

NORTHERN NEWS

PARIS...

November 2, 1989 - San Francisco

AND THE GRAND PROJECTS

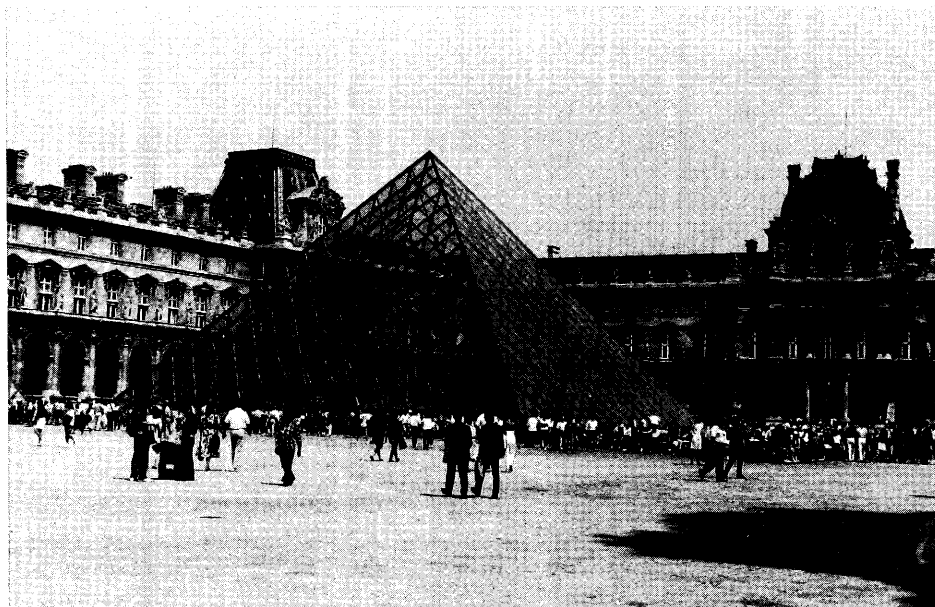
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In honor of the French Bicentennial, The Northern Section of Cal Chapter APA and the San Francisco Chapter of the American Institute of Architects (AIA) are jointly sponsoring a program on Paris and The Grand Projects. The event will take place on Thursday, November 2nd at the AIA offices at 130 Sutter Street in San Francisco. Wine and cheese will be served between 6:00 and 7:00pm, and the presentation will begin at 7:00pm. There will be no charge at the door, but there will be a nominal cost for wine.

The speaker will be Bernard Metais, Bechtel Vice President and Manager of Architecture and Engineering. He is an engineer and native of Paris. A slide show is planned, concentrating on the "Grand Projects" of the last decade, culminating in this year's bicentennial. These developments include the I.M. Pei-designed Louvre Pyramid, the Grand Arch a la Defense, the Bastille Opera House and others.

Mr. Metais will give a socio-historical perspective of the Grand Projects as well as a visual analysis. For additional information, call NSCCAPA San Francisco Liaison Steven Wanat at 415/435-1651.

Northern NewsMAKERS !

Steven M. Pickrell has joined Korve Engineering as Senior Project Manager...From the Monterey Bay Sub-Section: Jim Felton, new Associate Planner for Marina; William Phillips, new Asst. Planning Director for Monterey County; Kathy McKenna, new Senior Planner at Monterey County with the Coastal Team; Russ Lambert, promoted to Senior Planner at Monterey County; Jim MacKenzie, new Planner II at Seaside. Ken Thomas, new Associate Planner at the City of Santa Cruz; Manual Rede, new Director of Community Development in Salinas; Diane Henderson, new Principal Planner for Salinas; Dan Shaw, new Asst. Director for Advance Planning at Santa Cruz County...Mark Caughey has been promoted to City Planner in Cupertino.

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Revitalizing Urban Communities

SAN FRANCISCO STATE UNIVERSITY

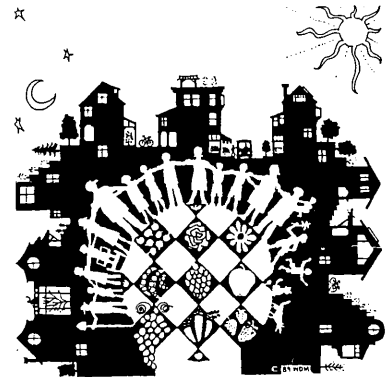
Thursday Evening, NOVEMBER 2 though Saturday, NOVEMBER 4

Revitalization through Affordable Housing...

Northern Section CCAPA, in association with the Bay Area's leading housing advocacy and environmental groups, is sponsoring a three day conference on alternatives for combatting the Bay Area's housing crisis. The conference will focus on alternatives which promote urban revitalization through affordable, ecologically designed and resident-controlled housing

This conference is design to address the roots of the housing crisis in an economic, social and ecological context, and to provide a collaborative process for professionals to share and integrate innovative and feasible solutions that:

- Assure ample low-to-moderate income housing that is permanently affordable
- Promote city planning that overcomes urban sprawl, places housing near work and amenities, reduces traffic and preserves open space
- Provide socially innovative and ecologically sound architectural design, with quality and healthful construction
- Encourage community cohesion through resident-controlled ownership and/or management



We invite you to share your visions for the creation of quality housing and a revitalized urban living environment available to everyone. Whatever your focus, greenbelt preservation, infill housing, light-rail transit, affordable housing, cooperative organization, alternative zoning or any other resource and interest, your participation will be of great value. Widespread implementation of innovative and practical concepts can be achieved only through coalitions formed by people with the skill and guts to fight for a liveable future.

As a conference participant, you will be expected to join two of the four resource teams, assist in the formulation of realistic an innovative approaches to the subject matter, and help to integrate these approaches with those proposed by other resource teams. Rather than a series of presentations by "experts," the conference enable up to 150 seasoned practitioners from housing and planning-related fields to enter into a dialogue on ways out of the jobs, housing, open space and traffic impasse plaguing the Bay Area. Each session will be guided by several resource team leaders and trained recorders will keep us all on track. Be ready to share concerns, concepts and experiences that may contribute to solutions for permanent affordability, resident control and ecologically sound/socially beneficial development.

Since space is limited to 150 participants, early registration is encouraged.

CONFERENCE REGISTRATION

NAME (S) _____
ADDRESS _____ Phone _____

REGISTRATION FEES: Special late notice fee for APA Northern Section members is \$125 until the conference. The door fee is \$150. The fee includes the Thursday evening reception, two lunches, and refreshments. Individuals and your guests are welcome to attend the Thursday November 2 reception and keynote panel for \$7.50 a person.

Check Enclosed For _____ registrations at \$ _____ a person = \$ _____
_____ reception guests at \$ 7.50 a person = \$ _____

Please send check to: SLRC-Conference, 2375 Shattuck Ave., Berkeley, CA 94704

The conference program brochure and directions will be sent to you: Call SLRC at 415/543-6506 for information

Talk with People You Know, But Don't Eat With Them...

Conference Networking, A Continuing Guide

By: Steve Matarazzo, Santa Cruz County Planning Dept.

You may remember that the last time I reported in *Northern News*, it was on the subject of networking at conferences to better understand the state of the planning art in the State. Well, I practiced what I preached at the Pacific Rim conference and found it to be very worthwhile. In San Jose I met many more planners than at any other conference I had previously attended. I thought I'd share the secret to my success. The following tenets summarize my strategy for gaining the maximum benefit from an APA conference:

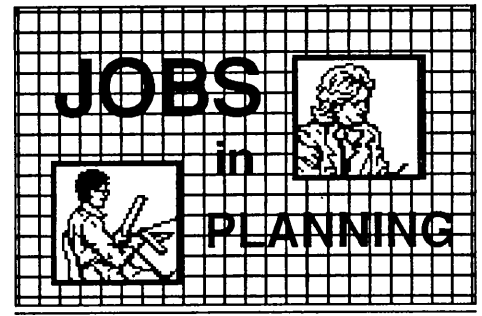
1. Talk with People You Know, But Don't Eat With Them. It's okay, and even a good thing, to talk with familiar faces at the conference as it establishes the fact that you are somebody. However, don't eat with these people. At conference brunches, lunches and receptions sit down with planners that you don't know. It is amazing the stories you'll hear about other departments over a cup of coffee, or better yet, a glass of wine.

2. Be on a Panel, If You Can. At the Pacific Rim conference, I had the privilege to moderate a panel discussion on Growth Management. This instantly created two opportunities for me. First, I was introduced to panel members who had varied points of view on a topic in which I had considerable interest. Second, it attracted other planners to me following the session who told me that they either shared my view on the topic or had other interesting points of reference.

3. Wait in the Hall. Sometimes you can learn more by communicating with other planners before or after a seminar than you can from the actual panel. The moments of gathering coffee and croissants can turn out to be "power snacking." I received a critical bit of information at the latest conference while munching on a bear claw.

4. Don't Rule Out "Enrichment" Activities. At the San Diego conference (Summer, 1987) I got shipwrecked in Mission Bay with about 40 other planners. The tour of the Bay, sponsored by the conference organizers, ending up being an aborted attempt at cruising some of the coastline when the boat broke down in mid-stride. Although we had to be towed back to shore, the extended length of the trip (combined with the extended amount of beer and wine consumed), lent to the opportunity of developing lasting friendships and an uninhibited exchange of information.

If I haven't met you yet, I will. Sometime, somewhere, when you're least expecting it, I'll come up to you at a planning conference brunch and say, "hey, would you mind passing the cream and sugar; and, by the way, what's this I hear about your department crumbling from mismanagement and technical incompetence?"



DIRECTOR OF PLANNING--City of Watsonville, CA. (\$46,632-\$56,664/yr.) City of 30,000 in Santa Cruz County. Direct community dev., housing rehab., zoning, design rev., GP revision.. Advanced training/work exper. in municipal planning/min. 2 yrs. supervisory. Apply by: 11/01/89. Resume/ 5 references to: City of Watsonville, 215 Union St., Watsonville, CA. 95077.

ASSOCIATE PLANNER--Harding Lawson Assoc., Novato, CA. Master's Degree + 2 yrs. experience in land use planning, CEQA/NEPA assessments. Resume to: Patricia Jeffery, 7655 Redwood Blvd., Novato, CA. 94948

SITE PLANNER -- Bissell & Karn, Inc., San Ramon, CA. 2-4 yrs. experience, emphasis in land planning. Graphics, design and writing skills sought. Resume to: Bissell & Karn, Inc., 4637 Chabot Dr., #204, Pleasanton, CA. 94566. More Information: 415/463-0660.

ASSISTANT PLANNER -- City of Hayward, CA. (\$2,635-\$3,210/mo.) Program planning area. Bachelor's Degree + 1 yr. exper. File by: 11/20/89. City of Hayward, 22300 Foothill Blvd., Hayward, CA. 94541. More Info.: 415/784-8669.

TRANSPORTATION PLANNER -- Korve Engineering, Oakland, CA. Project Mgr., 5-10 yrs. experience in traffic, parking, transit studies. Excellent communication skills sought. Resume/Salary History to: Ruth Hotchkiss, Administrator, Korve Engineering, 180 Grand Avenue, Suite 955, Oakland, CA. 94612.

PLANNER I, II, III -- County of Santa Clara, CA. (Range: \$2,244-\$3,856/mo.) Typical assignments: long range planning, general plan maintenance/implementation, environmental assessment, zoning admin.; provisional appointments possible pending completion of recruiting/exam. process. Contact: County Personnel Dept., 408/299-2341.

ASSOCIATE PLANNER -- City of Cupertino, CA. (\$3,152-\$3,849/mo.) Generalist position, assignments in zoning, general plan revision/implementation, design review. Strong writing/communication skills sought. Bachelor's Degree, Planning/Rel. field + 4 yrs. prof. planning exper. File by: 11/01/89. More Information: 408/252-4505.

PLANNER (temp.)-- Bay Area Air Quality Mgmt. Dist. (\$1,600/mo., 20 hrs/wk.) CEQA comments; Grad. work, Planning, EIR writing exper. pref. More Information: 415/771-6000.

Planlines

By Chuck Myer, AICP

PARTING RIM SHOTS:

Reflections on the 1989 CCAPA Conference

At the CCAPA Northern Section's state-of-the-art conference, "Pacific Rim - The Next 20 Years," we plunged headlong into the next century. Many of us are now asking, however, how we can get back out.

In the 21st century, we learned, the nations surrounding the Pacific will take the leading role on the global stage. Unfortunately, attempts by the conference organizers to forge a truly international experience with professional planners from Mexico, Latin America, Japan, China, et. al.. didn't fully materialize.

The keynote speaker, author Yuriko Kishimoto, quoted Margaret Mead in saying "we are all equally immigrants into a new area." She alluded to the schizophrenic love/hate relationship America has with foreign (particularly Japanese) investors, and how that will affect the emergence of the Pacific Rim as an economic force in the 21st century. She may have lost her point, however, when she speculated that if we had shut off immigration earlier in this century we would not have Deukmejian as our governor.

The Pacific Rim track of seminars was fused with other more traditional tracks such a professional development, environment, growth management, etc. Topics of interest to the private sector and international planners were woven into the fabric of the conference.

The choice of conference location was particularly significant. San Jose is in the wake of a major emergence as an urban center. Major redevelopment projects are emerging from the ground, while bold new mass transit systems and skylines are being etched into a previously non-descript downtown. The Fairmont Hotel is touted as the crown jewel in what speaker Michael Malone said is now the "Center of Silicon Valley."

Still, San Jose did not bend over backwards to overpromote itself. Instead, it offered low-key mobile workshops and a very creative reception atop the Silicon Valley Financial Center. The building's unfinished top floor offered tremendous views of the emerging city without interior distractions. The "heating duct and plumbing" decor was not unlike that of UC Berkeley's Wurster Hall (the original proposed location for this conference) which uses the unfinished look to subconsciously motivate us to strive for completion.

Unlike previous ventures in Yosemite and Palm Springs, this conference was characterized by commuting conferees who pick and choose from the conference events, rather than destination-oriented conferees who bring their families to enjoy the locale and mix business with pleasure.

Standard conference activities, special events, the CPF auction and presentation of awards weren't forgotten. Some other conference "awards" that should have been given might include:

1. The "Planning Ahead Award:" To the conference panel moderator who showed up on time but at the Fairmont Hotel in San Francisco.
2. The "Long-Range Planning Award:" To Richard Eisner, director of the Bay Area Earthquake Preparedness Project, who presented a diagram of California's geography as it will appear 8 million years from now (Some impact on the CCAPA Section may be felt, since Monterey will be north of San Francisco, and Berkeley will be south of L.A.)
3. The "Sorry I Mentioned It Award:" To the Conference Correction Sheet which pointed out that Chronicle Reporter "Ramon McCloud's name is misspelled," but failed to change the spelling.
4. The "If You Can't Beat 'Em Join 'Em Award:" To the Santa Cruz County Planning Department which rented space amidst the private sector booths in order to advertise their job

Pacific Rim Conference

T-Shirt Sale!

You can still get a swell souvenir of the Conference by ordering one (or more) of those, high-quality cotton T's with the Pacific Rim logo; They'er \$5.00 ea. + \$2.00 postage. (sm,m,l,xl).

Send your check to: Valerie Young, NSCCAPA Treasurer, 13495 Sousa Lane, Saratoga, CA. 95070

openings for 14 vacant planning positions!

5. Quote of the Year Award - For an Attributable Quote: To CCAPA To CCAPA Journalism Award winner Brad Inman for the difference between the Pope and the Planning Director (with the Pope, you only have to kiss his ring). Unattributable Quote: To the woman overheard at the opening reception to say, "I was stuck! I was a senior planner and had no desire to become a Planning Director. So I had no choice but to go to law school."
6. The "Global Warming Award:" To Conference Chair Bob Sturdivant. An experienced international tour guide and peacemaker, Sturdivant saw a Pacific Rim conference as a culmination of his efforts to link planners across the globe. He deserves admiration for his ambitious agenda.

See you in Newport Beach in 1990.

Chuck Myer is senior planner in Gilroy, the Garlic Capital of the Pacific Rim.

(For a copy of "Reflections" on any CCAPA Conference between 1978 and 1988, write to Chuck Myer, c/o Backstages, P.O. Box 2296, Gilroy, CA. 95021)



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