



NORTHERN NEWS

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TWO BIG EVENTS ON THE '91 AGENDA

Two major workshops, the first addressing regional planning in the Bay Area and the second addressing planning and the visual media, are on the drawing board for early 1991. These two ambitious events are intended to stimulate discussion, education, and sharing of ideas about two very pertinent subjects.

The *Forum on Regionalism*, to be held in early 1991, will be an opportunity for planners to discuss regional planning issues, current proposals for addressing these issues (both in California and in other parts of the country), and programs for achieving regional planning objectives in the Bay Area. The Forum is to be conducted as a region-wide "Town Meeting" and will probably be tailored to planners and planning commissioners.

In the last issue of Northern News, an open invitation was made to anyone wishing to "brainstorm" with the Northern Section Board on the Regional Forum. About 20 planners, representing diverse agencies and interests from around the region, packed the CH2M Hill conference room in Emeryville to suggest possible directions. The discussion covered both the logistics of the Forum (identifying the target audience, the agenda, and the purpose of the workshop) and the actual issues to be discussed, such as institutional and functional changes. A steering committee will clarify the agenda during the upcoming months.

It was clear during the brainstorming session that Bay Area planners have diverse perceptions of regional planning. There was a consensus that practical, workable solutions were essential, and that the pending assembly bills in Sacramento would benefit from some helpful hints from the planning community. The California Chapter of APA has taken the first steps towards that end, and is welcoming further input from APA Sections and individual planners. In fact, one of the key goals of the Regional Forum will be to produce a bold, pro-active position statement from the planners of Northern Section to our local elected officials and representatives in Sacramento. For more information on the Forum on Regionalism, call Dave Miller at (415) 386-9802.

The second big event planned for 1991, *Bay Area Planning and Design and the Visual Media*, has been tentatively scheduled on March 23, 1991 at the Clark Kerr campus in Berkeley. The symposium is intended to

acquaint planners and designers with the potential and the constraints of the visual media and also to inform visual media representatives about planners' concerns, expertise, and expectations. A panel composed of Bay Area planners and Bay Area visual media representatives will discuss three issues of enormous concerns to all Bay Area residents: housing, transportation, and the environment. The discussion will focus on how video and television can help—or hinder—the achievement of planning objectives in the Bay Area.

This day-long event will include a morning program highlighted by panel discussions and audience question-answer sessions, and an afternoon session in which a variety of planning videos with Bay Area themes will be previewed. For more information on this event, call Hartmut Gerdes at (415) 398-7044.

New Book Highlights Regional Planning in Bay Area

Managing Urban Growth in the SF Bay Region is a timely addition to the growing library of books on planning in Northern California. Sherman Lewis, Professor of Political Science at Cal State-Hayward and author of the book, notes that its purpose is to "influence thinking about regional planning and governance in the San Francisco Bay Region in the 1990s." The book explores the relationship between job growth and environmental quality, examines congestion and other transportation issues, discusses social inequities and housing affordability, and addresses classic Bay Area regional issues such as air quality and greenbelt protection.

In *Managing Urban Growth*, Lewis notes that "the hurdles are psychological and cultural. The solutions are there, economically, socially, environmentally, technologically, and architecturally." The book recommends specific policies, including land use and transportation reforms. It specifically and pragmatically defines regional and subregional balances of jobs and housing, moving beyond the capacity and congestion models to a more comprehensive approach. Cost-effective solutions with quantifiable goals are included.

Copies of the book are available for \$11.50 at the CSUH bookstore. Call (415) 881-3507 for details.

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To our Readers...

There will be one combined issue of Northern News for the months of November and December. The deadline for submittals will be November 2nd. Publication will be November 9th. The next issue will be January, 1991, with a submittal deadline on December 20, 1990.

TAKING CARE OF BUSINESS

by Section Director Ann B. Millican

Recruiting for a North Bay Liaison

The Board is recruiting for a North Bay Liaison to the Board. J.T. Wick, who has served for the past two years, recently resigned to pursue a career change. A special thanks to J.T. for his contribution. If you are interested in becoming the new North Bay Liaison who represents Marin and Sonoma counties, send a letter of interest and a resume to Mark Caughey at the City of Cupertino, 10300 Torre Avenue, Cupertino 95014, by October 17. The Board will appoint someone on October 18 so that the new liaison can attend the October 27 Board Retreat.

Legislator's Nights

Most people think their responsibility in a democracy ends when they vote. Do you? Actually, the next step is to inform your legislator on how you wish to be represented.

To facilitate that step, the East Bay Chapter of the American Institute of Architects is sponsoring a program spotlighting State legislators representing East Bay design professionals. This is not a fund raiser, but an informative evening focused on issues facing the planning, design, and construction industries.

A moderator will ask questions of statewide and local significance, and will accept questions from the floor. Whether or not you agree with your Legislator's position, this is your chance to tell them how you want them to vote. The first four sessions featured Senator Bill Lockyer (Livermore-Pleasanton), Assemblywoman Delaine Eastin (Fremont), Assemblyman Johan Klehs (San Leandro-Hayward), and Assemblyman Bob Campbell (Richmond-Martinez). Three more sessions will be held in October.

Each session begins at 6 PM with a no-host wine/beer bar, and wraps up at 8 PM. Please plan to attend at least one of the events listed below. You can RSVP to the East Bay AIA at 464-3600. See you there—or else no complaints next year about unresponsive government!

Program of Events

Assemblyman Tom Hannigan, Benicia-Davis

Date: Wednesday, October 10, 6:00 p.m.

Hosts: Herb Hughes, AIA/Meridian Architects
Steve Bowker, AIA/Omega Architectural Group

Location: 940 Tyler Street, Studio 19, Benecia, CA 94510

Phone: (707) 746-6586

Assemblyman Bill Baker

Date: Wednesday, October 17, 6:00 p.m.

Host: Randy Finn, AIA/Finn Architects

Location: Finn Architects, 315 Diablo Road, Danville, CA 94526

Phone: (415) 837-0326

Assemblyman Tom Bates

Date: Wednesday, October 24, 6:00 p.m.

Host: Grier Graff, AIA

Location: Christopherson and Graff, 2921 Adeline, Berkeley, CA 94703

Phone: (415) 848-7500

Planlines

by Chuck Myer

As usual, there wasn't enough time at the Cal Chapter annual conference awards ceremony for all of the awards, so as a public service, Planlines is happy to provide the complete list of the "other awards" for your records:

BEST PLANNER JOKE (PRIVATE SECTOR): John Wilbanks: "A consultant is someone who borrows your watch, tells you what time it is, and then bills you for it."

BEST PLANNER JOKE (PUBLIC SECTOR): Glen Worthington: "The difference between working in the private sector as opposed to the public sector is you don't get to stay home from work just because it's Arbor Day."

BEST HORROR STORY: To Dave Watson, former planning director of Pismo Beach, for giving a presentation on how he was indicted on ten felony counts after an FBI investigation of City Hall.

BEST LIP READING: To those who came up with winning raffle ticket numbers even after the sound system went out at the annual CPF auction.

BEST APA JOB TITLE: Frank Wein, "Perpetual Officer."

"OVERKILL" AWARD: To the program committee for putting five lawyers on one panel.

"MILITARY PLANNING" AWARD: To the editors of Cal Planner, who landed a cover feature on "The Greening of Kuwait" in our mailboxes on the same day as Saddam Hussein's invasion (a feat that was appreciated and reported by both the LA Times and Herb Caen).

"NICE TRY" AWARD: To Mike Stepner of the San Diego "Orchids and Onions" program who lost a slide tray and only had every other slide for his presentation in the design track. Undaunted, he tried to describe each of the missing slides to the audience.

"IT'S ABOUT TIME" AWARD: To Si Eisner, who received an APA award for his plan for Los Angeles freeways 47 years after publication. The LA freeways award was augmented by a film clip from "Who Framed Roger Rabbit," in which the evil Judge Doom (Christopher Lloyd) explains his reasons for destroying light rail transit cars and buying up the land on which "Toon Town" sat in 1947: "I heard the plan of the City Council—a construction plan of epic proportions for a freeway—eight lanes of shimmering cement from here to Pasadena. Traffic jams will be a thing of the past. Those who disagree lack vision to see a place where people will be getting on and off, off and on, all day and all night: a string of gas stations, inexpensive motels, restaurants that served rapidly prepared food, tire shops, beauty salons, automobile dealerships and wonderful billboards reaching as far as the eye can see. Beautiful!"

Northern News Makers

We have a special news update from the Monterey Bay Sub-Section! **Mike McLeod** is the new assistant zoning administrator at Salinas. **John Biggs** is the new assistant planner at Pacific Grove. John was formerly with the City of Campbell. **Mark Tolbrook** is the new Associate Planner with Watsonville. Mark was formerly with the Santa Cruz County Redevelopment Agency. **Paul Kaneko** has moved from the City of Scotts Valley and is now the new Senior Planner in Watsonville. **Jim Mackenzie**, formerly with the Association of Monterey Bay Area Governments (AMBAG) is now a Planner II for the City of Seaside.

A number of planners have recently joined AMBAG. **Mark Miller** is the new senior transportation planner. Prior to moving to the Monterey Bay area, Mark was a consultant in northern California. **Greg Koertis** is the new associate transportation planner. Greg was also a former consultant in northern California. **Frank Barron** is the new assistant regional planner. **Elisa Arias** is the new assistant transportation planner. **Max Puckett** is the new associate environmental planner. **Wendy Murphy** is the new assistant transportation planner, formerly with Southern California Association of Governments.

...Meanwhile and elsewhere in the area... Former Gilroy Planning Commissioner **Patricia Bentson** has made an interesting career move. She is now the Gilroy Planning Department Secretary.

JOBS IN PLANNING

ASSOCIATE PLANNER - City of Petaluma (\$2975 - \$3579/mo.) Wide range current and/or advanced journey-level planning duties including considerable community contact. Requires B.S. or equiv. and 3 yrs. rel. exp. Appl. avail. from City of Petaluma Personnel Dept. PO Box 61, Petaluma, CA 94953-0061; (707) 778-4340. Apply by 11-9-90.

PLANNING TECHNICIAN - City of Petaluma (\$1823 - \$2217/mo.) Prepares graphics, visual aids, maps, etc. Performs general support for the Community Development Dept., e.g., zoning info., field inspection, data coll., public contact, building permit review; computer knowledge preferred; graphics exp. req'd. See above for application address and phone. Apply by 11-9-90.

ASSOCIATE - Thomas Reid Associates, an environmental consulting firm of 18 years, seeks an entry-level associate. Must have exc. writing skills and a background in any one of the broad environmental disciplines. Send resume and writing sample to: Thomas Reid Associates, PO Box 880, Palo Alto, CA 94301. Attn: Tom Reid. EOE.

ASSOCIATE PLANNER - City of El Cerrito (\$2961 - \$3636/mo., 4% inc. on 1/1/91) Exc. opportunity to perform varied assignments; extensive public contact. Exp. w/computer appl's preferred. Req's. BA in planning or rel. field plus 2 years exp. Contact: Personnel Dept., 10890 San Pablo Ave, El Cerrito, CA (415) 234-2323. Apply by: 10/19/90. EOE/AA.

SENIOR PLANNER - City of Berkeley (\$40,344 - \$48,096/yr., plus suppl. retirement plan and PERS). Provides lead direction for planning activities and performs complex, difficult planning projects. Exp. in transp., comp. planning, and/or urban design is highly desirable. Req's 4-yr planning degree and 4 yrs. prof'l planning exp. Must complete City application form. Contact: Personnel Dept., 2180 Milvia St. Berkeley, 94704 or call (415) 644-6460. Apply by 10/12/90.

ASSOCIATE PLANNER - City of Berkeley (\$36,312 - \$43,092/yr., plus retirement and PERS). Performs prof'l planning work inc. research and analysis on variety of projects. Exp. in transp., comp. planning, urban design, and/or landmark preservation is highly desirable. Req's 4-yr planning degree and 2-yr's prof'l exp. See above for application address and phone. Apply by 10/12/90.

ASSOCIATE PLANNER - City of San Mateo (\$3357 - \$4002/mo.) Current

THE FAMILY CIRCUS by Bil Keane



"We'll eat in the kitchen. I think the dining room table has been rezoned."

planner needed to prepare complex reports, review and process planning applications, and prepare general plan amendments and zoning code studies. Req's 2 yrs. exp. in planning, pref. w/public agency, plus BA in planning or rel. field. Exp. in arch. review, econ. analysis, or transp. planning highly desirable. Submit official city appl. plus questionnaire to: Personnel Dept., City of San Mateo, 330 W. 20th Ave., San Mateo, CA 94403. More info and application, call: (415) 377-3359. Apply by 11/2/90. AA/EOE.

PLANNER I/II - Mendocino County (\$2175 - \$2915/mo.) Currently one vacancy which can be filled at either level. Perform a variety of prof. field/office work rel. to planning projects and programs in the County Planning and Building Services Department. Planner I req's. equiv. to degree in planning or rel. field and some full-time work exp. in prof. planning. Planner II req's degree and one yr. prof. exp. w/pub. or priv. agency involved in city, county, or reg. planning work. Apply to: Personnel Dept. 175 S. School St., Ukiah, CA 95482 or call (707) 463-4261. Apply by 10/17/90. AA/EOE.

ASSISTANT PLANNER - City of Fremont (\$2989 - \$3633/mo.) Under general supervision, individ. performs prof. planning work in either curr. or long range planning. Req's. a degree in planning or rel. field, and 1.5 yrs. prof. planning exp. Apply at: City of Fremont, Personnel Dept. 2nd Floor, Rm. 205, 39700 Civic Center Dr., Fremont, CA 94538. City appl. and questionnaire req'd. More info, call: (415) 790-6883. Apply by 10/26/90. AA/EOE.

ASSOCIATE PLANNER - City of Fremont (\$3428-\$4168/mo.) Three positions available. Lead and coordinate prep. and implementation of redev., current, or long-range planning proj's. Req's. degree in planning or rel. field and 3 yrs. exp. See above for application address and phone. Apply by 10/26/90. AA/EOE

ENVIRONMENTAL PLANNER - Sedway Cooke Associates. Experienced in managing preparation of EIRs, EIS'. Limited duration project, out-of-state travel. Exc. writing skills required. Potential for long-term employment. Send resumes to: SCA, 505 Sansome 2nd Floor, S.F., CA 94111. AA/EOE.



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Fall Calendar of Events

- October 10 "The BART Peninsula Extension—Land Use and Economic Impacts and Opportunities." 6:30 p.m. Room 105 Foster City Recreation Center, 650 Shell Boulevard, Foster City. Contact Heather McMillan (415) 363-1854 or Bob Schubert (415) 586-1854.
- October 10 "Legislator's Nights" Assemblyman Tom Hannigan. 6:00 p.m. 940 Tyler Street, Studio 19. Benicia. Call (707) 746-6586 for details. More on page 2.
- October 17 "Legislator's Nights" Assemblyman Bill Baker. 6:00 p.m. 315 Diablo Road, Danville. Call (415) 837-0326 for details. More on page 2.
- October 19 "GIS: A Tool for Local Government" sponsored by Local Government Commission (LGC) in cooperation with Teale Data Center. Sacramento workshop. For more information contact LGC at (916) 448-1198.
- October 24 "Legislator's Nights" Assemblyman Tom Bates. 6:00 p.m. More on page 2.
- December 7 Annual Holiday Party of the Northern Section CCAPA. More details coming next month, but mark your calendar now!

**Northern Section CCAPA's
Annual Holiday Party
Friday, December 7, in Mountain View
Look for more Details in the Next Issue of Northern News
p.s. There will be live music and great food!**

NORTHERN NEWS

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