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# N O R T H E R N N E W S

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## BAY AREA PLANNING AND DESIGN AND THE VISUAL MEDIA

### A Symposium and VideoFest

Saturday, May 4, 1991, at the  
Clark Kerr Campus, UC Berkeley  
2601 Warring Street, Berkeley, CA

#### VISUAL MEDIA SYMPOSIUM

How can the audio-visual media, particularly television,  
be engaged in advancing a vision of the 21st century Bay Area  
and aid in resolving critical planning and design issues,  
such as housing, transportation, and the environment?

Prominent Bay Area planners and designers will conduct a dialogue  
with recognized representatives of the television and video industries.

Speaker and Moderator:

**Michael S. McGill**

Executive Director, Bay Area Economic Forum

#### PLANNING/DESIGN VIDEOFEST

How can we use video to inform, harness creativity, raise awareness,  
and promote physical and behavioral change?

Current models of planning, architecture, and landscape architecture videos around Bay Area themes will be  
featured non-stop in three rooms.

Producers will be present to introduce their videos and answer questions.

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American Society of Landscape Architects, Northern California Chapter (ASLA)  
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San Francisco Planning and Urban Research Association (SPUR)

For More Information and Registration Form See Page 4

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# TAKING CARE OF BUSINESS

by Ann B. Millican

## Forum on Regionalism a Landmark Gathering

Key organizers of the Forum on Regionalism deserve a hearty round of applause for making the forum a success. Dave Miller marshalled the Ad Hoc Committee on Regionalism of about 30 planners. A steering committee of four took the lead to craft the agenda and slate of speakers for the forum. Other members were in charge of logistics, the regionalism packet, and facilitating the afternoon group discussion. On behalf of the membership, thanks to the Three Toms (Tom Conrad, Tom Cook, and Tom Jensen), Doug Svenson, Jim Stark, Bob Sturdivant, Don Steiger, Rick Weiderhorn, and Stuart Eurman. And of course, Dave Miller. Kudos to the organizers!

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Barry Miller <i>Northern News Co-Editor</i>	415/465-7169

## The Big "R"...So What Are We Going To Do About It?

First, the Ad Hoc Committee on Regionalism will meet early in March to review and finalize the summary report based on the forum discussion prepared by Moore Iacofano Goltsman. Second, the committee will develop strategies for how Northern Section will follow up on the tremendous energy and momentum built up at the forum. Third, they will tell you about it, so look for the committee's report and recommendations in the next issue. Plus, the final forum report and the packets distributed at the forum will be made available for sale. Watch the next Northern News for details on cost and where to get your state-of-the-art briefing on regionalism.

## Off to New Orleans? Be Part of the APA Delegate Assembly

CalChapter APA is recruiting delegates to be part of the National APA Conference in New Orleans. The Delegate Assembly is scheduled for Sunday, March 24, 1991, 8:30 a.m. to noon. The assembly will deliberate and vote on PIP's (position papers). Call Northern Section Legislative Representative Don Steiger at 904-9637 to express your interest. You will receive a delegate packet to read before the conference. Join the assembly and caucus with fellow Cal delegates. It's APA democracy in action. No previous experience required.

## 1991 Awards

### DEADLINE TO SUBMIT IS APRIL 19

It's time to reflect on last year's planning efforts for consideration during the 1991 APA Awards Program. The program begins at the section level with winners advancing to the state level. If you have a plan or planning program of which you are particularly proud, or if you know of one in another community, please submit it for consideration.

This year's deadline for submission is April 19. Information and application forms can be obtained by writing or contacting: Wayne Goldberg, Northern Section Awards Coordinator, P.O. Box 1678, Santa Rosa, CA 95402, (707) 524-5236. The materials submitted will be evaluated by a jury of planners and the awards will be presented at the awards banquet to be held in late June.

*The Department of City and Regional Planning, UC Berkeley  
and The APA Northern California Section  
Present their first annual*

## Spring Forum

**Saturday, March 16, 1991**  
Wurster Hall, University of California, Berkeley

### Session One—9:30 to 11:00

#### Regionalism in Planning

**Elizabeth Deakin, moderator**  
UCB Prof. of Planning Transportation, Urban Development Policy, Energy and Environmental issues

**Tapan Munroe**  
Chief Economist, PG&E  
Visiting Lecturer, UCB Regional Economic Studies

**Barbara Kautz**  
Community Development Director,  
City of San Mateo

**Representative of Bay Vision 2020**  
*to be confirmed*

### Session Two—11:15 to 12:30

**California's New Majorities:  
Planning By and For Women and  
People of Color**

**Abel Valenzuela, moderator**  
Visiting Lecturer, UCB  
Minorities and Gender in Planning

**Ricardo Noguera**  
Economic Development Specialist  
Mission Economic Development  
Agency (MEDA)

**Barbara Johnson**  
Academic Coord., Inst. of Business  
and Economic Research, UCB  
Director, Ca. Regional Capital Project  
Board Member, Women's Initiative  
for Self-Employment (WISE)

#### Housing Development

**Mary Comerio, moderator**  
Associate Prof. of Architecture, UCB  
Community Development Policy and  
Affordable Housing

**Steve Barton**  
Senior Planner, Com. Dev. Dept,  
City of Berkeley  
Visiting Lecturer, Urban Studies  
Program San Francisco State Univ.

**William Fleissig**  
Principal, Martin Devcon Properties  
Developer of infill housing

**Phil Angelides**  
Executive Board Member, Center for  
Real Estate and Urban Economics  
*to be confirmed*

8:30 a.m. to 9:10 Registration, Coffee  
9:10 a.m. to 9:30 Welcoming Remarks  
9:30 a.m. to 12:30 Panel Discussions  
1:30 p.m. to 5:00 Job Fair

*For additional information call Kaye Bock,  
Department of City and Regional Planning, UC Berkeley 415-642-1641*

## Jobs in Planning

**URBAN PLANNER**—City of Sunnyvale (\$42,550-51,720/yr. + 7% PERS). Formulate/dev. urb. design policy and proj. rev. procedures. Req's. MS/MA in Planning plus 3 yrs. prof. exp. and 1 yr. des. rev. exp. Applications and supp. questionnaires due by 3/29/91. Apply to: Personnel Office, City of Sunnyvale, 456 W. Olive, Sunnyvale, CA 94088. More info, call (408)-730-7490. EOE.

**ASSISTANT PLANNER**—City of Clayton (\$18.50-23.00/hr) Part-time position. Primarily inv. in current planning. BA in planning or rel. field, 1 yr exp. desirable. Resume to: Randall Hatch, Planning Director, City of Clayton, 1007 Oak Street, Clayton, CA 94517. Apply by 3/26/91. More info, call (415) 672-3622.

**ADVANCED PLANNER**—City of Pleasanton (\$43,920-\$53,364/yr. + 7% PERS). Coord. long-range plans and progs. inc. gen. plan, spec. plans, EIRs, and special studies. Submit appl. and resume to: Personnel Dept., City of Pleasanton, PO Box 520, 120 Main St., Pleasanton, CA 94566. Apply by 3/29/91. More info, call (415) 484-8012. AA/EOE.

**HOUSING AND ECONOMIC DEVELOPMENT DIRECTOR**—City of Watsonville (\$51,408-\$62,472/yr. + benefits) New position will serve as Deputy Director of the Redevel. Agency. Issues include imp. a wide variety of econ. dev't., housing, and retail enhancement plans. Preferred quals. inc. Masters in planning, econ., public or business admin., and 5+ yrs. prof. exp. in planning, real estate, business dev., or proj. financing. Submit resume, current salary, and 3 references to: Shannon Associates, 1400 K Street, Ste. 311, Sacramento, CA 95814. Position open until filled. More info, call (916) 447-8022. AA/EOE.

**GIS PLANNER/ANALYST**—James M. Montgomery Consulting Engineers. Assignments include collecting, analyzing, and presenting the data used to develop AM/GIS impl. plans for large pub. agencies. Req's. exc. writing skills, knowl. of pub. agencies, knowl. of AM/GIS technology, data bases, and systems networks, exp. collecting/using map-related info., use/programming AM/GIS or CAD systems. Send resume and work sample to: Bruce Joffe, James M. Montgomery Consulting Engineers, 355 Lennon Lane, Walnut Creek, CA 94598. More info, call (415) 933-2250.

# Visual Media Symposium and VideoFest

Yes! Reserve a place for me on May 4. Please check one!

### Symposium and VideoFest

9am-5pm

- \$25 advance registration (\$35 at door)
- \$15 Students (\$20 at door)

### Symposium only

9am-12:30 p.m.

- \$20 advance registration (\$25 at door)
- \$12.50 Students (\$15 at the door)

### VideoFest only

2 pm-5pm

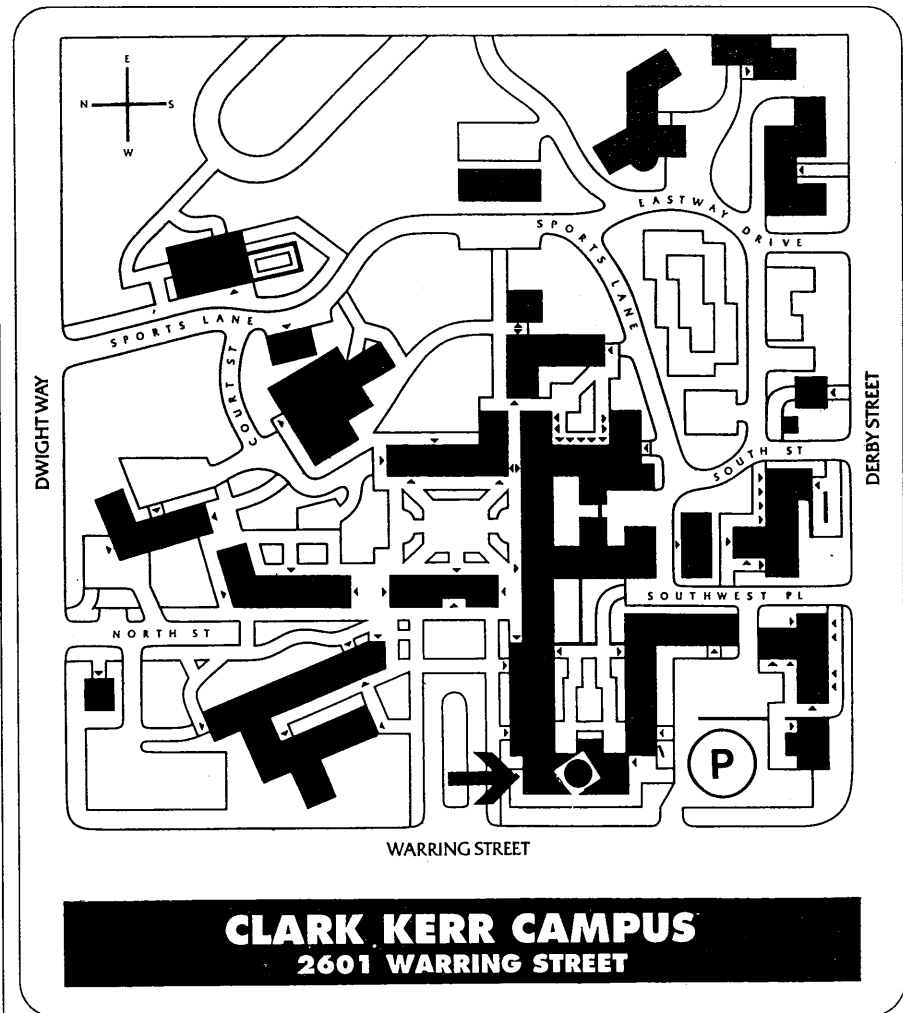
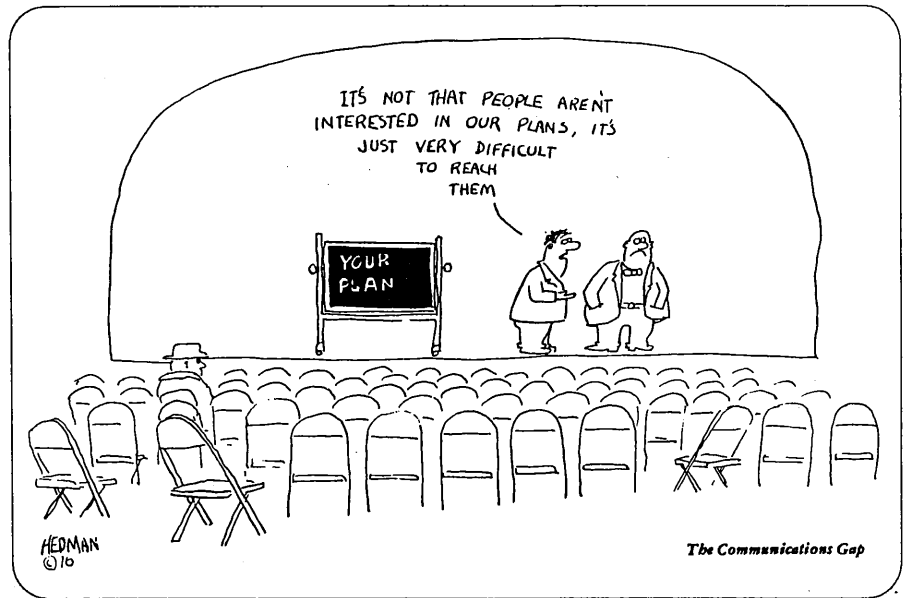
- \$10 advance registration (\$15 at door)
- \$5 Students (\$7.50 at the door)

Enclosed is my check for \$ \_\_\_\_\_ payable to Northern Section, CCAPA.

Mail to: Hartmut Gerdes, AICP, Square One Film+Video, 725 Filbert St., San Francisco, CA 94133. Attention: Symposium and VideoFest.

Name (print): \_\_\_\_\_

Daytime phone: (\_\_\_\_) \_\_\_\_\_



**Questions about the Event? Call:**

Hartmut H. Gerdes, Symposium Chairman (415) 398-7044  
Diana Meservey, VideoFest Coordinator (415) 841-2772

# BRIDGING THE COMMUNICATION GAP

By Hartmut Gerdes

"Public education" via the creative use of the electronic media emerged as perhaps the most important issue and hope for developing a consensus about and solving some of the Bay Area's pressing problems at the February 8, 1991 Northern Section, CCAPA Regional Forum.

Santa Clara County Supervisor and MTC Commissioner Rod Diridon, addressing the Regional Forum, put it succinctly, (*With respect to regional problems and solutions...*) "...what we need is education, education, and more education".

Education presupposes communication. Today, to a large extent this is accomplished via the electronic media of video and television. And that does not thrill everyone. For example, Movie Director Barry Levinson notes, "*In the last forty years television has just moved from the living room to the bedroom to the kitchen—and wherever it goes we just talk and communicate less and less*".

Other media observers strike a more sympathetic, even dramatic, chord. As August Coppola, Dean of the Creative Arts Department at San Francisco State University observes, "*The world is now controlled by media. You've got to find a way to lighten that load, so media becomes more like conversation, more interactive*". Adds Robert W. Pittman, Senior Executive, Time Warner, Inc., "*Whether we like this new multidimensional language or not, it is here. Only by learning to conduct a dialogue that conforms to its grammar can we improve the chances of affecting change in those whom we so desperately seek to reach*".

As planners, these words are timely. Those we "so desperately seek to reach" are the six million residents of the Bay Area. Our dialogue must convey that planning is essential to solving our region's current and future problems. The visual media offers the most promising way to convey this message and to develop concurrence towards the changes that must occur if we are to preserve the quality of life around the Bay.

You are invited to learn more about modern communication and its applications to the planning profession at the NSCCAPA **Bay Area Planning and Design and the Visual Media Symposium** on Saturday, May 4, at the Clark Kerr Center at UC Berkeley. An exciting full-day agenda is being set now and will be detailed in the next Northern News. The Symposium will run from 9:00 am to 12:30 pm, and the Planning/Design VideoFest from 2:00 pm to 5:00 pm. Early pre-registration is recommended. (See announcement for more details).

**HiHo!!!** "Deckhands" are needed, including audio or videotaping of morning session, at the Saturday, May 4, Bay Area Planning and Design and the Media Symposium and Videofest. Please call Hartmut Gerdes at 398-7044 or Diana Meservey at 841-2772.

## A Call for a Northern California Small Town/ Rural Network

While the APA has a national division for small and rural communities, no active organization is available to planners in Northern California.

Having worked as a consultant for several small and rural communities in California, I have developed an appreciation for the challenging planning experiences that these communities can provide. Many planners who choose careers in small town and rural environments do so because they enjoy the direct, concrete experience of community which can be found in these settings. Small town planners at entry levels may also have greater opportunities to develop a wider range of planning skills and experiences, since staffs will not be as specialized.

As always, there are drawbacks. Isolation can be a problem. Often there is little opportunity to read planning literature or to communicate with other planners. Sometimes the impact of local politics can be emotionally draining. And there always seems to be just too much to do!

I am suggesting that an active small town planning network be developed in Northern California. The purpose of this network would be to provide small town/rural planners with intellectual stimulation, emotional support, technical assistance, and some shared good times.

Small town/rural issues that might be explored by network events could include:

- balancing no growth/slow growth pressures with development counter-pressures
- need for development because of economic problems

(Continued on page 6)

## WOULD YOU BUY A USED CAR FROM ME?

*A Planner's lament by Steve Matarazzo*

I was shopping for a used car recently while, on a test drive, the salesman asked where I worked. When I replied, "at the planning department," the fellow gave me a look of revulsion I'll not soon forget. To be rebuffed by a used car salesman gave me some indication of where, on the ladder of credibility, the planning profession is perceived in the public eye.

Public opinion surveys are performed periodically by professional pollsters regarding the esteem which people place on various vocations. And it disturbs me to think that public planners have taken a back-seat position to used car sales agents. The last time I checked, even politicians rated better than that.

How can we regain our position of public esteem equivalency to at least that of real estate agents? Here's three steps toward professional aggrandizement.

### **Give the People What they Want**

Within statutory requirements and good planning principles, plan for what the citizens want. This can be done by performing neighborhood workshops to form consensus on land use planning and urban design policies and programs.

### **Fast-track the Little Stuff**

Those items which are usually submitted by homeowners (variance requests, remodels, fence permit applications) should be handled in an expeditious manner. The more complicated items, usually submitted by developers, can, and should, take longer, and the residents want them to take longer.

### **Recruit from Nordstrom's when Hiring People for the Counter**

Many times a resident's only contact with the planning department involves soliciting information about proposed development within their neighborhood. This is often done on a personal basis with the resident coming to the department to inquire. Therefore, make sure the people handling day-to-day public inquiries are courteous and give that little extra measure of cooperation to make a citizen's experience with city hall as pleasant as possible.

These steps are being instituted where I work, but it takes a little time for the public to change its perception of the bureaucracy. However, I'm sure by the next time I go out looking for a car, I'll be in a much better negotiating position.

## *...working in a small town... (from page 5)*

- need to preserve open space and unique environmental features, and how this need is impacted by economic pressures and by development
- the impact of small town politics on planning staffs
- lack of resources to carry out needed planning functions
- difficulty keeping up with state requirements
- balancing the need for regional cooperation with retention of local autonomy.

I would like to hear from other planners who might wish to participate in such a network. If you are interested, let me know which of the above issues (or others) might be the focus for a first meeting/get together. If there is enough interest, I will organize the first event for rural/small town planners this summer, under the sponsorship of Northern Section CCAPA.

If interested, please call Jo Ann Rouse at (408) 733-3453 (home) or (408) 730-7452 (work). Or write to me at: 1055 Manet Drive #16, Sunnyvale, CA 94087.

## **Taking the AICP Exam? Don't Miss the Workshops!**

Workshops for those who will be taking the 1991 AICP exam have been scheduled as follows:

March 23—CH2MHill in Emeryville

April 20—Stanford University

May 4—CH2MHill in Emeryville

Call Don Bradley at (415) 592-0915 for more information.



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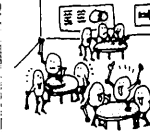
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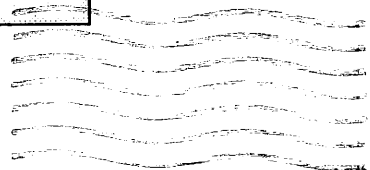
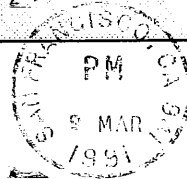
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# Spring Calendar of Events

- March 14 Bay Planning Coalition 5th Annual Decision-Makers Conference, "Politics of the Environment" at Treasure Island. Call John Malamut at (415) 543-3830 for more details.
- March 16 DCRP Spring Forum at UC Berkeley. See Page 3 for details.
- March 21-22 California Planning Commissioners Institute in Monterey.
- March 23-27 National APA Conference. New Orleans, LA.
- April 19 Deadline for submittals, Northern Section APA Awards. See Page 2 for details.
- April 19 UCLA Extension Public Policy Program, "Evaluating State and Local Growth Management Programs" at the Oakland Airport Hilton. Call Karen Stillman at (213) 825-7885 for details.
- May 4 "Visual Media Symposium and VideoFest" at UC Berkeley. See Pages 1 and 4 for details.
- June 7 "Nuts and Bolts '91: Improving your Findings and Conditions" at the Oakland Convention Center. Sponsored by CCAPA. Call Skye Fleming at (805) 255-4447 for details.



## NORTHERN NEWS

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