

NORTHERN NEWS

SAN FRANCISCO

THE PERSISTENCE OF PLACE

RECEIVED
APR 25 1990
DUNCAN & JONES

by James A. Clapp

It is an incontestable fact of life that the two fundamental dimensions of existence are Time and Space. This might sound like idle philosophizing, but nothing brings this fact down to reality like an earthquake, or any like catastrophe. Most of the time, we go about with little wonder that this or that time or place might change our lives, or end them; but we have all found ourselves at one time or another "in the wrong place at the wrong time."

In the San Francisco Bay Area and environs, during a 15-second period around 5:05 p.m. on October 17, 1989, circumstance and place intersected with great consequence in the life of those cities and their inhabitants. Like great, jagged sweeps on seismograph paper, that date and those seconds became uniquely etched in the lives of those who experienced them. Others can try to understand what it was like, perhaps empathize, but they can only share the experience by analogy or imagination. Perhaps this observation is close to the obvious. But its implications are not. It is not obvious to many who are not San Franciscans why anyone would want to live in a city under constant threat of geological oblivion. San Franciscans are aware of this fact; it goes with the territory. Nevertheless, they will again stubbornly rebuild on their faulted promontory, however the subterranean gods of plate tectonics may conspire to shake them off. It may seem irrational, but it's also very human.

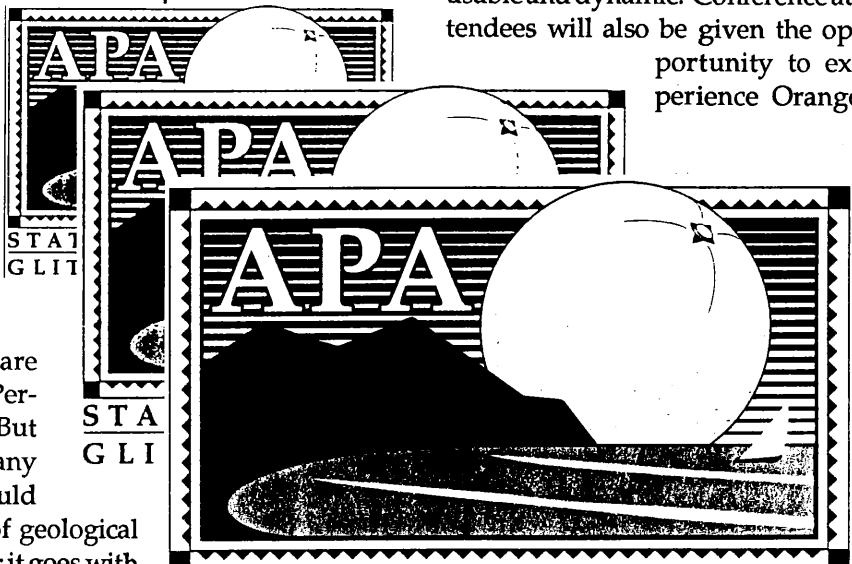
Since the time when prehistoric people made burial places into shrines, places which are locations of geography and memory have been a persistent feature of human existence. Places connect our pasts, presents and futures; they are our collective identity and biography. When we consider this, it is less puzzling why Italians rebuild towns on the lava-ravaged slopes of Vesuvius, why Johnstownians return to their floodplain, why Beirutis cling to their living hell. It is why our hometowns remain special in our memories long after we have left them. We may even connect our aesthetic or spiritual existence with places to which we have never physically been, like Jerusalem, Rome, or Mecca.

(See San Francisco on page 4)

The Orange Section APA is hosting the 1990 State Convention at the Newport Beach Marriott at Fashion Island. The conference runs September 11 to 14, 1990.

The convention theme *Glitz vs. Glitches* will provide the framework for the topics of discussion to include growth management, tourist planning, auto malls, super solutions, earthquake preparedness, franchise design review, neighborhoods in transition and career development.

It is the goal of the convention committee to provide planners with sessions that are timely, usable and dynamic. Conference attendees will also be given the opportunity to experience Orange



**STATE CONFERENCE 1990
GLITZ versus GLITCHES**

County regional activities via mobile workshops from the fabled freeways to the unexpected rural outback, as well as gala receptions and entertainment.

It's happening in Orange County. Be a part of it! Planners in the 1990s will need to be more informed than ever.

For more information call Julie Oberg, The Keith Company, at (714) 641-0600.

TAKING CARE OF BUSINESS

by Ann B. Millican

Hartmut Gerdes Appointed Media Liaison

In March, the Board redefined and expanded the job of Public Relations Director to respond to the growing opportunity to communicate to the public through video, cable television, and local PBS channels. Hartmut Gerdes was appointed to fill this new position. According to Hartmut, planners may become the heroes or the victims of the media. To demystify the media and empower us to use the media effectively to communicate planning issues, Hartmut is assembling an organizing committee for a fall conference on media issues to be jointly sponsored by APA and other organizations. If you are interested, call Hartmut at (415) 398-7044.

McMillan and Schubert Appointed Peninsula Co-Liaisons

Two able planners came forward for consideration as the new Peninsula Liaison, the position vacated by Frank Osgood when he became Director Pro-Tem. Both were appointed as Peninsula co-liaisons so that more events could be planned for San Mateo County and so that the 'buddy system' could be used in planning events.

Heather McMillan is a long-range planner with San Mateo County. She is working on the County Zoning Ordinance revision and the Seismic Hazards Mitigation Program for unreinforced masonry buildings. Previously, she worked for the Port San Luis Harbor District and with coastal wetlands enhancement projects in San Luis Obispo. She is an experienced events organizer, working with committees on growth management and rural aesthetics in San Luis Obispo.

Robert Schubert is the other half of the Peninsula co-liaison team. Robert is a consultant who has worked as a contract planner for the cities of Belmont, Woodside, Los Altos and South San Francisco. He was also previously Foster City's Chief Planner. An active member of the Planner's Association of San Mateo County for ten years, Robert will provide a strong link between this organization and APA.

Pacific Rim Conference Tapes Available to Borrow

The company that taped the Pacific Rim conference in September 1989, presented Northern Section with an entire set of tapes for our library. These are available for borrowing. For example, if you are wondering how to handle a leaking underground storage tank, and wonder when DHS gets involved and how other cities handle it, get some ideas from the tape on the session, "Hazardous Materials: Handling Them Right" from the Conference. Listen to it on your commute to work! Give me a call to check one out.

Interested in Legislative Advocacy?

Legislative Liaison **Don Steiger** will be organizing a Legislative Committee to assist in reviewing legislation which Northern Section is requested to review. Don serves as our representative on the Cal Chapter Legislative Review Team. Planner politicos contact Don to get more information.



NORTHERN SECTION DIRECTORY

Ann Bogush Millican <i>Director</i>	415/652-2426
Frank Osgood <i>Director Pro Tem</i>	415/692-7439
Dena Belzer <i>Treasurer</i>	415/549-7310
Valerie Young <i>Administration Director</i>	408/436-4909
Darryl Boyd <i>South Bay Liaison</i>	408/277-4576
David Miller <i>Professional Development</i>	415/368-9802
Jeff Holmwood <i>Membership Coordinator</i>	415/275-1280
Juanell Waldo <i>Education Coordinator</i>	415/299-2521
Don Bradley <i>AICP Coordinator</i>	415/592-0195
J.T. Wick <i>North Bay Liaison</i>	415/499-6269
Steve Noack <i>East Bay Liaison—North</i>	415/874-3156
Jon Holan <i>East Bay Liaison—South</i>	415/471-3232
Celeste Wixom <i>East Bay Liaison—Central</i>	415/646-2035
Jeff Dack <i>Monterey Peninsula Liaison</i>	408/384-2721
Wayne Goldberg <i>Awards Chair</i>	707/576-5236
Larry Cannon <i>San Francisco Liaison</i>	415/397-6544
Barry Miller <i>Northern News Editor</i>	415/495-2400
Don Steiger <i>Legislative Liaison</i>	415/557-9298

IN THE REALM OF MARIN

Over thirty members of Northern Section gathered at the Marin County Civic Center on Tuesday evening, April 10 for a reception and private tour of "Frank Lloyd Wright: In the Realm of Ideas." This popular exhibition combines Wright's works and words to highlight his philosophy and contribution to architecture. The exhibition is organized around four themes—each illustrated with furniture, renderings, models, blueprints, and photographs of Wright's work. The most popular feature of the exhibit is the walk-through replica of Wright's Usonian Automatic House, designed in the 1950s as a model home for middle class families. "In the Realm of Ideas" is capped off by a hands-on computer simulation lab and a gift shop offering the best selection of architectural books and coffee mugs west of San Pablo Bay.

Anyone who overheard our murmurs as we trailed our tour guide through the Civic Auditorium must have guessed we were planners...or at least seasoned architectural skeptics. Yes, we concurred, Falling Water would not get a Corps permit if it were proposed today. And wasn't this Broadacre City just a clever way of marketing rural residential ranchettes? What about this mile-high skyscraper? Surely a tower with an FAR exceeding 500 would fail to meet Chicago's zoning requirements. Likewise, the so-called Butterfly Bridge once proposed between San Lorenzo and San Mateo got its share of snickers and bemused looks.

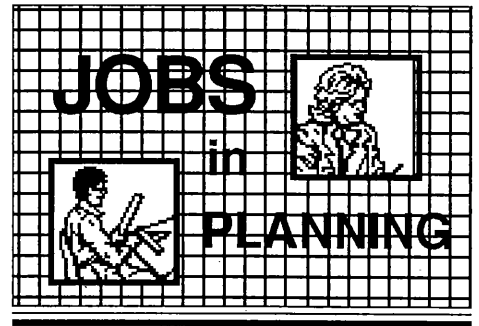
Still, we came away from the exhibit with admiration for Wright's works. It was hard not to wonder what our landscape would be like if some of the sketches simply titled "Unbuilt" had met a kinder fate. What would Phoenix look like if that turquoise-pinnacled state capitol stood at its center? And what would Pittsburgh be like with a massive ziggurat rising from its Golden Triangle? At least we had the Marin Civic Center to remind us that traditions could be broken and architectural paradigms changed.

WORKSHOP TACKLES UPCOMING BILLS

California Chapter APA, in association with Northern, Central Coast, and San Diego Sections, sponsored three Mitigation Monitoring (AB3180) and Congestion Management (AB471) workshops during March. Attendees were also treated to a special luncheon presentation of Hartmut Gerdes' film, "San Francisco Rooftop Gardens."

Anthony J. Lettieri, of CCAPA, performed introductions and kept the workshop running smoothly. Al Herson of Jones and Stokes Associates presented an overview of the implementation of AB3180 over the past year. Al Spiers, of ERCE, Marie Campbell of Michael Brandman & Associates, and Craig Labadie of McDonough Holland Allen, discussed questions and concerns which have been raised, mitigation monitoring within the federal NEPA process, and legal issues and approaches associated with implementing AB3180. A question and answer period followed the individual presentations.

After lunch, a timely discussion of the proposed Congestion Management Program (AB471/AB1791, Proposition 111) was moderated by Anthony Lettieri. The speakers included Kate Riley (State Assembly Transportation Committee)



Planning Instructor - Sonoma State Univ. (\$23,412-\$45,936) For academic yr. '90-91. Degree in Planning or Masters and consid. planning exp. req'd. At least one degree in Planning and demonstrated teaching exp. pref'd. Prefer expertise in urban design, land use, env. planning, growth mgmt., transportation, housing, site planning, graphics, and planning law. Apply by: 4/27 to: Dept. of Environmental Studies and Planning, Sonoma State Univ. Rohnert Park, CA 94928. Phone: (707) 664-2306.

Sr. Planner/Project Manager. Principal mgr. responsible for city and county EIR and planning projects. Degree in Planning, 5+ yrs. exp. (at least two as consultant/proj. mgr), excellent writing & pres. skills. Send resume w/ references to: Wagstaff & Associates, 2550 9th St. Ste. 205, Berkeley, CA 94710. Attn: Laura Engel.

Sr. Planner, Housing - City of Davis. (\$2853-\$3467/mo, plus City-paid PERS retirement - 7% of gross income) Four yrs. responsible exp. in housing, econ. dev., and env. planning, plus one yr. supervisory exp. Bachelor's in Planning, Business, Pub. Admin. or related field. Perform policy/program dev. relating to low/mod income housing, grant apps., feasibility studies, review/approval of projs. w/affordable housing, econ. analysis of housing prog., amendments to Housing El. Apply by 5/18 to: City Personnel Office, 23 Russell Blvd., Davis, CA 95616. (916) 756-3744. City appl. req'd.

Associate Planner - City of Davis. (\$2577-\$3123/mo., plus City-paid PERS retirement - 7% of gross income) Three yrs. responsible exp. in urban/env. planning. Bachelor's in Planning or closely rel. field. Knowledge of applicable fed., state, and local planning laws, rules, and regs. Apply by 4/27 to: City Personnel Office, 23 Russell Blvd., Davis, CA 95616. (916) 756-3744. City appl. req'd.

(See Bills on page 5)

(Continued on page 6)

San Francisco (Continued)

But let a catastrophe level our city, or the epicenter of placeness, the home, and we become literally displaced. The shock and confusion we read on the faces of the victims of such catastrophes is certainly engendered by their material losses and the dangers which they have experienced, but it also owes to the psychological disorientation of seeing those containers of memories, their homes and familiar surroundings, askew or in rubble, the solidity of the city itself made fragile and impermanent. They have become bereft of the prime orientation of their personal compass. It is their need to regain their sense of place, mentally as well as materially, that impels them to rebuild, as much as possible, as it was, where it was. For a time they may find shelter, but it will not be 'home.'

Places are therefore locations which are permeated with meaning and memory. Their importance to our lives is why we resist their obliteration by the forces of change, natural or man-made. They are as unshakable as what is evoked by a city's name, or a neighborhood, and can be as discrete and non-substitutable as home, or where we remember being when we heard the war ended or Kennedy was shot.

As a place, San Francisco can only be San Francisco precisely where it is, astride the San Andreas Fault. Move it anywhere else and it is no more San Francisco than would be an ersatz facsimile at Disneyland. Its location is inextricable from its history and identity. San Francisco is where the fog can roll through urban canyons as thick as cream, where summer and winter can change places, where the topography is vertiginous in both form and beauty. And it is a place indelibly marked by memories as well as anticipations of when the earth decides to quake, roll, and roar in defiance of man's ancient habit of place-making.

For a brief time, as we sat comfortably in our own places, and vicariously shared its tragedy; we also admired the powerful bonds of San Franciscans to each other, as well as to their chosen place. It is not a trait unique to San Francisco, but in witnessing their courage in the dark hour of their city, it made all of us San Franciscans. For those for whom it is The City, the place to be, there seemed little doubt that it will remain, whatever the Richter may ordain, the only place to be.

This article is reprinted with permission from the San Diego Planning Journal. Dr. Clapp is a Professor of Urban Planning at San Diego State University.

Bills (Continued)

who provided an overview of AB471 and discussed the State's objectives for the bill, and Therese McMillian of the Metropolitan Transportation Commission, which would become the San Francisco Bay Area's Regional Transportation Agency under AB471. Therese discussed the potential problems associated with coordinating the various agencies under the bill and implementing the Congestion Management Program. Also speaking was Ellen Greenberg (Blayney Dyett)—presenting an example of Contra Costa County's congestion management program in her discussion of the role of local government's responsibilities under AB471.

Both sessions provided opportunities to learn more about what has been done and what needs to be known to effectively implement mitigation monitoring and congestion management programs.

by Judith H. Malamut

Northern NewsMakers

Jeff Loux, Ph.D., (ASLA, APA) was recently named as the Assistant Planning Director in charge of **Advanced Planning for Santa Cruz County**. Dr. Loux will manage the County's long range comprehensive planning and resource planning sections including General Plan updates, town plans, specific plans, and water resources, timber and solid waste management. Dr. Loux was formerly a Principal with the Planning Collaborative of San Francisco.

Always the last to know....

Some of you may have noted that T.J. Kent, an esteemed Northern Section member, was honored in the *Planning Magazine Awards Edition*. Dr. Kent was recognized as a Planning Pioneer for his life-time achievements in the field of planning. Among his many notable achievements, he was the first chairman of the first graduate planning program on the West Coast (University of California at Berkeley) and author of the *Urban General Plan* (1964).

STRATEGIC PLANNERS

Are you interested in forming a South Bay Strategic Planning Network?
Staff from Santa Clara County, the City of San Jose, and the private sector are interested. We invite you to join us. Please contact Kathryn Studwell at (408) 299-2521.

More...

JOBS IN PLANNING

Assistant Planner - City of Davis. (\$2337-\$2839/mo., plus City-paid PERS retirement -7% of gross income) Two years of planning exp. w/ private or public agency. Graduation from univ. w/ major work in planning or rel. field. Apply by 4/27 to: City Personnel Office, 23 Russell Blvd., Davis, CA 95616. (916) 756-3744. City appl. req'd.

Principal Planner (Project Position) - City of Albany. (\$3683-\$4246/mo, subject to negot. based on benefits and skills) Albany is seeking a Principal Planner to be resp. for the day-to-day operations of both current and adv. planning functions. Unique and exciting opp. for an experienced individual to work as pt. of the City's mgmt. team in a highly respons. position. Req's 5 yrs. exp. in a planning dept., and degree in Planning. Position funded 1-2 yrs. Apply by 5/7 to: City of Albany, Admin. Office, 1000 San Pablo Ave., Albany, CA. 94706. Phone (415)528-5710. City appl. req'd.

Senior Planner & Urban Designer - Sedway Cooke Associates. Expanding, dynamic planning firm seeks two prof. staff members. Opp. to work on interesting projs. throughout Calif. and other states. Good benefit package., inc. 401 K.

- **Sr. Environmental Planner**—Sr. planner with exp. in land use/ env. planning and prep. of CEQA/NEPA documents. Exciting opp. for well-qualified professional in new environmental section of the firm. Min. 5 yrs. exp., 2 yrs. as EIR proj. mgr. Req's masters in Planning or rel. field, good proj. mgmt., analytical, writing, organizational skills, and ability to work w/ environmental scientists.

- **Urban Designer**—Urban designer with arch./planning background and exp. in preparing spec. plans, urban design guidelines, and master plans. Work on projs. in California and New York. Min. 2 yrs. exp. as an architect or urban designer req'd. Prefer bachelor's in Arch, Landscape Arch., or Planning, and master's in Planning or rel. field. Must have good design, analytical, drawing, writing, and org. skills.

Send resumes to Sedway Cooke Assoc., 101 Howard St. Suite 200, San Francisco, CA 94105. Minorities/women encouraged to apply.

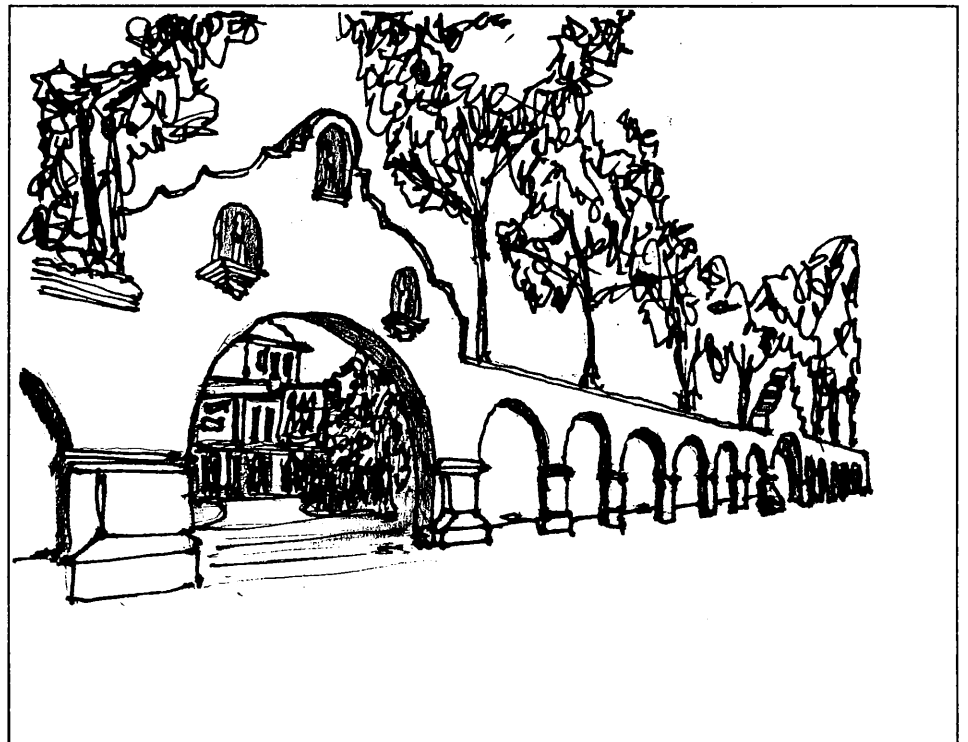
Economic Development: Outlook for the 90s

Economic Development: Outlook for the 90s will be the topic for APA Northern Section's May Event. A panel of local economic development specialists will be on hand to discuss trends in economic development in the Bay Area during the upcoming decade. The panel will discuss issues such as the continued exodus of 'back office' jobs to the suburbs compared with efforts to retain companies in the central cities. The event will be held on Thursday, May 31 in the Berkeley-Oakland area. A more detailed description of the event, including scheduled speakers, and the meeting place and time, will appear in the May issue. For additional information, call Steve Noack at Woodward Clyde Consultants, at (415) 874-3156.

Monterey Soirée

Monterey Planners held a soirée in February, attracting 34 planners from Monterey County, AMBAG, Salinas, Monterey, Pacific Grove, Sand City, Carmel-by-the-Sea, and Seaside. As a follow-up to this event, a survey of attendees was conducted. A majority of the attendees were APA members, would like to affiliate with Northern Section, and would like to meet quarterly. There are a lot of new planners in the area who are enthusiastic about getting something started, according to organizer **Diane White**, Director of Community Planning and Building in Carmel-by-the-Sea. Several planners signed up to serve on a planning committee.

Current Monterey Bay Area liaison **Jeff Dack** will pass on the job of Northern Section liaison to a new member of this group. The Northern Section Board will be meeting with Monterey Area planners to identify opportunities for additional events and Section support. For those who missed the soirée and would like to get involved and find out what's happening, call Diane at (408) 624-6835.



LETTER TO THE EDITOR

I just read an article about "The Right to Play" in the APA's Northern News, February 1990 issue.

I would like to say that *my* right to play includes my two golden retriever dogs. We are finding less and less room here in Northern California to play in. Dogs are not allowed in some City parks and have limited periods of use in others. They are not allowed in State parks. The County parks have so many people using them that they almost aren't fun.

You can't play frisbee or ball with your dogs because of leash laws. We need parks where dogs can play! I have an idea. I think that there should be some kind of program that includes a certification that your dogs are obedient. Dogs that have passed this test would wear a certain collar that would stand out—bright red with some special design that's easy to spot.

As far as poop-scooping, owners could post a bond to insure that they would clean up after their dogs, or pay a fee for park maintenance. The dogs with their special collars and their owners could be free to play in our parks!

Sigrid Swedenborg

THE B&B ZONE

For planners in prime tourist spots, the "Bed & Breakfast Zoning Handbook" is now available from B&B Resources, P.O. Box 3292, San Diego, CA 92103. The 1-inch thick volume was compiled by Carol Emerick, who wrote a related piece for Cal Planner in 1986. It also includes the 1987 Planning Magazine article, "Keeping Tabs on Bed and Breakfasts" by Chuck Myer.

Planlines

by Chuck Myer

In honor of Census day 1990, your Planlines correspondent has compiled the tastiest tidbits from planning news items of the 80s. Some of the decade's best chuckles came from job advertisements. MTC, for example, advertised for someone familiar with "budget management technique." Both San Rafael and Napa advertised for a "Principle Engineer." Candidates were required to be able to communicate effectively. Communicate their principles, that is.... Alameda County had a similar problem with their recent brochure for the Planning Director position (the brochure listed the position's "Principle Responsibilities". But their other typo was potentially more expensive. According to their ad in the San Jose Mercury News, the job salary had a range of \$67,236 to 481,672. Now that's what I call growth possibilities. (A quick check of the computer keyboard reveals that a '\$' comes out a '4' if you forget to shift.)

APA has not been exempt from a typo or two. The ad for our planning law conference in Sacramento said the location was "right across from the Capital." (They meant Capitol, or course. The only thing right across from the capital is West Sacramento.)

And good-ole' "be regionable" ABAG probably didn't think they were getting metaphysical when they announced that their "new age projections" were available. But anything can happen when job ads are dictated over the telephone. For example, a job ad in the Oakland Tribune had an announcement for a "schools in Richmond Manager." The puzzlement was that the job was placed by the Berkeley School District. It was supposed to say, "schools enrichment manager."

But the award winner is clear. Former Morgan Hill City Manager Fred Mortensen definitely should have written his ad instead of phoning it in. His job ad in the June 1986 listings of Western City said that Morgan Hill was a "full service city with water/sewer and gross problems."

The applicants for these jobs were not without their faults, either. The second place award here goes to the entire roomful of applicants at an assessment center for a recent job opening. When asked the question "What is the impact of the Laurel Heights case on planning?", every one of them responded by erroneously citing the "Mt. Laurel;" decision instead.

The first place applicant award goes to the interviewee who went to great lengths to describe how she would approach the responsibilities of a vacant position in City A by producing work up to the superior level of that done in City B. She had no way of knowing that the planner from City B was the next applicant to be interviewed. He got the job almost before he had a chance to promote himself for the position!

The decade's top zoning enforcement story comes from Hamilton, Ohio, where a state trooper is fighting for the ultimate variance. Zoning officials there told trooper John Elsaesser that the three large wooden crosses on his property violate the setback requirement that no structures may be placed within thirty feet of a property line. Elsaesser maintains the crosses aren't permanent because they'll only be on his property until the second coming of Christ....

And on to the 90s.

CEM HILL

6425 Christie Avenue, Suite 500
Emeryville, California 94608
415.652.2426

Engineers
Planners
Economists
Scientists

2107 North First Street, Suite 350
San Jose, California 95131
408.436.4909

WRT

Architecture
Landscape Architecture
Urban Design
Environmental Planning

Wallace Roberts & Todd

121 Second Street
San Francisco, CA 94105
415/541-0830

1133 Columbia Street
San Diego, CA 92101
619/696-9303

Philadelphia, PA
215/732-5215
Coral Gables, FL
305/448-0788

**SEDWAY
COOKE
ASSOCIATES**

101 Howard Street
San Francisco, CA 94105
(415) 495-2400

Urban and
Environmental
Planners and
Designers

Los Angeles CA (213) 612-7710
Sarasota FL (813) 955-8202

Wagstaff and Associates

Urban and Environmental Planning
Parkor Plaza, 2550 Ninth Street, Suite 205
Berkeley, CA 94710 (415)540-0303



- Architectural and Design Services
- Land Use and Development Planning
- Regional and Community Planning
- Environmental Assessment

284 Foam St. • Monterey, CA 93940 • (408)649-1799
P.O. Box 514 • Hollister, CA 95024 • (408)637-8823



Meeting Management
Facilitation Graphics
Community Surveys
Multi Media Production

MOORE IACOFANO GOLTSMAN
1824 A Fourth Street Berkeley CA 94710 (415) 845-7549

**Lamphier
& Associates**

URBAN PLANNING
ENVIRONMENTAL ANALYSIS

Joan Lamphier, Principal
853 York Street, Oakland CA 94610



EIP Associates
Comprehensive
Environmental and
Planning Services

150 Spear St., Suite 1500, San Francisco, CA 94105
(415) 546-0600

Los Angeles (818) 568-1363 Sacramento (916) 325-4800

WBE

Planning
Urban Design
Design Review
Redevelopment
Implementation

415 • 397-6544

Wurster, Bernardi and Emmons, Inc., Architects & Planners
40 Gold Street San Francisco, California 94133



ECONOMICS RESEARCH ASSOCIATES

- Project Feasibility
- Market Demand Studies
- Recreation & Parks Analysis
- Fiscal & Economic Impacts
- City Promotion Plans
- Industrial Development
- Redevelopment Economics
- Adaptive Use Feasibility

1180 Battery Street, Suite 350
San Francisco, California 94111
(415) 956-8152 FAX (415) 956-6274

VIDEO PRODUCTIONS &
VISUAL SIMULATIONS

For Planners
and Designers

HARTMUT H. GERDES, AICP
Principal



SQUARE ONE FILM+VIDEO
ENVIRONMENTAL AND CORPORATE COMMUNICATIONS
725 Filbert Street, San Francisco, Ca 94133 (415) 398-7044

1828 Fourth Street
Berkeley, California 94710
415 540-7331

Brady and Associates, Inc.

Planners and Landscape Architects

Bay Area Economics

Janet Smith-Heimer
Dena Belzer

- Market Studies
- Financial Analysis
- Economic Development
- Fiscal Impact
- Survey Research
- Housing Strategies

2550 Ninth St.
Suite 210A
Berkeley, CA 94710
(415) 549-7310

DENISE DUFFY & ASSOCIATES

- ENVIRONMENTAL IMPACT ANALYSIS
- SITE AND LAND PLANNING
- REGIONAL AND COMMUNITY PLANNING
- PROJECT MANAGEMENT

546-A Hartnell Street ■ Monterey, CA 93940 ■ (408) 373-4341



J. David Rogers, Ph.D., G.E.
Robert B. Rogers, M.Eng., G.E.
Robert B. Olshansky, Ph.D.
Principals

ROGERS/PACIFIC

Geotechnical And Geological Engineering
Surface Water Hydrology
Rock Mechanics
Environmental Planning

396 Civic Drive, Pleasant Hill, California 94523 (415) 682-7601



Korve Engineering, Inc.

- Transportation Planning
- Traffic Engineering
- Parking

Oakland, CA
(415) 763-2929

Pasadena, CA
(818) 568-9181

**Planning
Associates**

Development Planners and Analysts

662 Azalea Avenue
Redding, CA 96002
916/221-0440

Santa Rosa
707/579-9954



**BISSELL &
KARN, INC.**

PLANNING
LANDSCAPE ARCHITECTURE
ENGINEERING

4837 Chebot Dr., Suite 204
Pleasanton, CA 94566 (415) 463-0660

ROMA

1420 Sutter Street
San Francisco, CA 94109
(415) 775-4350

- Specific Area Planning
- Site Master Planning
- Development Strategies
- Feasibility Studies
- Urban Design
- Open Space Design
- Streetscape Design
- Building Design

Boris Dramov, AIA, AICP
President

Bankston/Pine Associates, Inc.

Transportation Planning and Traffic Engineering

2030 Addison Street, Suite 310
Berkeley, CA 94704

(415) 843-9746



- Traffic Engineering
- Transportation Planning
- Circulation Elements
- Transportation Modeling
- Freeway Planning
- Parking Studies
- Staff Services

PLEASANTON, CA
(415) 463-0611
FRESNO, CA
(209) 229-0441
SACRAMENTO, CA
(916) 961-0636
CONCORD, CA
(415) 256-6960

Spring and Summer Calendar of Events

- April 21 thru
April 25 National APA Conference in Denver.
- April 27 Deadline to turn in submittals for Northern Section Awards. Call Wayne Goldberg for application forms (707) 576-5236.
- May 1 Deadline to submit qualifications for Northern Section Board Candidates. Call Frank Osgood for information (415) 692-7439.
- May 3 thru
May 6 AEP Statewide Conference. Cathedral Hill Hotel, San Francisco. Alan Rosen (415) 397-0442 can assist in registration.
- May 10 Last day of "In the Realm of Ideas"—the FLW exhibit at the Marin Civic Center. General Admission \$5.00.
- May 17 AICP Exam. (Good Luck!)
- May 31 Economic Outlook. Northern Section Event. Call Steve Noack for more information (415) 874-3156.
- June 28 APA Northern Section Awards Banquet.
- July 29 thru
August 1 The Playful City Conference. Stanford University. Call PLAE, Inc. for more information (415) 845-7523.

Northern Section Special Event

What lies ahead for the Bay Area during the next decade? The Economic Outlook Conference will discuss that question. The conference is coming May 31st. Look for more details in the May issue of Northern News.



NORTHERN NEWS

APA EDITORIAL OFFICE
Sedway Cooke Associates
101 Howard, Suite 200
San Francisco, CA 94105

Send To:

