

In the time that I have been on the Section Board I have had an enjoyable time. Why? Because I have met so many interesting people. I've learned a lot, and I have confirmed my belief that planners are special people. We sense that we are a breed apart, and that fosters a camaraderie that I personally enjoy. And that is why I decided to run for Section Director one more time.

Enough said.

APA NATIONAL CONFERENCE ATLANTA

by Don Steiger

One of the conference highlights for me was the opportunity to serve in the delegate assembly with our current and past presidents Ron Bass and Janet Ruggiero. I also had the privilege of meeting Steve Preston and Kathryn Tobias who were also CCAPA Delegates. We had a tight team and caucused skillfully under Ron's capable leadership.

Major agenda items were the Policy Implementation Principles (P.I.P.'s)

- APA's position on the Federal role in state /local planning funding, coordination and quality - Passed
- Billboard controls: Support local ability to amortize - Passed
- Support tasteful "logo" signage on highways - Passed
- Groundwater/Aquifer Protection: The PIP reflected much hard work, but was tabled - too detailed and specific for western states support

It was a pleasure to attend the awards presentations (and a nice reception too). Awards of special interest to California planners were:

- Cal Chapter received the Karen B. Smith Chapter Achievement Award for outstanding overall chapter program
- City of San Francisco Honorable Mention for Best Project — Neighborhood Commercial Rezoning Study
- The East Bay Regional Park District-1934 Master Plan — AICP Landmark Award

I was fortunate to catch several workshop/seminar sessions. Topics included Strategic Planning, Transportation, Inter-governmental review, and Growth Controls.

I was very impressed with Atlanta's rapid transit system, MARTA. It was fast quiet reasonably priced, frequent service and good distribution, attractive stations (and classical music) Downtown Atlanta is a 21st century metropolis (soda straw architecture) The business center, recreation facilities and Government center were separate sub-locations within the central part of the city. The conference facilities were of the latest "Rousian" fashion, posh and glitzy.

Planlines

By Chuch Myer, AICP

CONFESSIONS OF A DOUBLE AGENT

At the 1988 CalChapter APA Conference, Public Information Vice President Steve Preston led a panel discussion on strategies for working with the press. His strategies were news releases, press kits, interpersonal contacts and liaisons.

My strategy is more blatant: complete infiltration

"Something's wrong here. There's a spy in the newsroom. Worse yet, he's a city employee! He's using our video display terminals. Oh, no!"

Those are the fears some newspaper employees may have expressed when I first became a weekly newspaper columnist. Most of the regular employees never meet the columnists who mail in their weekly contributions. Suddenly, here in their midst was a "double agent" working for the City Planning Department and composing a weekly newspaper column on the sly.

From the newspaper's perspective, I had always been on the other side of the proverbial fence. As a frequent "source" for the City beat reporter, I had been "burned" by my share of inaccurate stories. But unlike some of my colleagues, I didn't always blame the press for every mistake.

In fact, I began to notice more and more of the gripes I heard about the local paper were unfounded. So I threw the question back at the complainers, and then, ultimately, back at myself: "How could we improve the quality of the local paper?" I took my cue from the tired maxim: "If you can't beat 'em."

I didn't know how to approach the editors at first, so I put together a column proposal with samples of my work.

They were immediately skeptical, of course. Did I have an axe to grind? Would I use the column to try to sway public opinion on civic matters?

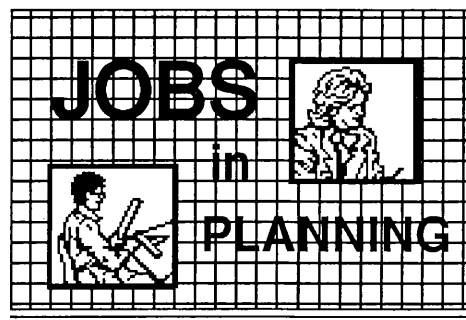
To avoid the obvious possible conflict of interest with my professional duties, I chose cultural affairs as my focus. Since I am involved in my local arts community, I thought I might be able to shed light on "behind-the-scenes" stories from local arts circles. In my weekly column, I began to cover activities of local arts groups, perspectives on local history - both civic and cultural, "Backstage Bumbler" critiques, arts administration and humor pieces.

I quickly realized a few surprising benefits. I gained new rapport with the reporters, even camaraderie, as well as gaining valuable knowledge of deadlines, style, and the inner workings of the newsroom. In addition, I found that I was getting recognition and respect from the public, to whom I was now more than just another bureaucrat.

Well, 435 column/weeks (and seven editors) later, I'm still churning it out. My column has since appeared on each day of the week in lifestyles or special entertainment sections of the Gilroy Dispatch, Hollister Free Lance, and Morgan Hill Times, and reprints in other periodicals.

In my presentation to other community professionals, I recommend that they, too, try their hand as local columnists, in op-ed, entertainment, sports, garden, food, or whatever. If they can't make a weekly commitment, I suggest articles in Sunday supplements, book reviews or informative (as opposed to reactive or accusatory) letters to the editor.

And if they even can't do that, I suggest they stop complaining!



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ASSOC. & SR. PLANNERS- CH2MHILL.

Two positions with national firm in San Jose Office. EIR and land use planning emph. College degree, 5+ yrs. exp.; Project mgmt. and public sector exp. pref. Resume to: Brian O'Halloran. 2107 North First Street, Suite 350, San Jose, CA 95131.

ASSISTANT PLANNER -- Wilbur Smith

& Assoc. Assist in transportation studies. Transp. background not req'd; planning background desired. Resume to: Mark Wagner, WSA. 282 2nd Street, San Francisco, CA 94105. More info, call 415/896-0670.

DOWNTOWN PROJECT MANAGER --

Morgan Hill, CA. (\$26,000-\$32,000/yr) Lead Main St. downtown revitalization program. Education/experience in econ., planning, finance, pub. relations, small business dev. Apply by 7/28/89. Resume/letter of interest to: Morgan Hill Downtown Revitalization Program. PO Box 364. Morgan Hill, CA. 95038-0364. More info, call 408/779-6798.

DIRECTOR OF PLANNING-Concord, CA.

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PLANNER/ECONOMIST -- EPS.

Salary negot. Land economics consulting firm. Advanced degree in city planning or related field. Related work exp. desired. Strong computer, analytical, writing skills. Resumes to: EPS. 1815 B 4th St, Berkeley, CA 94710. Attn: Christine Donaldson.

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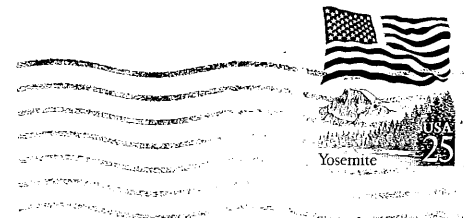
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WANTED: EAST BAY LIAISON NORTHERN SECTION APA BOARD

The Northern Section APA Board is seeking an East Bay Liaison who is innovative, action-oriented and comes through on commitments. 400 of Northern Section's approximately 1,200 members are in the East Bay. After years of service, Matthew LeGrant has retired from his position as East Bay Liaison. The Board is on the move and we need the right planner to take the baton and represent the East Bay.

Minimum responsibilities are: attend Northern Section Board meetings in Foster City on a quarterly basis; participate in the annual Board Retreat in October 1989; and organize one or two program meetings in the East Bay next year. Beyond that - it is up to you!

If you are interested or know a desirable candidate, please call Director Pro Tem Ann Millican at (415) 652-2426. The Board is actively recruiting to fill this position before the Retreat, so call now.



NORTHERN NEWS

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