

NORTHERN NEWS

Three-Way Split for East Bay Section Representative

**Noack, Wixom, Holan named
as co-Liaisons**

The decision of the Board to expand the Liaison position representing the sprawling East Bay sub-region was brought about in part by the positive response to the ad placed in the August edition of *Northern News*. The expanding population and far-flung geography of the area convinced the Board that additional representation was appropriate.

Steve Noack, Currently with Woodward-Clyde consultants, now represents northern Alameda



Board Officers and Members Focus on the New Year at the Annual Retreat

County (Oakland, Berkeley), and the City of Richmond in western Contra Costa County. Steve is a graduate of Willamette University and San Jose State, and has worked with local government in Oregon and California, and with consulting firms in California.

(Continued on Page 2)

NSCCAPA Board Charts Direction for 1990

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DUNCAN & JONES

By Ann Millican

Retreat' 3. a period of seclusion; one devoted to contemplation away from the pressures of ordinary life, usually as a group activity.

Northern Section Board members spent a Saturday in November at a retreat to assess goals and accomplishments in 1989 and plan for 1990 APA programs and activities. Board members reflected on the demands of the successful Pacific Rim Conference and a busy year of programs. Each Board member reported on what was accomplished on the 1989 Action Plan, a "to do" list for each of the Section's many program areas.

After reflecting on what went right and what could be improved next time, the group started planning for 1990. Ann Millican and Valerie Young led the Board through a series of brainstorming sessions on these topics to identify strategic decisions for the 1990 NSCCAPA Action Plan.:

- o Meeting Events — Ideas on how to improve attendance and programming
- o Meeting Topics — 35 potential topics were identified
- o Event Calendar — the 1990 calendar was created, excerpts will be published periodically in *Northern News*
- o Northern News — How to make a good thing better
- o Implementation — How to make plans a reality by updating the Strategic Plan, updating Section By-Laws, adopting 1990 Action Plans, adopting a budget and maintaining the Event Calendar.

During 1990, the Board will be taking action on strategic decisions made at the retreat. Look for coverage in future issues of the newsletter.

East Bay Co-Liaisons Named to NSCCAPA Board

Jon Holan, long-range planner for Union City, represents southern Alameda County, and the Danville-San Ramon Area of Contra Costa County. A graduate of the University of Washington and Cal-State Hayward, Jon has worked in local government as a planner in Washington State and Ventura, California.

The Central East Bay position was filled by Contra Costa County Planner Celeste Wixom. She has served municipal and county agencies throughout the Bay Area, in current, long range, fiscal planning and housing. She is a graduate of Sonoma State, San Jose State and has a paralegal certificate from Santa Clara University.

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Congestion Management and Mitigation Monitoring

An all Day Workshop Sponsored by CalChapter
APA and Northern Section CCAPA

Friday March 30
Holiday Inn Crowne Plaza
San Francisco

Half of the day will be devoted to discussion regarding SB471, which requires managing traffic congestion as a prerequisite for receipt of gas tax revenues enabled by this legislation. Expert panelists will discuss local governments' response to congestion management and the real estate community's reaction to costs and regulatory measures resulting from the legislation. This workshop will be particularly useful to local government planners, technicians involved with traffic management, consultants involved in traffic mitigation, local government officials responsible for directing policy in matters of traffic management, and real estate developers.

The second half of the day will be devoted to an update of SB3180 which requires mitigation monitoring by responsible agencies levying mitigation measures on projects a part of CEQA requirements. Panelists will discuss the direction of programs which have been implemented during the past year to fulfill the requirements of the law. Such topics as "How much is enough?" "Who pays?" and "Who has been made responsible to monitor?" will be discussed.

Watch for registration information in your next issue of *Northern News*.

San Mateo County Planners
Ass'n and Northern Section
APA to meet jointly on March
15, 1990. Watch for details!!!

Historical Planning Landmark Awards

By Bob Graham, AICP

On September 11-15, 1990 at the CCAPA Conference in Newport Beach, Chapter awards will be given for Historic Planning Landmarks. Between now and February 28th, I will be working with the NorCal 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/telephone your suggestion and supporting information to:

Bob Graham, AICP
625 Pine Creek Road
Walnut Creek, CA. 94598
(415) 933-5937.

CACEO Conference: March 7-9, 1990

The California Association of Code Enforcement Officers will hold its annual training seminar and general membership meeting on March 7-9 at the Radisson Hotel in Sacramento. The registration fee of \$150 includes three days of seminars and courses on case preparation, professional development, legal issues, administration, permitting, and community outreach. Register now by calling Stephanie D'Agostini at (209)223-6565.

Chuck Myer's

Planlines

"The Occasional Adventures of Herb Renewell"

(Episode 2) - HERB GOES TO THE ASSESSMENT CENTER

Herb had a very uneasy feeling in his solar plexus. Here he was, driving north to an interview for the planning director position in Podunkville, which was 200 miles to the south. He was worried about having questions about a city he had never been to. The interview was going to be held at a bar in an international airport. And he would be interviewed by a paid-for-hire management consultant that might even know the difference between commercial red and canary yellow residential.

What was going on here? What happened to the good ol' boy interviews of yesteryear? You know, twenty minutes in the City Hall conference room with planning directors from three towns down the road taking turns reading pre-arranged questions from ditto sheets (so they don't say anything illegal) and hoping that the applicant scheduled right before their free lunch won't show up.

And who are these head hunters, telling us what's wrong with our resumes? When did people start reading resumes, anyway?

The good ol' boy interview had withstood years of tradition. Why did they have to mess around with it? Now they've got ex-police chiefs interviewing planning director applicants in the name of "management team building." And they interview us in hotel suites behind the freeway.

It reminded Herb more of having an affair than having an interview.

After the screening interview, the head-hunter gave Herb a few more instructions on the rest of "the process."

Do you mean the interview isn't over yet? A what? An assessment center? I

thought that's where you go when you're unemployed and you can't remember the color of your parachute.

A week later, Herb was herded into a room with eight other Herbs and given instructions by a pretty person who said she was a "facilitator." She said other people were there, too, called assessors, but that they couldn't be seen because they were behind the one-way mirror. She told Herb to pretend they weren't there.

What was that? Do I know my personality type? Of course I do. I'm a type C (Jeez, does she want to know my sign, too?)

An in-box exercise? Oh, you wouldn't want to see my in-box, thank you. That's personal. There are things unknown to science growing in there.

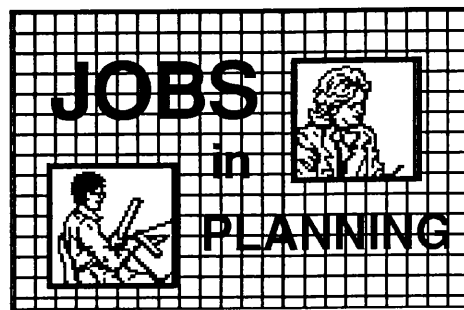
Excuse me? Draw a diagram of myself with flow pens on I-board and present it to the other applicants in 5 minutes or less. OK This is just like college. Or my est training. You do let us go to the bathroom, don't you?

Now what? You want us all to meet the City Council? And eat brie cheese with them and pretend I like their local wine and give them a chance to check me out to see if I'm politically acceptable or at least wouldn't be a liability during next November's election and would keep my mouth shut unless a photo opportunity presented itself? Well, I guess that's not too much to ask.

A week later, Herb waited by the phone in expectation. Finally, it rang. It was the City Manager of Podunkville.

Now wait just a minute, said Herb. You want to interview my boss? He doesn't even know I'm job hunting! What? You want to interview my spouse? She doesn't know either. What is this, anyway? In the old days you couldn't even ask me if I had a spouse! Now you want her to pull out the family photo album before you decide to hire me?

Forget it, said Herb. I don't think I'm sophisticated enough for Podunkville.



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ASSISTANT PLANNER - City of Alameda, Ca. (\$2,583-\$3,140/mo. + City Pd. PERS) Varied assignments, current and long range projects. BA Planning/Arch./Rel. Field; 1 year professional experience. More Information call: 415/748-4521.

PLANNING DIRECTOR - Alameda County (to \$81,672/yr.) Provide leadership in dynamic growth area. BA Degree and min. 5 yrs. increg. respons. experience incl. 3 yrs. admin/sup. Apply by: 02/28/90 More Information call: 415/272-0541.

ASSOCIATE PLANNER-- City of Saratoga, CA. (\$2,884-\$3,681/mo.) Current and long range assignments; extensive public contact in city of 30,000 pop. BA degree in Planning/rel field + 4 yrs. experience or Master's Degree + 3 yrs. experience; hillside planning experience planning desirable. Apply by: Open until filled. More information, call 408/867-3438.

ASST./ASSOC. PLANNER -- City of Morgan Hill, CA. (Asst: \$2,684-\$3,263/mo.; Assoc: \$3,037-\$3,691/mo.) May hire at either level, DOQ. Current planning emphasis/public contact skills vital; BA degree in Planning/rel field with some exper. (Asst.); 2 yrs. experience for Assoc.. Apply by: Open until Filled. More information call 408/779-7271.

TRANSPORTATION PLANNER - Solano County (\$34,688-\$42,165/yr.) Coord. plng. and funding of major transportation projects. 3 yrs. transp. plng. exper. at local/regional level. Apply by: Open until Filled. More Information call: 707/429-6321.

SENIOR PLANNER-- Town of Danville, CA. (\$3,165-\$4,352/mo.) Current and long range assignments; extensive public contact; project management/presentation skills sought. BA degree in Planning/rel field + 4 yrs. experience/ 1yr. superv. exper. Apply by: 03/02/90. More information, call 415/820-1080.

More Jobs on the next page

More...

Jobs in Planning

TRANSPORTATION PLANNER, ASSOCIATE PLANNER-- City of Berkeley, CA. (\$34,092-\$40,464/yr.) Current and long range assignments; Four-year degree in Planning/rel field + 4 yrs. experience or Master's Degree + 2 yrs. planning experience. Apply by: Open until filled. More information, call 415/644-6460.

URBAN/ENVIRONMENTAL PLANNER-- Peat Marwick (Salary DOQ) Community plans, EIR's and noise analysis/mitigation. Apply by: Open until filled. Resume to: RLT, PO Box 8007, San Francisco, CA. 94128.

ASSISTANT PLANNER-- Ruth & Going, Inc. (Salary DOQ) Government approval processing; multidisciplinary project coordination. BA/BS degree in Planning/rel field + 4 yrs. experience or Master's Degree + 2 yrs. planning experience. Apply by: Open until filled. Resume to: G. DeYoung, P.O. Box 611600, San Jose, CA. 95161-1600.

ASSISTANT PLANNER & ASSO- CIATE PLANNER-- City of Sunnyvale, CA. (Associate: \$3,012-\$3,661/mo.; Assistant: \$2,553-\$3,104/mo.) Associate requires MA Degree Planning/rel field + 2 yrs. local planning experience; Assistant requires BA Degree Planning/rel field + 6 mos. local professional experience; Apply by: 03/01/90 More information, call 408/730-7490.

PLANNING DIRECTOR -- City of Alameda. (\$4,533-\$5,510/mo. + City Pd. PERS). Req. BA in Planning, Pub. Adm., Arch., or rel. field. Exp. in planning, urban design and supervision. Masters Degree and CA muni. exp. desired. Open until filled. Request appl. from: Personnel Dept. City Hall, Rm 312, 2263 Santa Clara Ave., Alameda, CA 94501. More info: (415)748-4521.

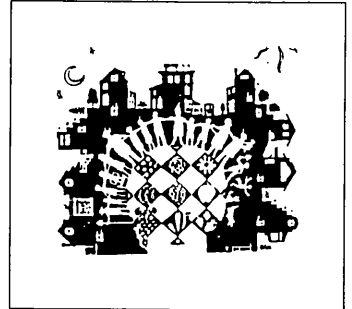
PLANNER I/II -- City of San Jose. (I: \$2,283-2,774/mo.; II: \$2,747-3,339). 3 openings, may hire at either level dep. on experience. Implementation Division -project and design review. Planner I req. degree in planning, CE, or rel. field. Planner II req. degree + 2 yrs. exp. or Masters. Testing Feb or March. Apply ASAP to City of San Jose, Rm. 207, 801 N. 1st St., SJ. CA 95110. More info: (408) 277-4205.



AEP Conference in San Francisco, May 3-6, 1990

REVITALIZING URBAN COMMUNITIES ... A follow-up

The "Revitalizing Urban Communities" Conference held November 2-4, 1989 couldn't have been more timely. Just two weeks earlier, the most devastating earthquake in more than 80 years rocked the Bay Area, heightening concerns for community values, quality of life and the opportunity and need for redevelopment. There was a major realization that pre-earthquake preparation and planning is essential for public protection and is also an effective tool for carrying out revitalization goals. The conference also pointed out the obstacles to innovative housing and planning solutions, and identified the necessary elements of urban revitalization.



Participants found that we must develop comprehensive and more tightly coordinated policies and mechanisms for making our cities more compact, liveable and safe. To do so, we must encourage greater use of public transit systems, attractive and ecologically planned infill housing as an alternative to single family sprawl, liveable and affordable housing for everyone, and residential arrangements which promote a sense of community while enabling residents to have control as well as diversity within their environment. Pre-earthquake planning and upgrading of our housing stock must be considered mandatory, as well as a revitalization tool. At the conference, it became obvious that we have the collective know-how and that we must coalesce around these imperatives in context with responsible planning and funding programs.

One outcome of the conference was a 12 point statement concerned with earthquake recovery. The statement is intended as a recommendation for local, state and federal policy makers:

1. Give first priority to those most in need and least able to respond
2. Mandate that cities and counties provide affordable housing for emergency response personnel.
3. Encourage and plan for alternative uses for destroyed building sites.
4. Exercise the opportunity to reset the course of regional land use and transportation policies.
5. Implement pre-earthquake preparedness of structures and infrastructure and post-quake emergency response and recovery systems.
6. Enforce and or re-assess land use policies and codes for strengthening earthquake safety and preparedness.
7. Revise tax codes and fee schedules to encourage safe, affordable housing for the earthquake-displaced.
8. Emphasize pre-quake planning for pedestrians, bicycles and transit.
9. Retain and make permanent positive emergency response alternatives such as flex-time, telecommuting and ferry service.
10. Respect and maintain pre-existing community, social and cultural infrastructure.
11. Use local/indigenous personnel and organization sensitive to the needs and emotions of effected populations.
12. Preserve and enhance the sense of regional cooperation that emerged after the earthquake.

A valuable end product of the conference lies in the networking that took place and the solutions presented. A conference report summarizing these solutions should be finished this month, and may be obtained at a cost of \$15 from Ken Norwood, Director of the Shared Living Resource Center at 415/548-6606.

The Right to Play



The PLAYFUL CITY is a national effort to create a new vision for urban areas - one which will meet the needs of children, youth and families. This effort will be the focus of a conference at Stanford University, July 29 - August 1, 1990 to develop planning and design strategies for creating communities which are sensitive to childrens' needs. Participants will include policymakers, parents, youth and professionals representing many fields.

As precursor to the conference, focus groups are being conducted in 15 locations around the country to poll young people on how urban environments can be improved to meet their needs. Results of the focus groups will be used at the Stanford conference to develop design recommendations and guidelines. The conference will consist of interactive, working sessions with participation open to about 150 people. A wide range of topics are to be covered, including, "the adventure of shopping," "meeting family needs in the workplace," and the use of land and water as family resources. The guidelines resulting from the conference are to become a reference for public policymakers, architects, planners and anyone else responsible for shaping the built environment.

The purpose of the project is to engage young persons and their families in evaluating their everyday environment and to make proposals for its improvement. Principal goals are: 1) to train young people in democratic decision making with regard to their environment, 2) to highlight the recreational needs of young people and their families in the urban environment, 3) to demonstrate that young people have much to contribute to planning and design ideas 4) to develop specific proposals for improving urban environments, and 5) to promote as a public issue the recreational and educational needs of children in urban places.

the PLAYFUL CITY is funded in part by the National Endowment for the Arts and is sponsored by the American Society of Landscape Architects, APA, and Stanford University. For information on conference registration, contact PLAE, Inc., 1802 Fifth Street, Berkeley, CA. 94710 or call 415/845-7523.



AFT Reports on Changing Central Valley

Past and Projected Effects of Urban Encroachment on Farmland

By Colleen Connor

The American Farmland Trust (AFT) recently released a report on the problems facing the Central Valley Farm industry. The report titled *Risks, Challenges and Opportunities, Agriculture, Resources and Growth in A Changing Central Valley* is based on a yearlong review of the pressures confronting Central Valley agriculture, and includes suggested actions for public officials and the private sector. The report also looks at the past and projected effects of urban encroachment on farmland.

The Trust claims that California agriculture is at risk from urbanization, pollution, salinity and farm drainage problems, and competition for scarce water. Although these prob-

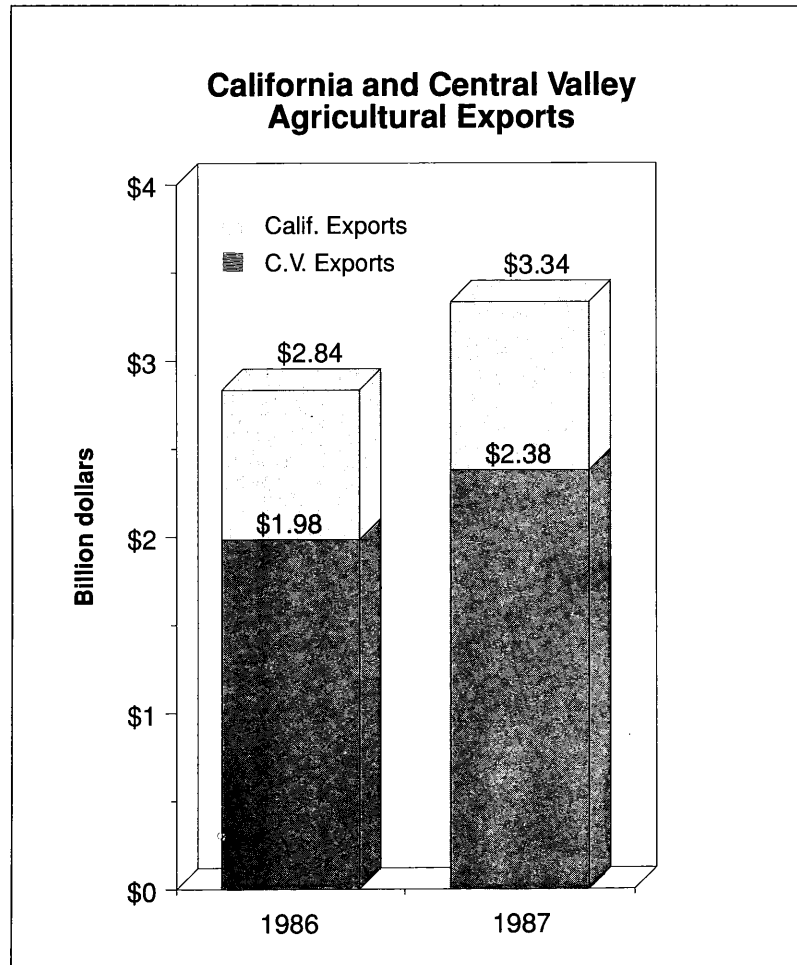
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AFT Reports on Changing Central Valley

(Continued from previous page)

blems are not exclusive to agriculture in the Central Valley, they affect ten counties in what some consider the most economically important region in the country. The Central Valley's 6 million acres stretch 400 miles from Redding to Bakersfield, and are the source of 250 different crops and livestock commodities. The Valley's \$11 billion dollar agricultural industry accounts for 2/3 of the state's annual farm sales and provides over 300,000 jobs for Valley residents.

In the last 15 years, there has been an annual loss of 2,000 to 3,000 acres in each of the 10 Valley counties; another 360,000 farmland acres are projected to be urbanized by the year 2010. AFT's report proposes 32 actions to be taken at the local, state and federal levels to conserve farmland, improve air quality, manage drainage problems and encourage local agricultural economic development. Among their proposed actions to stem the tide are: a requirement that conversion of



farmland be considered a "significant environmental impact" under CEQA; the establishment of compensatory farmland preservation programs at the state and local levels, and the adoption of farmland conservation standards and policies for LAFCO decisions involving farmland.

Almost half of all irrigated farmland in the San Joaquin Valley, 2.3 million acres, is adversely affected by high salt concentrations in the soil, with projections indicating that this figure could double in ten years. The Trust proposes that the state develop a drainage plan by 1992 for the west side of the Valley and provide state funds for alternative production systems such as agroforestry and dry land crop rotation in problem areas. A state groundwater policy, and a state policy on water marketing and water transfers, as well as reduction of constraints on their use is also recommended.

To address the air quality problems from ozone pollution that have caused crop yield losses as high as 30% for some commodities, AFT recommends formation of a regional air quality district in the San Joaquin Valley and adoption of regional air quality standards. To preserve jobs which still account for 17% of total employment in 9 Central Valley counties, Agriculture Enterprise zones which allow capital improvements and promote services for agriculture are suggested, along with targeting of state Rural Renaissance Program funds on agricultural development activities in the Central Valley.

The AFT is a national non-profit organization dedicated to preservation of farmland. Their report may be obtained from AFT's Western Office, 512 Second Street, 4th Floor, San Francisco, CA. 94107 (415/543-2098)



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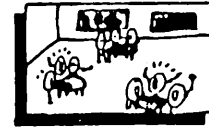
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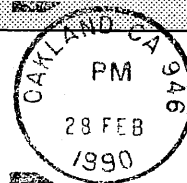


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SPRING CALENDAR OF EVENTS

- March 7-9 CACEO Conference, Sacramento
- March 13 Prop 13 Workshop, Northern Section/ CCAPA meeting @ SFO Airport Marriott
- March 15 11:00-1:30 luncheon on career changes in planning; sponsored by San Mateo Co. Planners Association and Northern Section. Call 877-8874 for details.
- March 29- April 1 First International Ecological City Conference. Berkeley Conference Center. Sponsored by Urban Ecology. Call 549-1724 for details.
- March 30 Day-long Mitigation Monitoring workshop at Holiday Inn Crowne Plaza, San Francisco. Jointly sponsored by Northern Section APA and Cal Chapter.
- April 12 Transportation Issues Workshop, sponsored by Northern Section APA. To be held at City Hall, Union City @ 7 PM. Details to follow.
- April 18 Workshop for AICP Exam Participants @ UC Berkeley.
- April 21-25 National APA Conference in Denver.
- May 3-6 AEP Statewide Conference. Cathedral Hill Hotel, San Francisco.



NORTHERN NEWS

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