

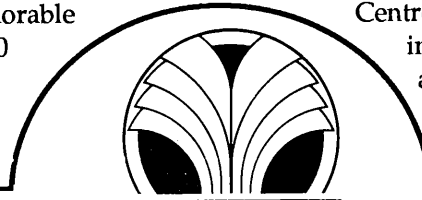
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# NORTHERN NEWS

## 1990 NORTHERN SECTION HOLIDAY PARTY TO BE HELD IN DOWNTOWN MOUNTAIN VIEW

A renaissance is taking place in downtown Mountain View, with dramatic changes at the heart of the City. Castro Street, the City's downtown thoroughfare, has been transformed into a pedestrian-oriented environment with wide sidewalks, textured paving, street trees, benches and plaza areas. The nearly-complete new City Hall and Performing Arts Center features an open plaza for public gatherings. The Downtown Mountain View Plan, which received an Honorable Mention in Northern Section's 1990 Awards Program, is fast becoming reality and is serving as a model for other cities to emulate.

One of the cornerstone developments in the new downtown is City Centre, which will serve as the locale for the 1990 Holiday Party. City Centre integrates offices, retail shops and 370 residences into a dynamic and inviting mixed-use urban environment. The apartments were opened in 1989 and all of the ground floor retail space is leased, with the exception of the unfinished lease space where the party will be held. Stroll around the Centre, and dine at one of downtown's exciting restaurants. Ample parking is available at the Centre and downtown Mountain View. The CalTrain Station is only a few blocks away.



# CITY CENTRE

- WHERE:** City Centre, Downtown Mountain View  
650 Castro Street, Ground Floor (look for APA signs)
- WHEN:** Friday, December 7, 1990 6:00-8:30 p.m. **T.G.I.F.!!**
- COST:** \$12 per person. \$6 for students.
- FOOD:** Authentic Chinese hors d'oeuvres catered by the Golden Wok, a downtown Mountain View restaurant. **Chinese Food!!**
- MUSIC:** Good time music provided by BOCA LOCA, a great band featuring an eclectic mix of jazz, swing, and blues. **Wild Music!!!**

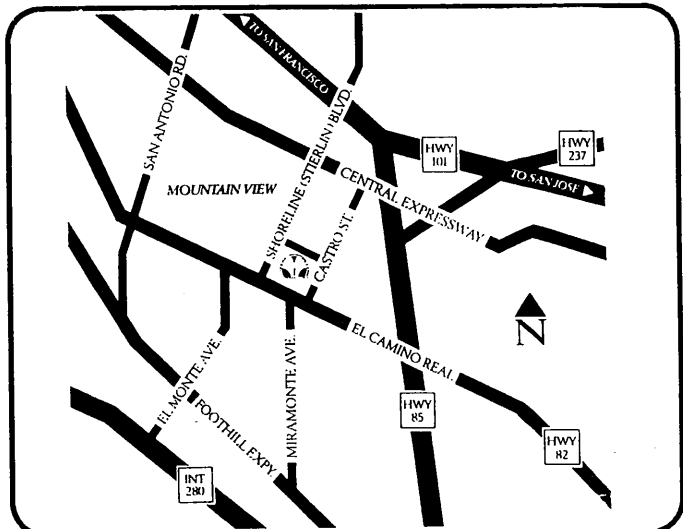
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### APA Reservation Form

Yes! Please reserve a place for me/us at the 1990 Holiday Party. Enclosed is a check for \$\_\_\_ (\$12 per person) payable to Northern Section, CCAPA.

Return by December 3 to: Valerie Young, CH2MHill,  
2107 N. First St., Suite 350, San Jose, CA 95131

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



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Barry Miller <i>Northern News Co-Editor</i>	415/495-2400

# TAKING CARE

by Ann. B. Millican, Section Director

## Desperately Seeking a North Bay Liaison

Every once in a while I get a call from a planner who has decided that it is time to get involved in APA. Sometimes this means the planner is starting to look for a new job and wants to start networking. Here is your chance if you are a planner in Marin or Sonoma County. Liaisons are charged with organizing one event per year and attending four full Board meetings. This year we are planning to rotate the location of the Board meeting to reduce the commute to these Board meetings. Give Mark Caughey a call at (408) 252-4505 if you are interested.

## Strategic Visions Emerge at Board Retreat

Mark Caughey facilitated the Board's annual retreat, held on October 27 at the CH2M Hill offices in Emeryville. Thanks to Mark, who championed the development of our two strategic themes for 1991 — Improve Membership Services and Focus on Regional Issues. The participant who got the "longest distance travelled" award was Lia Sullivan, planner from Arcata, who will be organizing an event for planners in the Northern part of the Section (way North—including Humboldt and environs). Call Lia (707) 827-5955 if you want to help build a network of planners in the north.

## How to Bring Far-flung Parts of the Section into the Fold

At the Retreat, a Committee of Dave Miller, Mark Caughey, and Lia Sullivan was formed to make recommendations on how to encourage the participation of liaisons from far-flung parts of Northern Section—from Monterey to Del Norte. Secondly, how can the Board encourage far-flung planners to organize events close to home and work, since commuting to Bay Area events is obviously not workable? The Board would provide seed money and free publicity in the Northern News. If you've got an idea or want to take responsibility for a far-flung event outside of the Bay Area, give a committee member a call.

*Lunch at the market. Clockwise from left: Don Bradley, Mark Caughey, Dave Miller, Lia Sullivan, Daryl Boyd, Debra Hale, Jaunell Waldo, Hartmut Gerdes, Barry Miller, Jeff Holmwood, Ann Millican, George Foscardo, Don Steiger.*



# OF BUSINESS

## Hale Resigns as Treasurer

Treasurer **Debra Hale** resigned from the Board last month, since she accepted a new position with the San Joaquin County Council of Governments. By changing jobs, Debra eliminated her weekly Stockton-to-San Jose commute. With part of her newly created free time, Debra has already volunteered to help out on the Sacramento Section 1991 Conference Committee. Thank you for your contribution, Debra.

## Waldo Appointed to Treasurer's Term

At the Board Retreat, Santa Clara County Advance Planner **Jaunell Waldo** was appointed to fill the Treasurer's term. Jaunell has been an active member of the Board for the past year as Education Coordinator. She organized the successful reception for San Jose State University planning students in October, which was attended by about 40 students, practicing planners, and academics. Jaunell inherited the budget software and boxes of Section financial records from Debra. Congratulations to our new bean-counter and financial manager.

## THE YEAR OF LIVING REGIONALLY— Overview of the 1990 Board of Directors Retreat

The swirling fog which greeted us at the CH2MHill offices in Emeryville made a fitting backdrop as a dozen or so Board members, bleary-eyed from the early hour and the work week just passed, gathered for the annual retreat, or principal goal-setting session for the coming year. As we fortified ourselves with gallons of french roast and fresh Noah's Bagels, the fog outside began to lift, and so too our collective vision began to clarify as well: this is the Year of Regionalism.

The "regional" focus of the Section's 1991 service program will proceed on several tracks. The capstone event, which is already well along in preparation, is the forum on regional governance under the direction of Professional Development Chairman David Miller and his steering committee of eminent planning professionals. The Board will also place renewed emphasis on our section as a regional entity through outreach and initiatives to our members who live and work outside of the immediate Bay Area.

Our liaisons are also taking up the theme of "global" service initiatives; watch for exciting programs of interest to the general community of planners from media specialist Hartmut Gerdes and international representative Steve Wanat. We'll also be seeking input from you, our members, on new directions for NSCCAPA through a membership survey.

Sure, it was hard to give up a Saturday for an all-day business meeting. But to those Bard members who helped forge a consensus on our approach to the coming year's work, Thank you!

## Jobs in Planning

**Senior Planner**—Harding Lawson Associates. Env. plng./permitting div. of env. consulting firm seeking ind. with M.S. Degree and 5-10 yrs. prof. exp. or equiv. in Novato office. Background in prep. of NEPA/CEQA docs., policy and land use plng. Req's exc. analytical, writing, org. skills, interest in client liaison, marketing, staff mgmt. Projects in No. Cal and nationwide. Send resume to Harding Lawson Associates, 02GH Staffing, P.O. Box 6107, Novato, CA 94945. EOE.

**Principal Planner** — City of Berkeley (\$46,595 to \$56,256/year + ben.) Full supervisory-level vacancy in the adv. planning section. Req's a 4-year degree or equiv. in city, regional, or urban plng. or closely rel. field and 5 yrs. plng. exp. 2 yrs. must be at Senior Planner level. Exp. with citizen part. plng. efforts and boards and commissions is desirable. Fill out City appl. at 2180 Milvia St. Berkeley, or call (415) 644-6460 to get appl. materials.

**Planner** — Robert H. Lee & Associates, an arch. eng. firm. Opportunity to use strong communication skills presenting arch. plans to clients and gov't agencies, researching code req's, and expediting permit approvals. Ideal candidate will have worked with private and public sectors and communicate easily with people. Resume to: Robert H. Lee & Associates, Inc., 900 Larkspur Landing Circle #125, Larkspur, 94939. Attn.: Katie Petcavich.

**Planning and Building Director** — City of San Leandro (\$72,636 to \$89,232 + ben.) Resp. for all the city's plng., zoning, community standards, and bldg. plan check and insp. In addition to exc. leadership and admin. skills, candidates should possess a B.S. with major course work in planning, public admin. or closely rel. field, and mng'nt and admin. exp. in plng. and bldg. code enforcement. Submit resume and current salary and three work-related refs. to: Shannon Associates, 1400 K Street, Suite 311, Sacramento, 95814. (916) 447-8022

**Planner 1** — City of Gilroy (\$2,397-\$2,914/mo.) Phone and counter work, process appl's, prep. graphics and maps, fieldchecks and zoning enforcement, public pres., collect data, write plng. rep'ts, prep. agendas, env. reviews. Req's degree in plng. or rel. field, or 4 yrs. tech. plng. exp. Complete City appl. by 11/30/90. Contact: City of Gilroy Personnel Office, 7351 Rosanna Street, Gilroy, CA 95020.

(more on page 5)

## 4th Annual CWED Conference Planned for February

California Women in Environmental Design invites you to attend their 1991 conference to be held February 22, 23, and 24 at the St. Francis Hotel in San Francisco. The conference is open to all interested parties. Conference topics will explore the role of women in the many areas of design that contribute to a higher quality of life, including the built and natural environments, our communities, our workplaces, our families and our homes. The conference features a "Women's Work" exhibit, a reception, organization meetings, a guided walking tour, a nationally known keynote speaker and much more! CWED is a new statewide group organized by the Organization of Women Architects (San Francisco Bay Area), the Association of Women Architects (Los Angeles area), and San Diego Women in Architecture. CWED's many goals include providing a bridge between individual women designers and women's organizations in the built environment and related professions such as architecture, engineering, landscape architecture, planning, and interior design. To request a registration flier, please call Lotta Eckman at (415) 751-0342. For information on entering the "Women's Work" exhibit call Carol Lauten at (415) 391-4122. To receive further information about CWED, call (415) 548-6209.

## Northern Newsmakers

Marian F. Wolfe, Ph.D., formerly of Recht Hausrath & Associates, has opened her own economics and planning consulting practice—Vernazza Wolfe Associates—in Oakland. Annelise Judd, formerly an independent consultant in the Bakersfield area, is now working for the Milpitas Planning Department. Scott Hochstrasser, formerly with Marin City Planning, is now a consultant planner in the Netherlands. Yvonne Gibson has temporarily relocated to Melbourne, Australia for a work assignment in airport planning and environmental assessment with AIRPLAN.

## The Exams are Coming

Planners interested in taking the AICP exam in May, 1991 must submit an application to AICP no later than January 4, 1991. To get your copy of application, call or write: Rosemary Jones - Secretary, AICP 1776 Massachusetts Avenue NW Washington, D.C. 20036 (202) 872-0611 Last year's program of reduced exam fees for individuals with financial hardships will be continued in 1991. If your household income is less than \$25,000, you may qualify. For further information on fee reductions and on exam applications and preparatory classes, contact Don Bradley, Northern Section AICP Coordinator, at (415) 592-0915.

## Planning Glossary Available

Even if you missed the California Planning Roundtable booth at the CalChpater Conference, you can still order the California General Plan Glossary in hard copy or on diskette for IBM (MS/DOS) or Macintosh.

The Glossary is the first of its kind dedicated solely to the General Plan. Its 518 entries are defined in 17, 240 words.

One copy of the 28-page paperback is free. Diskettes are \$29 each in 3.5" or 5.25" formats, in MicroSoft Word 4.0, WriteNow 2.2, PageMaker 3.02, or Word Perfect 5.0.

Include \$3 for handling and postage for each order, make your check payable to the California Planning Roundtable, and mail to:

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# COME TO THE HOLIDAY

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## REPORT FROM EASTERN EUROPE

By *Stephen Wanat,*  
*International Liaison*

In August, I had the good fortune to make a trip to Eastern Europe. On the way, I stopped off in London and had a look at the Docklands, the largest urban renewal project in the world. It is an area of 8.5 square miles which is being transformed from a derelict warehouse and docks area into a virtual new city. It still has a long way to go, but exhibits little of the timidity we seem to have in the States (and San Francisco) regarding large-scale planning.

I then travelled to Warsaw, Poland where I attended some sessions of the 26th Congress of the International Society of City and Regional Planners on the Environment and the City. Warsaw is an interesting city from the planning point of view—a virtual new town. The Germans destroyed the entire city in 1945 by systematically dynamiting every building, bridge, and structure. The Poles rebuilt the old city before the war, but the rest of the city was rebuilt along the Corbusian ideals in vogue during the late 1940s, 50s, and 60s.

The new freedoms that came with the overthrow of Communism last year were evident in the numerous bookstores, art galleries, and private markets all over the city. The accompanying inflation was evident in the huge price increases on goods and the taxi meter fares (fares were multiplied by a factor of fifty).

## Media Blitz—it

If you need publicity for your planning or design event, or you want the media to bring an activity to the public's attention, help is on the way from the Northern Section Board.... Our Media Liaison/Director of Public Relations, Hartmut Gerdes, has compiled and indexed extensive information (from National, State, and Northern Section APA and many other private and public sources) to assist you:

- ✓ how to write a press release, including a list of planning/design oriented journalists to send them to;
- ✓ how to get a TV or radio Public Service Announcement produced and on the air;
- ✓ how to choose a video producer;
- ✓ how to get on radio on TV "community bulletin boards";
- ✓ how to get a free speech message on TV, or;
- ✓ what community access channels can do for you....

You are welcome anytime to access the Northern Section Publicity Reference Guide, or to receive the detailed index. Please call or write Hartmut Gerdes at Square One Film + Video, 725 Filbert St., San Francisco, CA 94133. (415) 398-7044

From Warsaw, I travelled to Krakow in southern Poland, which fortunately was not destroyed in the war. In a future issue of Northern News, I'll discuss that city, together with Dubrovnik, Mostar, and Kotor in Yugoslavia.

## Jobs in Planning

**Planner** — Solano County (\$32,656 - \$39,694/yr.) Eighteen months prof. plng. exp. including land use admin. and policy plng. activities req'd. A degree in plng. is desirable. Apply by 5:00 p.m., February 1, 1991. Apply to: Solano County Department of Human Resources, 580 Texas Street, Fairfield, 94533. (707) 421-6170

**Planning Technician** — Solano County (\$23,500 - \$28,564/yr.) Six months plng., drafting, regulatory or equiv. exp. req'd. See ad above for appl. info.

**Planning Technician** — City of San Jose (\$2,174 - \$2,643/mo.) Immediate Opening. Sub-professional field/office work in collection and presentation of plng. data. Req's high school grad. and 2 yrs. of tech. urban plng. or eng. work, including 1 yr. of drafting exp. Written test Saturday, January 5, 1991; Final filing date, Friday, December 14, 1990. Call Human Resources Dept. for announcement & appl. at (408) 277-4205. Apply at City of San Jose Human Resources Dept., 801 N. First St., San Jose, 95110. EOE.

**Senior Planning Technician** — City of San Jose (\$2,482 - \$3,015/mo.) Immediate Opening. Technical and sub-professional field/office work in collection, analysis, and presentation of plng. data. May supervise. Req's high school grad. and 4 yrs. of tech. urban plng. or eng. work, including 2 yrs. of drafting exp. See ad above for information on application.

**Planning Technician** — City of Petaluma (\$1,823 - \$2,217/mo.) Prepares graphics, visual aids, maps, etc.; performs general support for the Community Devel. Dept., e.g. zoning info., field inspection, data collection, public contact, basic bldg. permit review; computer knowledge preferred; graphics exp. req'd. Apply: City of Petaluma, Personnel Dept., P.O. Box 61, Petaluma, 94953. (707) 778-4340. Apply immediately.

P A R T Y

## Planlines

by Chuck Myer

### "LEAF ME ALONE"

Ah, Thanksgiving. A moment to catch our collective breath before the cash registers start chiming. A moment to enjoy huge birds stuffed with carbohydrates and huge newspapers stuffed with slick fliers for holiday sales. Pilgrims and progress. Only one thing spoils this lovely picture. I refer, of course, to leaves.

Those awful, stringy remnants of summer that clog our public works. Those languid loiterers, lurking like banana peels on our once-pristine sidewalks. Those menacing mounds of mush. Those enticingly evil playgrounds that lure our children into the depths of their depths.

Thank God for leaf blowers. How did we ever survive without them? The truth is we didn't.

How many countless skeletons have been uncovered by archeologists next to fossilized leaf remains? Is it not obvious that these poor souls tripped and drowned in a sea of prehistoric leaves?

Now that we have established that leaf blowers have increased our life expectancy, let's look at the other hidden benefits of leaf blowers. For example, it helps people start their day early, like they should. It has been shown that people whose neighbors have leaf blowers are awake by 6 a.m., and therefore are more productive members of society. The megagallons of gasoline required for America's leaf blowers have kept up demand, which in turn discourages OPEC from hiking the price of crude oil. And the benefit to our economy is immeasurable. Leaf blowers have created thousands of jobs that didn't exist before.

The nation's foremost leaf blower association, B.L.O.W.—H.A.R.D. (Blow Leaves Off the World — Help America Remove a Disgrace), is working hard to help promote these hidden benefits.

A highlight of the year is the association's annual Blow-Off, where the best leaf blowers in the country square off for big prizes. For example, contestants in the Hatfield/McCoy competition are matched in pairs, given a pile of leaves and are separated by a property line. At the end of the match, the one who has blown more leaves into his neighbor's side of the line is declared the winner. Contestants in the 100-yard thrash have to line up, point their leaf blowers at one single solitary leaf, and push it across the length of a football field faster than anyone else.

You have probably seen a number of people practicing for these events around town.

Besides these competitions, the association contributes to worthy causes. It has also donated money to the Smithsonian Institute towards building an exhibit to display obsolete tools such as brooms and rakes. Yet somehow, unbelievably, there are those who not only don't understand the power of leaf blowers, but want us all to regress back to the days before they were invented!

Oh, rue that day that some environmentalist first invented the term "noise pollution." Or "air pollution," for that matter.

A pox on Palo Alto, Carmel, Del Mar, National City, Albany, Belvedere and Beverly Hills, and all of the other cities that have passed ordinances against leaf blowers!

Those liberal Jerryrosebirdbrownfondahaydenmcgovernrats have done it again. Now every rich suburb in California is going to want to join in the bandwagon.

May their storm drains be clogged forever with rotting leaf carcasses. Why can't they just leaf us alone.

Happy Thanksgiving!

---

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## Winter Calendar of Events

- December 7 Northern Section CCAPA Holiday Party! City Centre, Downtown Mountain View. 650 Castro Street, Ground Floor. 6:00 to 8:30 p.m. Food and Entertainment will abound! See page 1 for more details and a map.
- January 4 Deadline to file for AICP Exam. See page 4 for more details.
- February 22 to February 24 4th Annual California Women in Environmental Design Conference. St. Francis Hotel, San Francisco. Call (415) 548-6209 for more info. Details on page 4.

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### **NORTHERN NEWS**

APA EDITORIAL OFFICE  
Sedway Cooke Associates  
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San Francisco, CA 94105

*Send To:*

