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NORTHERN NEWS

TAKING ON THE BUDGET CRISIS

The Fall CCAPA Management Development Workshop takes on the budget crisis! The workshop, jointly sponsored by Cal Chapter and APA's Northern California Section, will be held in downtown San Francisco on Friday, September 27th.

Three critical management topics will be addressed:

1) **Personnel & Reorganization Strategies**— A panel of Planning Directors, City Managers, and Personnel Directors will provide approaches and technical advice on such sensitive issues as layoffs, outplacement assistance and reorganization. Following the panel discussion, participants will break into small groups to discuss their individual situations.

2) **Increased Workloads**— A panel composed of professionals who have successfully dealt with heavy workloads will discuss how to deal with the demands of your Council or Board, prioritize programs, manage staff stress, and use outside help. Again, there will be follow up with small groups.

3) **Maximizing Revenues**— Fiscal experts will discuss how to track overhead costs for full cost recovery, lobby for multi-year budgets, and tap supplemental revenues, such as grants. The Keynote Speaker will be Richard Hughes, Principal of Hughes and Heiss, San Francisco.

Management Development '91 is for you if you are dealing with the stress of heavy workloads and limited resources!

The conference will be a full-day event, and will be held at the Ramada Inn at 1231 Market Street (formerly the San Franciscan Hotel), adjacent to the Civic Center BART Station. The fee is \$75 for APA members and \$95 for non-members. Students and planning commissioners can attend for \$45. The registration form will be in the September issue of Cal Planner and will also be mailed to all Northern Section members in early September.

Inquiries should be directed to Skye Fleming at (619) 549-3581.



California Planning Foundation Sponsors Congestion Management Seminar

Kicking off the 1991 California Chapter Conference will be a "Congestion Management Seminar", sponsored by the California Planning Foundation. The Seminar will feature a half-day review of ongoing efforts throughout California in congestion management planning and a "Nuts and Bolts" discussion on the Components of a Transportation Demand Ordinance. Representatives of Caltrans, the private sector, and regional agencies will be on hand to discuss the plans and programs associated with congestion management.

The fee will be \$75.00 and you can sign up when you register for the Conference. For more information on the seminar, contact Wayne Goldberg at (707) 524-5236.

COPING WITH THE DROUGHT— A TWO-DAY SEMINAR

Experts to Probe Solutions to California's Water Supply Problems at September Conference

The fifth straight year of drought in California reminds residents and policy makers that water resource planning in this huge, semi-arid state is not easy and that changes in the way water is allocated may be long overdue.

Experts and leaders from throughout the state will debate and discuss California's water planning at a two-day state-wide conference on September 17 and 18. They will examine water planning as the critical link to population growth, agriculture, and industry needs.

"When you look at the drought in a vacuum, it's not a sexy issue," said Mary Griffin, San Mateo County and president of the Association of Bay Area Governments, the conference's leading sponsor. "Water becomes a decidedly hotter

(Continued on page 3)

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DIRECTOR'S CORNER

by Don Steiger

Being elected Section Director is both a privilege and an honor. I am delighted to be able to serve Northern California Planners in this capacity. Only three states outside California have larger memberships than Northern Section, and our Section is one of the most active in the country. I look forward to developing the Section to the status it deserves. We will need vision, energy, and commitment to carry out this mission. Our annual retreat is scheduled soon, and we will be exploring new directions. Please contact any Board Member with your input.

Looking for a Liaison...

The Northern Section Board is looking for a new liaison from the Peninsula. If you are a planner living or working on the peninsula, and would be interested, please give a call to an APA Board member. Many thanks to our out-going co-liaisons, Heather McMillan and Bob Schubert, for their hard work.

URISA attracts International Crowd to SF

The 1991 URISA annual conference was held in San Francisco on August 10 through 15. Of the 3,000-plus attendees, many were planners. I met people from the USSR, Portugal, and Sweden in addition to the planners from throughout the United States. The exhibits were certainly impressive as well. The excellent special events sponsored by URISA could give us some ideas for the APA National Conference in San Francisco.

Northern NewsMakers

Anna Powell, former Northern News co-editor, has left Sedway Cooke Associates and accepted a position with Crawford, Multari, and Starr in San Luis Obispo. **Heather McMillan**, former Peninsula Co-Liaison, has left San Mateo County for San Rafael. **Mark Caughey**, Northern Section Director Pro-Tem, is the new City Planner for El Cerrito. **Kathleen Livermore**, formerly with San Bruno, is now with San Leandro.

Betty Croly has resigned as Alameda County's Assistant Planning Director for Policy and Planning Research. Betty had been with Department since 1964 and had been Assistant Director since 1975. She was responsible for all general plan work, including the county's first Open Space Element and its first Housing Element. Betty had also staffed the Alameda County Waste Management Committee and Airport Land Use Commission for the past 18 years. She has been active in open space and park planning throughout the East Bay and has been active in the APA for many years. We look forward to Betty's continued participation in Northern Section.



Coping with the Drought

(continued from page 1)

issue when you realize that its availability will affect everything in California from the price of a home to whether there will be a job for your children." Reservoirs throughout the state are at alarmingly low levels and federal project water supplies to agriculture, industry, and urban areas have been cut back by 75 percent.

Conference speakers include State Senator Quentin Kopp of San Francisco; David Kennedy, director of the State Department of Water Resources; Richard Sybert, director of the Governor's Office of Planning and Research; Contra Costa County Supervisor Sunne McPeak; as well as local officials from water districts in both Northern and Southern California, including the powerful Metropolitan Water District of Los Angeles.

Among the topics to be covered at the conference are projected population growth in the various regions of the state; projected agricultural and industrial growth and water supply needs and the economic effect of an unreliable water supply; water banking and its feasibility for the San Francisco Bay Area; achieving environmental quality standards; and marketing water allocation, including defining and compensating for water rights and setting rates of return for water transportation and distribution.

Top on the list of questions to be addressed are the following:

- Will water supply dictate growth management in California?
- Should higher water rates be used to build expensive water reclamation and desalinization plants, possibly paving the way for additional population growth?
- Will the sale of surplus water on a water marketing basis answer the water allocation dilemma?

The conference is targeted for public officials involved in growth, planning, local and regional planning staff, water managers, professionals in related fields, and persons interested in sound and realistic water planning policies. It will be held at the San Francisco Airport Marriott Hotel. Conference costs are \$95 for one day or \$160 for both days. Special room rates are available at the Marriott.

For more information and registration forms, contact ABAG at PO Box 2050 Oakland, CA 94604-2050, or call 415/464-7960.



HERE THEY ARE... the newest AICP members

Congratulations to the new members of the American Institute of Certified Planners of Northern California. Northern Section's Planners did exceptionally well on the exam, with 84 percent of all persons taking the APA-AICP training workshop passing the exam. By contrast, the pass rate at both the State and national levels was 62 percent.

Northern Section planners who are not members of AICP are encouraged to take next year's exam. Applications must be made by December, 1991, and workshops will be held from January to May, 1992. Further information can be obtained from Don Bradley, AICP at the Bradley Consulting Group, 2995 Woodside Road, Suite 400, Woodside, CA 94062. Or Call Don at 415/592-0915.

The newest AICP members are:

Ben Berto	San Anselmo
Billie Blanchard	Larkspur
Jeanette Dinwiddie-Moore	Oakland
Ron Eddow	Watsonville
Nancy Esser	Fort Bragg
David Full	San Francisco
Dan Hodapp	San Francisco
David Howerton	Lafayette
Charles Jany	San Carlos
Patricia Jeffery	San Francisco
Elizabeth Johnson	San Francisco
Laurie Johnson	Burlingame
William Klein	Sausalito
Thomas Leaf	San Francisco
Kathleen Livermore	Oakland
John Meyer	Gilroy
Brian Millar	Clayton
Ann Millican	Emeryville
Deborah Nelson	Los Altos
Phyllis Potter	San Francisco
Anna Powell	Oakland
Robert Sena	Larkspur
Joseph Simitian	Palo Alto
Paula Stamp	Santa Rosa
David Storer	Los Gatos
Lia Sullivan	Arcata
John Swift	Santa Cruz
Ken Thomas	Santa Cruz

THE SAGA OF THE ABANDONED BATHTUB

by Lia Sullivan

Here in Arcata, our City manager livens up annual employee recognition dinners with special "awards" for each department that reflect (in her view anyway) the major trials and tribulations of that department during the previous year. Arcata's Community Development staff were recently thus honored with a cartoon-like poster, suitable-for-hanging-in-office, with the "Saga of the Abandoned Bathtub" (a.k.a. What is A Wetland?)



- Scene I: A farmer who owns a farm in Arcata decides to get a new bathtub. The old one is thrown out and sits by a field where the farmer plows and throws dirt into the bathtub. **THIS IS NOT A WETLAND!**
- Scene II: It rains. Water accumulates in the bathtub. In between, the sun shines but the dirt never quite dries out. Hydric soil...**THIS IS NOT A WETLAND...BUT WATCH OUT!**
- Scene III: The farmer intends to subdivide his land (it is not prime ag land). This demands an environmental quality review. Enter on the scene California Fish and Game in the form of Local Biologist, who finds the bathtub. **IT IS DECLARED A WETLAND!**
- Scene IV: The development plans move along slowly, as development plans do. In the meantime, hydrophytic vegetation starts to grow in the bathtub and water stands in it all the time. **IS IT A WETLAND? Absolutely! Not only to Fish and Game, but enter another player, the Army Corps of Engineers.**
- Scene V: The value of the wetland in the bathtub has to be determined. Either the bathtub has to become part of the development or it has to be replaced by wetlands of equal value. The farmer is annoyed beyond belief, and has given the tub a kick or two.
- Scene VI: A flatbed truck hauls the bathtub away; in its place, there is a park with a pond in the new subdivision.

END OF STORY.

(Adapted from "What is A Wetland?", Arcata City Manager Alice Harris)

JOB IN PLANNING

JR. PLANNER (\$2605 - \$3168/Mo.)/
ASSISTANT PLANNER (\$3043-\$3699/
Mo.) - City of Concord.

One vacancy, may be filled at either level. Jr. level reqs. degree in Planning or rel. field, no exp. Assistant level req's degree + 2 yrs. exp. Seeking energetic, ambitious individ. w/desire for prof. growth. City appl. req'd. Submit to 1950 Parkside Dr. Concord, CA 94519. File by 9/18/91. More info, call (415) 671-3308.

ASSOCIATE PLANNER (\$3191-
\$3878/Mo.)/ASSISTANT PLANNER
(\$2820-\$3428/Mo.) City of Morgan Hill.
One vacancy, may be filled at either level. Associate level reviews subdiv. apps., use permits, planned dev., site plans, prepares special GP studies, redev. plans, and confers w/public. Req's. equiv. to 4-yr. degree w/major work in planning or rel. field + 2 yrs. exp. Assistant level performs entry level work w/emphasis on permit processing. Reviews appl's. for variances, use permits, site approvals, maintains records, prepares reports and other corresp. Req's. equiv. to 4-yr. degree w/major work in planning or rel. field; some exp. desirable. City appl. req'd. Submit to: Personnel Dept. 17555 Peak Avenue, Morgan Hill, CA 95037. File by 9/20/91. More info, call: (408) 779-7276.

DIRECTOR - Orange County Affordable Housing Clearinghouse. Non-profit coalition seeks director to structure financing for affordable housing projects. Seeking candidate to form and direct organization. Identify viable proj's., estab. educ. programs for lenders, local gov'ts., and non-profit housing providers. Background in fed., state, local affordable housing funding, real estate lending, and special needs of non-profits desired. Superior organizational/communication skills req'd. Submit resume and salary requirements to:

Orange County Community Housing Corporation, CRA Project #6, 1833 E. 17th St, Santa Ana, CA 92701.



PUBLIC SERVICE PLANNER - City of San Mateo (\$2913-\$3474/mo. plus benefits) Seek entry level planner to provide public info., accept applications, provide assistance w/ planning studies. Req's. BA in planning, no exp. necc. Experience in planning may be substituted for education. Submit city appl. and supplemental questionnaire to: City of San Mateo, 330 W. 20th Ave. San Mateo, CA 94403. More info, call: (415) 377-3359.

SENIOR PLANNERS - Bay Area Air Quality Management District (\$4140/mo approx.) SF-based agency seeking qualified professionals for 3 new positions. Resp. for planning, developing, and implementing transp.-related air quality progs. (trip reduction, indirect source review). Req's equiv. to masters degree in planning or rel. field w/ 4 yrs. resp. exp., incl. development of major planning programs. Air qual. and transp. exp. necc. More info, call (415) 749-4923.

SENIOR TRANSPORTATION PLANNER - Solano County (\$35,938-\$43,683/yr) Resp. for developing and coordinating the planning/funding of major transp. proj's in Solano Co. Requires 3 yrs prof. planning exper. incl. local/regional transp. planning. Apply to: Solano County Dept. of Human Resources, 580 Texas St., Fairfield, CA 94533. More info, call (707) 421-6170.

UC DAVIS TO DEVELOP JOB NETWORK FOR PLANNERS

The UC Davis Extension will be developing a newsletter announcing planning-related employment opportunities to the nearly 2,500 private and public sector planners, engineers, consultants, and attorneys who participate in their Land Use and Environmental Planning Courses this year. There will be no charge to place an employment announcement in their newsletter. If you would like to let thousands of motivated planning professionals know that your organization has job openings, contact Cindy Zackney at the UC Davis Extension at (916) 757-8889, or fax your job information to (916) 757-8676.

FUN WITH MAILING LABELS

The dilemma: how to fill an empty column of the Northern News during a slow news month. A stimulating editorial on regionalism? A proviso on urban villages perhaps? Maybe an insightful commentary on the jobs-housing balance? Nah. Timely and relevant as such topics may be, the sun is shining for the first time this summer, and I can only muster up the intellect to produce a completely frivolous article.

How's this for a story only a die-hard planning nerd could concoct...an analysis of the geographic distribution of Northern Section members, as determined by our monthly mailing labels. I said it was a slow news month, didn't I?

Section membership is now up to 1,436. That's about one planner per every 4,500 residents of the region, which sounds awfully low compared to the per-capita stats for lawyers, doctors, and satanic cult leaders. As if that tid-bit wasn't engrossing enough, taking a closer look provides some interesting commentary about where planners choose to live (Everyone on the edges of their seats?)

But first for the disclaimer. This analysis is totally unscientific and marginally misleading, since about one-fourth of our members receive their newsletters at their offices rather than their homes. There are also some communities where every member of the Planning Commission is an APA member, creating impressively high per capita stats. Now that my credibility as a statistician is ruined, let's go on.

San Francisco wins hands down as the city with the largest number of newsletter recipients. With 219 addresses, the city takes more than 15 percent of the monthly mailing (San Francisco has 11 percent of our Section's population). In second place is Oakland, with 108 members, followed closely by Berkeley with 100. In fourth place is San Jose, whose 95 members give them a per capita ratio of 1 planner per every 8,200 people. Hmmmmm.

Our Section's planners seem to be disproportionately concentrated in the Bay Area's tonier suburbs. Planners prefer Piedmont (1 planner per 856 residents), Tiburon (1 planner per 1,000 residents), and Carmel (1 planner per 700 residents). This is probably due less to our astronomically high salaries than to our knack for recognizing desirable communities before everyone else catches on. At the other end of the scale, there are a handful of nearly APA-member-less large communities that shall remain nameless to protect their economic development programs (hint, their names begin with "P" and "A").

Among mid-sized cities, Santa Cruz leaves the rest in the dust with a whopping 78 members. That works out to a per capita ratio nearly 10 times higher than other cities in their size category. Walnut Creek does well with 37 members, and Santa Rosa boasts a very respectable membership count of 40. San Rafael checks in with 26 members, while Palo Alto has 19. Other cities would clearly benefit from an APA membership drive. Santa Clara and Hayward have 5 and 8 members respectively, with per capita ratios in the 1 planner per 10,000 to 20,000 range. Our operators are standing by...

Per capita membership generally drops off as distance from the San Francisco-Berkeley-Oakland (Piedmont-Tiburon) planning ghetto increases. There are some enclaves in the hinterland where APA is going strong; Watsonville has a per capita membership of 1 planner per 2,000, as does Clearlake. St. Helena and Cotati come out looking good with per capita figures below the magic 1 per 1,000 mark.

Is there a lesson to be learned from all of this? I'll say. The Northern News needs articles! If you would like to write an article on a topic of interest to planners, now's the time. Let us know what's happening in your City or your Office. Share your opinions or thoughts on the latest planning controversies. Contact our editorial office to reserve space now.

—The Editor

Planlines

by Chuck Myer, AICP

“GO DOWN MOSES”

Ten years ago, Robert Moses died in relative obscurity at the age of 92, even partially forgotten by the residents of the metropolis which he so helped to shape.

No one person has or ever will have as much impact on the development of a single American city, and the past decade has only reinforced that observation. In his five decades of public service, Moses built the framework of New York City's park, highway, bridge, and waterway systems, as well as dams, tunnels, housing projects, and exhibition halls. Jones Beach, Shea Stadium, the Verazanno Bridge, Lincoln Center, the 1964 World's Fair, the United Nations Building, and much of Central Park all have his stamp on them. Yet, what was the world's greatest subway system at the turn of the century stagnated and rotted because of his hatred for public transportation.

We young, West Coast planner types only know of him as the subject of the 1974 Pulitzer Prize winning biography “The Power Broker” by Robert Caro. The book is a scathing and meticulously documented look at the system which allowed one man to hold such immense power without being elected to office. Robert Moses was neither a planner nor an architect, an engineer nor a designer. Instead, his legacy is a mountain of legislation, correspondence, and Machiavellian bureaucratic memos.

Ironically, I may have garnered the last of those memos. Just weeks before his death in 1981, I was researching my cover article for Planning magazine on the artist Christo. Planning was interested in Christo's proposal for Central Park. Why not ask the retired “master builder” himself for a quote, I asked myself. And I got a juicy one. I share it with you, in its entirety, because it sheds light on Moses' entrenched philosophy, juxtaposed against the free thinking of someone like Christo.

“Dear Mr. Myer:

“Although my shield was turned in years ago, I remain as interested as ever in the city's park system. My interest was aroused particularly by Mr. Christo's recent proposal to install and display between 11,000 and 25,000 cloth banner-like ‘Gates’ along a 25-mile course in Central Park for a two-week period at some time in the future.

“I have long held that officials in charge of art and monuments have no right to inflict their personal taste on works of art adorning public places. On the other hand, I subscribe to the Fifth Freedom, that is, the exploitation of art which I cannot understand, and I would fight to the death for the right of the avant-garde to exhibit abstract paintings, stabiles, mobiles, and symbolism which cannot mean what I think it means. Yet, those of us who are charged with the administration of public parks must be conservative because we disburse taxes collected from the average and not the exceptional citizen. It is our job to see that tried, traditional standards of workmanship and decency are respected.

“Fantastic schemes for the ‘improvement’ of Central Park have been proposed in the last 100 years. Only the constant vigilance of the Parks Commissioners has kept the park as New York's jewel. For the duration of my tenure as the city's Parks Commissioner, I fought off insistent demands for space for all sorts of extraneous uses.

“Now let's get to the heart of good parks administration. Vandalism and disorder, carousing, assault, and crime have multiplied in the park system. The large numbers, inadequate protection, and maintenance shortages make it impossible to wholly prevent the depredations of vandals. The Christo project is reminiscent of the “happenings” of the late 1960s. It is both flamboyant and extravagant and would attract great crowds urged to express themselves in wild and uncouth ways, howling, littering, and exploiting the latest offbeat crazes. It takes years to restore respect for public property. The results of such a policy will inevitably be decay and decline of the park.

No work of art can equal the annual miracle of the grass and blossoms of Spring. Henry Hope Reed, Jr., curator of Central Park, suggested that ‘what makes the park great is not the frenetic activity that has sometimes been so energetically promoted, but rather the essential parkness of the park - it's lush greenery, its placid waters, its magnificent vistas.’ I am only vaguely familiar with Mr. Christo's previous two best known projects, the ‘Valley Curtain’ and the ‘Running Fence.’ Aside from the fact that these two projects took place in the great outdoors rather than in an even more precious park and ever more crowded city, what social benefits were derived?

Cordially, Robert Moses

(Epilogue: Christo's Central Park project never came to fruition - at least not yet - due to the mounds of bureaucratic boobytraps plaguing the Big Apple. His “Umbrellas” project for California and Japan, however, is scheduled to blossom on October 8. For the planning aspect of the project, watch for details in APA newsletters and at the CalChapter conference in Sacramento.)



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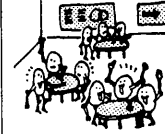
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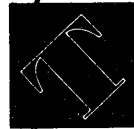
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FALL CALENDAR OF EVENTS

- September 17 Water Resources Planning Conference at San Francisco Airport Marriott. Call ABAG at 464-7960 for details.
- September 27 "How to Prosper With Budget Cutbacks," a joint workshop sponsored by Cal Chapter and Northern Section. At the Ramada Inn (Civic Center BART). Call (619) 549-3581 for details.
- October 20 "Congestion Management Seminar," sponsored by the California Planning Foundation. Location: Sacramento. Contact Wayne Goldberg at (707) 524-5236 for details.
- October 20-23 "On the Edge," the 1991 Cal Chapter Conference. At the Sacramento Convention Center.
- October 25 Tentative. "Intermodal Transportation Conference," jointly sponsored by UC Berkeley Institute of Transportation Studies, NASA, Caltrans, FAA, and San Jose Airport.

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