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NORTHERN NEWS

SECTION SPONSORS FORUM ON REGIONALISM

by Douglas Svensson

Since interest in regional solutions for planning and governance is high, the Northern Section APA will sponsor a Forum on Regionalism on February 8, 1991. The Forum is designed to give professional planners a crash course in activities affecting the future of regional government in the Bay Area and statewide. It will also provide the opportunity to draft a set of recommendations on regional governance to the local and state APA boards, as well as the State Legislature.

At the core of the regional governance issue is a series of growth issues that transcend the authority and focus of local government. The development of transportation facilities and the improvement of air quality are affected by the regional pattern of employment and residential development. Indeed, the prospects for economic growth are tied in large measure to the ability of the regions to provide sufficient housing to support the labor force. Paul Sedway, of Sedway Cooke Associates, will provide introductory remarks to open the Forum. Mr. Rod Diridon, Chair of the Metropolitan Transportation Commission and a Santa Clara County Supervisor, will discuss transportation issues along with Thomas Cook, Bay Area Council Vice President of Housing and Land Use. Mr. Cook will discuss regional housing and land use issues.

(Continued on page 4)

GROWTH MANAGEMENT— WHAT CAN CALIFORNIA LEARN FROM OTHER STATES?

The Northern Section has identified regionalism as a major focus of concern for 1991. Please join your fellow planners for a kick-off dinner and special program on growth management programs in New Jersey, Florida, Oregon, Washington and the Twin Cities of Minneapolis and St. Paul.

Topics

State, Regional, and Local Responsibilities and Controls, Special Planning Techniques, Successes and Failures, California and Bay Area Applications.

Speakers

Paul Sedway—Sedway Cooke Associates, Alison Massa—WRT, Rich Weiderhorn—Port of Oakland.

Date, Place, and Time

January 24, 1991 (Thursday). Jovanelo's Restaurant, 840 Sansome Street (at Broadway), San Francisco. Informal get together (no-host bar) 6:30 p.m., Italian dinner 7:00 p.m..

Cost

\$28.00 per person.

Questions

Contact S.F. Liaison, Larry L. Cannon for more information (415) 433-6945.

APA Reservation Form

Yes! Please reserve a place for me/us at the Regionalism Forum. Enclosed is a check for \$____ (\$75 per person) payable to Northern Section, CCAPA.

Return by February 1 to: David Miller, 2000 Broadway, Suite 235, Redwood City, CA 94063.

Name: _____
Name: _____
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APA Reservation Form

Yes! Please reserve a place for me/us at the Growth Management Event. Enclosed is a check for \$____ (\$28 per person) payable to Northern Section, CCAPA.

Return by January 18 to: Larry Cannon, Cannon Design Group, 40 Gold Street, S.F., 94133.

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TAKING CARE OF BUSINESS

by Ann B. Millican

Liaison Board Positions Open—North Bay and Monterey Peninsula

The Board invites applications for two Board positions. The North Bay Liaison covers Marin, Sonoma, and Napa counties. The Monterey Peninsula area covers Santa Cruz, San Benito, and Monterey counties. Liaisons are responsible for organizing one event in their area annually and attending four weekday evening Board meetings held in Emeryville, plus a Saturday retreat each year. We welcome your participation. If getting involved in APA is one of your New Year's Resolutions, this is your chance! Call Director Pro Tem Mark Caughey and send him a letter of interest and a resume.

CalChapter Retreat Report

The CalChapter Board held its annual retreat on December 8. Major agenda items included:

- defining APA's role in setting regional governance policy. The consensus was that more input from the Section level is needed. A one-day workshop with representatives from each section will be held in February. Northern Section will send two reps, since we are the largest section in the state. The CalChapter Action Agenda will be discussed, as well as effective ways of advocating our agenda at the state level.
- updating the Chapter's strategic plan.
- exploring how to encourage the formation of subsections to provide services to areas outside of population centers. For example, a subsection could be organized for the far northern part of our section, which extends to the Oregon border, or in the Monterey Peninsula.

Holiday Party Thanks

The Holiday Party in Mountain View's revitalized downtown was a smashing success! Ninety planners enjoyed the festivities, which included live jazz and swing music, plus Chinese food. The turnout for the Holiday Party was about triple that of last year. This shows that there is a concentration of planners in the South Bay who support APA, which is no surprise. Look for more programs in the South Bay this year. Thanks for a successful event go to our Holiday Party planners—ex-Administration Directory Valerie Young and ex-Treasurer Dena Belzer. We are fortunate that they are serving on the Board as event planners. Valerie and Dena are planning a Saturday field trip this year. Watch for it!

Seminar and Job Fair Planned at UC Berkeley

Students and practitioners in urban planning fields will meet on Saturday, March 16, 1991, for a seminar series and job fair hosted by the University of California at Berkeley Department of City and Regional Planning. Morning lectures and seminars will explore the interaction between academic training and profes-

sional planning practice. Following lunch, students and planners will meet for scheduled job interviews and informal discussions about planning careers and job opportunities.

Students and faculty of Bay Area planning and urban studies programs

are invited to participate in both the morning seminars and the afternoon Job Fair.

The schedule of seminars and topics is currently in the planning stage, and we welcome APA members' suggestions for topics. Planners are also invited to present work or lead

DANCES WITH DOLPHINS *

by Steve Matarazzo

I address you today the way I usually have done in the past, following a jog on the beach during an idyllic afternoon in Rio Del Mar, California. During this, and other recent jaunts, I have been followed along the shoreline by a school of frolicking dolphins that appear to have found a winter home at New Brighton Beach, just south of Santa Cruz. I usually out-run them, but I think they are just toying with me and want me to win. In this way, they know I'll keep coming back to the beach to play.

This avocation and accompanying feeling of animism reminded me (and sometimes I do seem to forget) that the urban environment is composed of more than the individual utilitarian functions of industry, commerce, and residential development. It also includes those sometimes spiritual experiences we obtain from the nearby natural environment. And, to the extent that we continue to eliminate those natural amenities to accommodate the needs of progress, so too may we diminish the chance to celebrate the ubiquitous wonders of nature.

Santa Cruz County is just beginning to update its general plan. The Planning Department staff has held a series of community meetings in order to solicit resident desires regarding the future environment they envision. Most people thus far have overwhelmingly stated that they want to see as much of the natural environment remain as is possible. These are the same people I run with.

* My apologies to Kevin Costner for the title. (And my regrets for not being as good-looking.)

AICP EXAM WORKSHOPS

Workshops to prepare for the AICP exam will be held in January, February, March, and April. Contact Don Bradley (415) 592-0915 to find out the location of the January meeting. Look in Northern News for more information on the February, March, and April meetings.

...Seminar and Job Fair

discussions concerning professional practice and academic pursuits in planning fields. If you or your firm is interested in suggesting a seminar topic, presenting a seminar, or scheduling interviews with planning students, please contact: Kaye Bock or Nancy Keita, Department of City and

Regional Planning, 228 Wurster Hall, UCB, Berkeley, CA 94720. Phone: (415) 643-9440 (or 642-1641 to leave recorded message).

More information about this Spring 1991 event will appear in subsequent issues of Northern News.

Jobs in Planning

Principal Planner—City of San Leandro (\$61,260 to \$74,424/year + ben) Community of 68,000 is seeking a progressive manager to oversee the current plng. and community standards sections of the Plng. and Building Dept. Bachelor's degree with course work in urban plng. or rel. fields plus plng. exp., preferably in a municipal setting. Should have a broad and deep knowledge of urban plng., with particular expertise in design standards. Submit resume along with three work-related refs. and current salary to: Shannon Associates, 1400 K Street, Suite 311, Sacramento, CA 95914. (916) 447-8022. Filling date is 1/18/91. Brochure is available.

Associate Planner—Union City (\$3,676 to \$4,466/month + ben) Have you seen Union City lately? We are a rapidly changing community in southern Alameda County with diverse and challenging plng. projects. Union City is looking for a creative Planner to work primarily on current development projects. This position requires a BA degree with emphasis on city plng. and 3 years plng. exp. Excellent oral and written communication skills are essential. Submit your appl. by 1/18/91. For appl. contact: City of Union City, 34009 Alvarado-Niles Road, Union City, CA 94587. (415) 471-3232.

Associate Planner—Alameda (\$3,125 to \$3,786/month increase pending). Challenging assignments include historical pres. and waterfront plng. Requires BA in plng., arch., or urban design and 3 years CA local government plng. experience. Submit city application form by 1/25/91 to Personnel Dept., City Hall, 2263 Santa Clara Ave., Alameda, CA 94501 or call (415) 748-4635 or (415) 748-4521.

Associate/Senior Planner—University of California Office of the President (\$36,000 to \$49,400/yr.) Under direction of Dir. Long Range Plng. perform varied assignments in oversight of long range plng. and dev. activities at nine UC campuses and review of CEQA compliance docs. Req's undergrad. degree in plng. or related field plus grad. degree in plng. or 2 to 4 yrs. equiv. exp. Contact: UC Office of the President, Personnel Service #11-9-033, 300 Lakeside Dr. Oakland, CA 94612-3550. (415) 987-0821. Apply by 1/25/91.

(Continued on back page)

Planning for BART Stations on the Peninsula

Close to fifty planners gathered at the Foster City Recreation Center in mid-October to talk about planning for future BART stations on the Peninsula. New stations are currently planned for Colma, South San Francisco, San Bruno, and in or near the San Francisco International Airport.

Leading off, Chris Brittle, Project Manager for the BART Extension for the Metropolitan Transportation Commission, and Larry Steuck, Planning Manager for SamTrans, discussed alternative plans for extending BART to the airport. They were followed by John Martin, Deputy City Manager of Daly City, and Jim Kennedy, Redevelopment Director for Contra Costa County, both of whom described their jurisdictions' experiences planning for BART stations. Some of the more notable observations and conclusions included the following.

It's important to pick mass transit projects that can successfully compete for government funds. Cost effectiveness and local agency funding are key to obtaining federal funding.

Local governments can and should play a vital role in determining what kind of economic and land use development occurs around stations. BART planners are not always aware of local community interests. Also, BART stations do not, by themselves, generate positive economic impacts for local communities. New stations provide economic *opportunities*, but communities shouldn't expect the presence of a BART station to automatically increase development. Contrary to popular expectation, the Daly City station did not generate development in the surrounding area; the station used up road capacity and resources, preventing further development. Finally, communities should be actively involved in station design; a station creates name recognition and image-building opportunities.

Communities should be realistic in looking at their own responsibilities connected with a new BART station. For example, communities should consider the cost of local improvements to streets, increased police protection, etc. Contra Costa County prepared a Specific Plan for the Pleasant Hill BART station, and now San Mateo County is preparing one for the Colma BART station. Development of a Specific Plan allows public/private and inter-jurisdictional cooperation to take place in a focused, deliberate manner.

Forming a redevelopment district can also provide a means for local government to capture economic value from a BART station. Forming a redevelopment district enables communities to use tax monies to invest in infrastructure, assemble parcels, and otherwise enable new development to occur. Ultimately, and ideally, new development generates enough revenue to pay for local government investment. It has become increasingly more difficult, however, to obtain redevelopment funds.

The October 10th event was sponsored by Northern Section APA and organized by Bob Schubert and Heather McMillan, Peninsula Liaisons for Northern Section. Many thanks to Chris Brittle, Larry Steuck, John Martin, and Jim Kennedy for their informative presentations.

FORUM ON

Continued from page 1

Because preservation of open space is intimately dependent upon the pattern of regional development, Larry Orman, Executive Director for the Greenbelt Alliance, will also be on the panel to discuss the critical need for regional land use planning to preserve the quality of our living environment and vital resources, such as agriculture and protected habitats.

An entirely different set of issues counterbalance the push for stronger regional planning. The need for sensitivity to local conditions and quality of life goals is joined by the fiscal imperatives that cities and counties face to increase revenues and employment through development. The realities of local government finance are apparent to planners and policy makers, and they are responding with creative solutions.

Gail Murray, Councilwoman from Walnut Creek and active in sub-regional government in Contra Costa County, will discuss issues of local control. As a hub of regional jobs and housing growth, Walnut Creek has faced many regional issues.

On a broader scale, many communities in the San Joaquin Valley have experienced increasing growth pressure from Bay Area commuters and relocated employment centers. Mr. Tony Whitehearst, Chair of the Merced County Board of Supervisors, will present a perspective on how new relationships between metropolitan and rural areas can be forged. Mike Heyman of Bay Vision 2020 will be joined by Fremont Community Development Director Ann Draper, who will present views on

REGIONALISM

the capacity of Bay Area planning directors to assist ABAG in reviewing the Bay Vision 2020 Plan.

Another panel will explore the statewide perspective on regional governance. Panel members include: Peter Detwiler, Legislative Analyst for the State Legislature, who will relate the state's role in the emerging regional proposals; Mayor Carol Whiteside from the City of Modesto, who will relate her perspective from the California League of Cities Task Force on Growth Management; and Al Herson, the recently elected President of the California Chapter of the American Planning Association, who will discuss the state chapter's efforts to draft a position statement on the issue of regional governance.

The structure of the Forum will allow attendees to actively discuss the issues raised by the presenters. Participants will work in small groups during an extended lunch period to draft policy recommendations that will be presented to the Forum in the afternoon plenary session. A document summarizing these recommendations will be made available to all attendees of the conference and will be made available for purchase with tapes of the presentations following the event.

The date for the Forum is February 8, 1991, at the Franciscan Hotel in San Francisco, and attendance is limited to 120 persons. The cost of the event is \$75 per person. All interested readers are urged to make advance reservations as soon as possible.

Call David Miller at (415) 365-8995 for more information on the Forum.

AEP AWARDS

Nominations are now being accepted for the 1990 Association of Environmental Professionals (AEP) Awards which will be announced at the State-wide Conference in Palm Springs, May 1991. Nominations can be made on by AEP members. Four types of awards are presented by AEP:

- Certificate of Recognition of an Outstanding Environmental Document (given to all deserving EIRs, EISs, plans, report, master environmental assessments, etc...);
- Certificate of Achievement (given to an individual, firm, agency or organization for unique achievements in an environmental field or activity);
- Certificate of Appreciation (given to outstanding AEP members);
- Certificate in Recognition of An Outstanding Public Involvement/Education Program (given to an agency or firm responsible for conducting an outstanding public involvement or educational program).

Five copies of the nominating letter and document and all supporting materials must be sent directly to the Awards Committee Chairperson: Elizabeth Patterson, State Lands Commission, 1807 13th St., Sacramento 95814. Work: (916) 327-4035. Home: (707) 746-0749.

All nominations must be received by March 1, 1991.

CALL FOR PAPERS

Successful Land Development II Managing and Paying for Growth

The American Society of Civil Engineers will hold the second in a series of specialty conferences in San Diego, September 9 to 11, 1991, on the topic of successful land development. The purpose of this specialty conference is to provide a forum for presentation and discussion of growth management and financing issues as they relate to land development. Prospective authors are invited to submit abstracts for papers on the following, or related topics:

- the need for growth management;
- the effectiveness (or ineffectiveness) of growth management;
- growth management techniques;
- identifying needed public facilities;
- estimating the cost of future needs;
- benefit/cost allocation;
- tying growth management to funding;
- technical breakthroughs and innovations;
- legal framework/needed legislation;
- land use planning, how detailed?, how flexible?; and
- the role of the civil engineer.

The conference is co-sponsored by the American Planning Association, American Institute of Architects, American Society of Landscape Architects, and the National Association of County Engineers.

Authors who wish to submit abstracts should do so by January 15, 1991. All abstracts should be limited to 500 words or less and should include the author's name, affiliation, address, and phone number. Deadline for completed papers is July 15, 1991. Mail to: William Moser, Nasland Engineering, 4740 Ruffner St., San Diego, CA 92111. (619) 292-7770.

Planlines

by Chuck Myer

North vs. South in California

In the 1960s, California was rife with talk about splitting itself into two states. In his popular novel, *Ecotopia*, Ernest Callenbach suggests that Northern California might join with Washington and Oregon to secede from the Union. And in the *Six Nations of North America*, Joel Garreau makes the point that Northern and Southern California act like different nations. Does a line exist between these two mythical states? Yes. I know. I tried to cross it.

Although it doesn't always have water in it, the Santa Maria River is where I draw the boundary. To the north is the Central Coast and San Luis Obispo; to the south the town of Santa Maria and Santa Barbara County. I attended Cal Poly, San Luis Obispo in the early seventies, and started my professional city planning career thirty miles away in Santa Maria in the late seventies. Although I had never really "experienced" Santa Maria during my college years, I assumed that the lifestyle there would be similar to that in the town of my beloved alma mater. Wrong. I suddenly found myself light years away from Northern California. What was the difference? Quite a bit.

Lifestyle. Southern Californians try to improve their lifestyle. Northern Californians try to simplify theirs. In fact the word lifestyle seems to bond more readily with the term, "the Southern California life-style," conjuring up images of chaise lounges on a sun-drenched beach with a cold drink in one hand and a bikini strap in the other.

Social conscience. The Southern California scenario described above doesn't give one a strong sense that social issues are a major concern. They are in the NorCal, especially in its capital (San Francisco).

Bicycles. While bikes are a staple in NorCal college towns like Davis, Berkeley, and San Luis Obispo, they were virtually outlawed in Santa Maria. Bike lanes were nonexistent, and a pervasive antibicycle sentiment loomed large. Motorists hurled bottles at cyclists, and one radio station owner, who did traffic reports from his own car every morning, publicly advocated "running them off the road." True, not every Southern California town reflects this philosophy, but bicycles in SoCal are used mainly to race, tan, or "freestyle." Only in Northern California are they a serious mode of transportation.

Water. Even the fact that the Santa Maria River was empty highlighted a major difference between Northern and Southern California: water. The north has it and the south doesn't. Water wars are always imminent.

Associations. When I moved thirty miles south and crossed the line into SoCal, my regional affiliations had to change. For example, my AAA club membership was no longer valid. I had to join the Automobile Club of Southern California (and my insurance rates hit the ozone layer).

Beaches. In Southern California, beaches are for sports, showing off fashions, sunshine. In Northern California, the emphasis is on nature, peace, seclusion, or relaxation. Despite cooler NorCal temperatures, you're more likely to see nudism north of the (waist?)line.

Public Transit. Sadly lacking in L.A. and environs, mass transit has been accepted much more quickly by not only the San Francisco Bay Area, but San Jose, Sacramento, and other NorCal towns. Northerners are also more inclined to walk or, as mentioned, ride bicycles.

In short: South is splurge, north is conserve. The best capsulized statement of Southern California I ever saw was a two-minute intro segment to an episode of *L.A. Law*. Rakish divorce lawyer Arnie Becker awakens in his mansion next to an unnamed blond, who showers while he pours his breakfast out of the Vegematic after an invigorating lap in the pool. Soon his gloved hand is turning the ignition in his Jag, as he passes tennis courts and palm trees on his way to the office, where he steps all over his impoverished secretary.

Something in that scenario rubs against the grain of us Northern Californians. It didn't take me long to realize it. So when I accidentally found myself living amongst Southern Californians, did I turn tail and head back north? Ah, that story will fill another whole column...!

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Assistant or Associate Professor (Tenure Track)—Sonoma State University (\$34,764 to \$43,848/year). For academic yr. '91 to '92. PhD. (A.B.D. may be considered); consid. plng. exp. req'd. At least one degree in Plng. and demonstrated effective teaching experience strongly pref'd. Prefer expertise in urban design; land use and environmental plng.; growth mgmt.; transp., housing, site plng.; computer appl.; graphic comm. and plng. law. Review of appls. begins Feb. 21, 1991. Dept. of Environmental Studies and Planning, Sonoma State Univ., Rohnert Park, CA 94928. Phone: (707) 664-2306. An AAIEED Institution. Please refer to A015-91/92.

Fall Calendar of Events

- | | |
|----------------------------|--|
| January 15 | Deadline to submit abstracts. See page 5 for details. |
| January 24 | Growth Management Event. Jovanelo's Restaurant. 840 Sansome St., S.F. Call Larry Canon for more information (415) 433-6945. See page 1 for more details. |
| February 8 | Forum on Regionalism. St. Francis Hotel., S.F. Call Dave Miller (415) 368-9802 for more information or see page 1 for more details. |
| February 22 to February 24 | 4th Annual California Women in Environment Design Conference. St. Francis Hotel, S.F. Call (415) 548-6209 for more information. |
| March 1 | Deadline for AEP nominations. See page 5 for more info. |
| March 16 | Seminar and Jobs Fair at UC Berkeley. See page 2 for details. |

NORTHERN NEWS

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