

# NORTHERN NEWS

## Saving Oakland Jobs

by Gary Fields

Like many communities with a high percentage of manufacturing employment, Oakland experienced its share of job loss during the late 1970s and early 1980s. Unlike some of these communities, however, Oakland implemented an experimental program to protect these jobs.

Business retention and expansion in Oakland's Coliseum area is perhaps the city's most innovative economic development initiative. The goal of the Oakland Coliseum Commerce Center Business Retention and Expansion Program is to expand employment opportunities in the 4000-acre area by ensuring the continued vitality of existing firms and by attracting new firms.

The Program is a partnership between the City of Oakland and the local business and residential community. It is directed by a non-profit organization, the Coliseum Commerce Center Corporation, whose Board of Directors represents a cross section of the community. Two Oakland City Council members who represent the area also sit on the Corporation's board.

The Program is designed to respond to the needs of the Coliseum Commerce Center and to assist businesses in ameliorating problems that might compel them to relocate or even close. The aim of the program is to strengthen local firms while enhancing the business climate in the target area.

Historically, the Coliseum Commerce Center has been the city's major manufacturing center, specializing in metal fabricating and food processing. With its concentration of

(Continued on page 3)

## ECONOMIC OUTLOOK

The Northern Section event for May will feature three panelists addressing the topic **Economic Development Outlook for the 90s**. The speakers include Cynthia Kroll from the Center for Real Estate and Urban Economics, Bruce Kern, Alameda County and Lenny Siegel, Pacific Studies Center. Each of the speakers will make a 15 to 20 minute presentation, with time for discussion afterwards.

Dr. Cynthia Kroll is the regional economist for the Center for Real Estate and Urban Economics, a research organization on the U.C. Berkeley campus specializing in research on urban development, real estate trends and finance, and land use policy. Dr. Kroll will discuss economic development trends of the Bay Area including the continuing shift of back office jobs from the central Bay Area to the outer suburban areas.

Mr. Bruce Kern is the Director of Community and Economic Affairs for Alameda County. He will discuss the economic outlook of the East Bay and efforts within Alameda County to retain jobs within central urban areas.

Mr. Siegel is the Director of the Pacific Studies Center, co-founder of the Silicon Valley Toxics Coalition and a self-employed technical writer. The conversion of military bases to civilian uses will be the topic of Mr. Siegel's presentation. He will also address the implications of reduced defense spending on the economy of the Silicon Valley.

The event will be Thursday May 31st, from 6:00 to 9:00 p.m. at Spenger's Fish Grotto, 1919 4th Street, Berkeley. Please send your reservation in early. The response to this dinner is strong! For further information call Steve Noack at (415) 874-3156.

CLIP THIS OUT AND MAIL

Mail to: Steve Noack

Woodward—Clyde Consultants

500 12th Street, Suite 100

Oakland, CA 94607

No-host bar: 6:00 to 6:30

Dinner: 6:30 to 7:30

Presentation: 7:30 to 8:30

Discussion: 8:30 to 9:00

**Economic Development Outlook for the 90s  
Dinner Reservation Coupon**

Member (\$20)                       Non-member (\$22)

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Baked Cornish Hen

Captain's Plate

Seafood Fettuccini

Name: \_\_\_\_\_

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# TAKING CARE OF BUSINESS

by Ann B. Millican

## By-Laws Changes Approved

At the April Board meeting, the Board unanimously approved By-Laws changes. The revisions are outlined in the March 1990 *Northern News*. If you would like a copy of the Final By-Laws, contact me.

## Upcoming Events Calendered

Professional Development Director Dave Miller facilitated a discussion of area Liaisons to calendar events for the next six months. Watch the Calendar of the Events on the back page of the *Northern News* for upcoming programs on senior housing developments, hillside development, BART extensions to the Peninsula, and planners and the visual media.

## Pizza-and-Beer Northern News Mailing Parties

Northern News Editor/Publisher Barry Miller is starting a new tradition. You are invited to spend an hour or two after work with Barry and Sedway Cooke volunteers to staple, stamp, and mail the newsletter—and watch videos. It happens in Oakland at Barry's house about once a month. Give him a call if you want to be notified. Have some East Bay gourmet pizza, visit with planning colleagues, and lend a helping hand to Northern Section.

## Planners Census—Membership Survey Mailed

South East Bay Liaison Jon Holan and South Bay Liaison Darryl Boyd have divided the National APA mailing list for Northern Section by zip codes and will randomly select a limited number of planners to receive their carefully crafted Membership Survey. If you are one of the planners who receives the survey, please fill it out and return it. The Board wants to know how Northern Section APA can serve you better!

## Northern Section Committee Comments on CalChapter Action Agenda

This month's CalPlanner includes the draft Action Agenda being considered by CalChapter as a policy document to use in legislative advocacy. If you read it, you know that regionalism is a strong theme in the proposed policy and CalChapter expects it to be controversial. Legislative Liaison Don Steiger and a committee of Northern Section Board members will meet this month to develop a statement from Northern Section to the CalChapter Board. Give Don or the committee a call if you have a comment, or you can send comments directly to CalChapter.

## *The Planner and the Poet*

The National APA Conference presented a session on Cultural Planning—integrating urban planning and the arts to enhance the quality of life in a community. Cultural planning instills vision and a sense of meaning in the urban experience. Northern Sections's cultural planning event in April, the Frank Lloyd Wright exhibit, was a success.

The San Francisco Museum of Modern Art has now invited APA members to an architecture and design exhibit opening June 14th. S.F.MoMA has also scheduled a reception, "Visionary San Francisco: an Evening at the Modern", on June 21st from 6:00 to 9:00 p.m. This reception is especially for architects, planners, and related professionals, featuring a special presentation by S.F.MoMA's curator of architecture and design, Paolo Polledri. Mark your calendar now and look for more information in the June issue of Northern News.

## *Saving Oakland Jobs (continued from page 1)*

manufacturing activity, the area has also been a source of good, well-paying jobs for the (predominantly) minority residents of the surrounding community.

Like other manufacturing regions around the nation, the economy of the Coliseum area was restructured during the 1970s and 1980s in response to more competitive market conditions. Following national trends, many firms in Oakland were forced to cut operations. For instance, the city's largest manufacturing facility, Transamerica Delaval Enterprise Engine with 1,500 employees, closed its doors in 1986. It was in this context that the Coliseum Commerce Center launched its initial Business Retention and Expansion Program.

The CCCC prepared a plan consisting of three basic components: (1) a survey of firms in the target area to assess their needs and concerns; (2) a 'Response Network' for resolving issues identified in the survey; and (3) marketing and public relations activity for the Program and the area.

In 1989, the CCCC interviewed 100 targeted firms representing roughly 25% of the area's employment base. When the results were compiled, five issues stood out as deterrents to a vibrant business climate: (1) security and safety; (2) lack of a qualified local labor pool for jobs being offered; (3) a hostile local regulatory environment; (4) lack of financing for expansion and modernization of small to medium-sized manufacturers; and (5) blight and maintenance. The survey also indicated that a number of the respondents planned to move as a result of these problems.

To resolve these issues, the Corporation established itself as a liaison between businesses and local government. In 1989, the CCCC set up a 'Response Network' consisting of designated contact people within various local government departments to resolve business' specific problems quickly and efficiently. Last year, the CCCC assisted 67 companies from its survey with referrals to the Response Network.

The Program has already achieved notable success. At least two firms that were planning to relocate have decided to remain in the area. Roughly 50 jobs were maintained as a result, earning praise from local politicians as well as the local media. This year, the CCCC is expanding its response work to include more long-term, comprehensive approaches to the five issues identified in the survey. Task Force Committees have been formed to develop recommendations for resolving business needs in each issue area.

The marketing component of the Program consists of systematic and on-going outreach to 500 firms in the Coliseum Commerce Center. The CCCC is developing database profiles on these companies to establish an 'early warning system' that is designed to alert the CCCC of those firms likely to close or relocate.

In terms of promoting the area for incoming firms, the CCCC has relied heavily on its retention activities with existing businesses. The Retention Program is the key to the future economic vitality of the Coliseum Commerce Center.

For more information, please contact CCCC Executive Director Gary Fields at (415) 632-1238.

## PRIME TIME FOR PLANNING

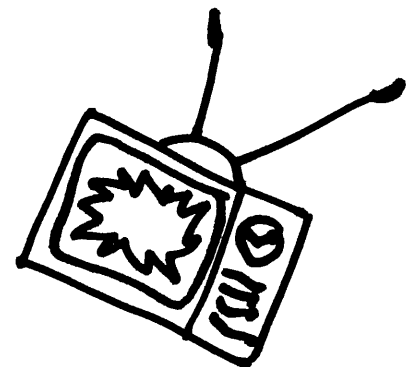
### WE WANT YOUR VIDEOS

This fall, Northern Section CCAPA and related professional organizations will jointly sponsor a symposium on planning and the media. The Section hopes to establish an ongoing dialogue among urban planners and designers and representatives of the video and television community.

The day-long symposium will feature videos and television shows produced or commissioned by planners, designers, educational institutions, and others on planning and design issues in Northern California.

The pieces may be chest-pounding or modest, sketchy or sophisticated, general or specific (including public service announcements). We are interested in examples that show how planners, designers, and related advocates are using video and TV to get their respective messages across and promote planning and design goals.

Send your VHS copies for review by the symposium committee. Please insure your mailing if you like—we cannot be responsible for losses. All tapes will be returned! Mail to, or call: Hartmut Gerdes, 725 Filbert Street, San Francisco, CA 94133 (415) 398-7044.



**JOBS IN**



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**George D. Foscardo, AICP**

**Current Employment & Affiliations**  
Director of Planning and Building, City of San Bruno. I have twenty years experience in planning, community improvement, economic redevelopment, public policy formulation, and zoning and land use administration. I have been the Director of Planning and Building for the City of San Bruno for the last three and half years. Previously I worked in Skokie, Illinois for over fifteen years, with the last position being Principal Planner. I have also been involved in community development in Lesotho, Southern Africa as a Peace Corps Volunteer and was Chairman of the San Mateo County Planners' Association from 1989 to 1990. I received a Master of City Planning from the University of Pennsylvania (1971) and a B.S. in Business Admin. from Ohio State (1967).

**Position Statement  
Administration Director**

As the administration director I will seek to accomplish these goals:

Assure adequate and complete records of all Board meetings and effectively communicate Board actions to the APA Section members.

Promote and improve attendance of members at Section meetings.

Promote the professionalism of planners as an integral part of the community framework.

Foster the professional growth and education of practicing planners to help meet the evolving needs of the community.

Provide leadership in the development of the Section's strategic planning and the update of the by-laws.

**BALLOT**

VOTE FOR ONE (1) CANDIDATE FOR EACH OFFICE LISTED BELOW. IF YOU WISH TO WRITE IN A VOTE, PLEASE PRINT YOUR CANDIDATE'S NAME CLEARLY.

**DIRECTOR PRO TEM**

**MARK CAUGHEY**

**ADMINISTRATION DIRECTOR**

**GEORGE FOSCARDO**

**TREASURER**

**DEBRA HALE**

Clip this ballot and mail, no later than May 30th, to:

**Northern Section Election HQ**

**Frank Osgood**

**Osgod Urban Research**

**12 Elder Ave.**

**Millbrae, CA 94030**

## Mark Caughey, AICP

### Current Employment & Affiliations

City Planner for the City of Cupertino; manager of the Planning Division of the Community Development Department and supervisor of development permit processing, mid/long-range program activities and environmental planning. I served as Publisher of Northern News, the monthly publication of NSCCAPA from late 1987 to early 1990. During that time, I was an active member of the Northern Section Board, and participated in the planning and promotion of the 'Pacific Rim' conference.

During my years of professional employment in Washington State, I was an active member of the Legislative Review Committee of the Planning Association of Washington, and published a series of articles on subdivision administration through the League of Washington Cities.

### Position Statement

#### Director Pro Tem

The membership of Northern Section is a diverse constituency with a high level of expectation for support services from their professional organization. To meet this expanding "agenda", the Board of Directors has grown to include a number of new positions. These positions represent member interest in specialized disciplines such as media relations or legislative advocacy; multiple liaisons for the East Bay and Peninsula areas enhance service delivery and encourage closer ties among planners in subregions. However, along with the growing number of participants comes the need for effective management and greater administrative oversight. My experience transfers directly to these tasks, while working closely with the Section Director to accomplish our service objectives.

In addition to fulfilling the administrative role of Director Pro Tem, I would use the position to:

1. Create a 'Planning Management Liaison' position at the Board level to mount a special outreach to Planning Directors and private sector/institutional planning managers to establish a forum for exchanging insight on administrative issues through organized peer contact and through the newsletter.

2. Institute a 'Clearinghouse' for tracking innovative and successful planning tools developed by Northern Section planners. The clearinghouse would refer the inquirer to the firm or agency with an ordinance, specific plan format, policy study or other material already proven useful.

Your vote on my behalf for the position of Director Pro Tem will allow me to continue serving you as an active, accessible Section executive.

## Debra Hale

### Current Employment & Affiliations

Planner II, Santa Clara County Advance Planning Office. My current assignment is in the area of strategic planning. I am working on the County's strategic Vision project, which involves assessing countywide trends in a number of topic areas: education, demographics, health care, housing, etc.... Following the trends study, I will work with planning task forces whose mission is to develop recommendations for action in key issue areas.

Prior to working for the County, I was a Senior Consultant to the State Legislature for the Assembly Revenue and Taxation Committee for two and a half years. I have a Master's degree in Public Affairs from the Woodrow Wilson School, Princeton University, with a Certificate in Urban and Regional Planning. During the program, I worked on planning projects in East Harlem, Central New Jersey, and the Port of New York. In addition, my professional

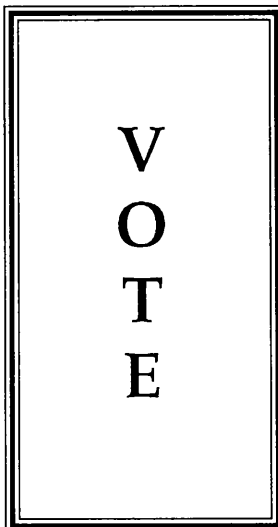
experience includes a variety of campaign work and public relations representation for The Sharper Image. My undergraduate degree is in Political Economy, from the University of California, Berkeley.

### Position Statement

#### Treasurer

As a relatively new member of the Planning profession, my goal is to expand my knowledge of the field; to learn about the developments taking place in California, the planners behind these projects, and the issues which drive our activities. Becoming a member of the Northern Section California Chapter of the American Planning Association is a meaningful way for me to meet this goal. In addition, I hope to make an important contribution to the Section's current agenda of activities.

In the past, I have enjoyed serving as a Board member representative for various community and political organization and am familiar with the energy and commitment such positions require. I am well-organized, have budgetary experience, and would value the opportunity to put my accounting and finance knowledge to good use as Treasurer of the Northern Section.



# Planlines

by Chuck Myer

## TAKE AN ENDANGERED SPECIES TO LUNCH

All the Earth Day hoopla put the spotlight on some new media stars. And some of them are pretty slimy characters. They're our endangered species. In California alone there are over 200 of them. With the environmental movement coming back into vogue, endangered species are getting their day in court. And winning.

Take the endangered Salt Marsh Harvest Mouse in fabled Marin County. Residents near the marsh have to sign an agreement that they will not keep housecats. Seems those mean, nasty cats love those meeses to pieces, and therein lies the problem. Now the mice are the fat cats, having free reign of the neighborhood with no fear of their natural predators.

One battleground where man meets beast is the golf course. One developer 'allowed' some threatened salamanders to use his golf course's water hazards as their breeding areas. (One is reminded of the scene for L.A. Law in which a frustrated golfer was arrested for teeing off a bullfrog.) Actually, it's been a good decade for salamanders. The tiger salamanders on the site of an upscale residential project near Gilroy delayed action on the project in court for a year, until a proper habitat could be designed into the project. In Santa Cruz County, salamanders have been stopping development for almost two decades. There, the long-toed salamander is making a comeback after first stopping a mobile home park 19 years ago. One researcher says that if the salamanders population levels continue to climb, they may be the first to be *taken off* the endangered species list.

And the infamous newts in Berkeley's Tilden Park took matters a step further. In order to mate, the little darlings have to migrate across South Park Drive, a major arterial. Thousands of the slimy things are squashed into oblivion every year. Guess what? The road now gets closed during the annual newt love slither.

With salamanders, it's pretty easy to keep them in and us out. But what about butterflies? On San Bruno Mountain, the Mission Blue Butterfly lives on a biological island surrounded by a sea of urban development. Housing plans in the Mission Blue's flight path are blocked until studies determine 'the amount of human disturbance that can be tolerated.'

The most embattled butterfly is the Bay Checkerspot. It's been in danger of being zapped by high voltage transmission lines in Coyote Valley and buried by a landfill in Kirby Canyon. Thus two major megaton public works projects have been thwarted by a creature weighing less than an ounce.

Things are really getting down and dirty in the desert. Before getting a judge's order to halt, the Bureau of Land Management was having ravens shot and poisoned so they wouldn't eat threatened baby desert tortoises. Near Bakersfield, the Blunt-nosed Leopard Lizard was threatened by a utility company which was injecting natural gas into a depleted petroleum field. Other desert area studies have examined threats to the Coachella Fringe-Toed Lizard, the Short-nosed Kangaroo Rat, the San Joaquin Kit Fox and the Black Legless Lizard (is it any wonder this one is endangered?).

Now there are even lists of close-to-being-endangered species, and we-need-to-study-these-to-see-if-they're-close-to-being-endangered species.

I guess it's time to start being nice to these hapless creatures. We've been stepping on them for far too long.

So, in honor of Earth Day, take an endangered species to lunch.



*In our every deliberation, we must consider the impact of our decisions  
on the next seven generations—*

*The Iroquois Great Law of Peace*



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## Summer Calendar of Events

- May 31 Economic Outlook for the 90s. Spenger's Grotto in Berkeley. See page 1 for details, or call Steve Noack (415) 874-3156.
- June 12 'Party at the Top!' The new Marriott in San Francisco. See bullet below for details. Call Steve Wanat (415) 435-1651 for more information.
- June 21 'Visionary San Francisco: an Evening at the Modern.' 6:00 to 9:00 p.m. San Francisco Museum of Modern Art. See page 2 for more details.
- June 28 Northern Section Awards Banquet. U.C. Berkeley Faculty Club.
- July 19 to July 20 Neotraditional Town Planning. AICP conference at the Sir Francis Drake in San Francisco. For more information call Loward Tucker at (312) 955-9100.
- July 29 to August 1 Playful City Conference. Stanford University.

### *Section Event at the Top of the Marriott!!*

Stephen Wanat, International Liaison, recently was awarded a "Party at the Top" on the 39th floor View Lounge of the new Marriott in San Francisco. He has decided to share his good fortune with APA by inviting 35 APA members to join him at the Marriott on Tuesday, June 12 from 5:30 to 7:30 p.m. The Marriott is providing a reserved section, together with complimentary hors d'oeuvres. Beer, house wines, and well drinks will be available for individual purchase at a discount. Reservations will be taken on a first come first served basis. Call Steve Wanat at (415) 435-1651 to reserve a place.

Gerald Adams, urban planning and architecture writer with the San Francisco Examiner, will be on hand to give us his views on the Marriott.



## NORTHERN NEWS

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