

NORTHERN NEWS File with series

FORT ORD COMMUNITY TASK FORCE COORDINATOR TO ADDRESS MONTEREY BAY SUB-SECTION

Lt. General James Moore (USA-Ret), staff coordinator of the Fort Ord Community Task Force, will address the Monterey Bay sub-section at its meeting on Monday, October 28, 1991 at the Chinese Village Restaurant, 1732 Fremont Blvd., in Seaside. He will speak on the events leading to (and the effects of) the recommendation of the Committee on Base Closure and Realignment to close Fort Ord, home of the Seventh Infantry Division (Light).

General Moore was appointed to the Task Force by Congressman Leon Panetta and coordinates all of its operations. The Task Force consists of elected officials appointed to develop a "reuse strategy" for the area after its release for non-military purposes. He coordinates the efforts of the "Shadow Task Force," composed of staff members from all 12 cities in Monterey County and the County itself. He also coordinates the efforts of some 600 persons in seven advisory committees, headed by Blue Ribbon chairpersons, to assist the Task Force in formulating the Fort Ord Reuse Strategy. The importance of the Reuse Strategy project is that no land will be released for non-military use until consensus has been reached among the agencies involved.

General Moore's presentation will be followed by a discussion of the effects of the closure panel on the adjacent cities of Seaside and Marina, both of which have annexed large portions of the developed area of the post.

The event will begin with an "attitude adjustment" hour at 6:00, followed by dinner at 7:00. Dinner reservations are required and can be made by sending a check for \$14.00 to Ernest Franco at PO Box 810, Seaside, CA 93955.



COMMUNICATING THE BAY REGION RECEIVED

by Hartmut Gerdes, AICP

OCT 17 1991

DUNCAN & JONES

To understand why planners and designers must be interested in the subject of Bay region visual communication, remember that the visual media of old (photography, movies, television) have helped enormously in promulgating what is almost universally believed to be the *California lifestyle*, if not birthright: a ranch style home, a two-car garage, and a serene natural setting in the back.

The new reality, of course, is that homes and cars have gobbled up much of that nature and home ownership has become unaffordable to most...

Mindful of an ongoing communication revolution, the Northern Section CCAPA convened a visual media symposium on May 4, 1991. About one hundred planners and related professionals attended. A panel of Bay Area planners, designers, and politicians queried prominent visual media representatives from network TV, public TV, cable TV, community access TV, and the video community at large as to what the visual media can contribute in dealing with such intricate regional issues as transportation, housing, and the environment.

The invited media professionals expressed considerable interest in planning and design matters, but cautioned that intricate issues need to be broken down into comprehensible parts and be presented in ways that will get audiences' attention. They concluded, however, that planners and designers have a large and powerful arsenal of communication tools at their disposal.

Cable TV is ever expanding and diversifying and looking for issues and news. Low-cost fiber-optics technology has created the capacity for additional channel space and will enable in-depth information to be transmitted to smaller and more specialized audiences across the Bay region.

Network and Public TV traditionally cover larger geographic areas than cable TV. They are increasingly interested in local and regional news, especially transportation-related issues. The network's strength is reporting, while the focus of public TV is education.

(Continued on page 3)

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COURT INVALIDATES DEDICATION CONDITION TO DEVELOPMENT APPROVAL


by Daniel J. Curtin, Jr., Timothy A. Byrd, and Joseph K. Sino

For the second time since the US Supreme Court decided Nollan v. California Coastal Commission (1987), a California appellate court has invalidated a development condition. A dedication condition requires a property owner to relinquish property (an easement or fee interest) to obtain development approval. In Nollan, the Court held that there must be a substantial connection or "nexus" between the burden created by the development and the necessity for the dedication. Without a nexus, a dedication condition is invalid under the US Constitution as a "taking" of property without just compensation.

In the first California appellate court decision applying the Nollan nexus test, the court struck down a dedication for street widening because the proposed development had no traffic impacts (Rohn v. City of Visalia, 1989).

In Surfside Colony, Ltd. v. California Coastal Commission (January 18, 1991), the property owner applied for a permit to maintain a rock barricade between its property and the beach. As in Nollan, the Coastal Commission conditioned approval on the dedication of a public easement along the private beach. The Coastal Commission justified the dedication condition on studies showing that such barricades usually increase beach erosion, causing decreased public access along the ocean.

The court found such evidence insufficient to satisfy the Nexus test. The court interpreted Nollan to require a "solid" or "close" connection between the proposed project and the necessity for a public easement. At the very least, the court held, a "close connection" entails evidence more substantial than general studies that may not even apply to the development at issue. To justify a dedication condition, a public agency must present "site-specific" evidence that the project will create the burdens to be alleviated by the condition. Because there was no evidence showing what burden on beach access was created by the property owner's barricade, the condition requiring dedication of a public easement was invalid as an unconstitutional taking of property.

Before Nollan, California courts often deferred to the public agencies' decisions to impose conditions on development. Surfside shows that the courts now will scrutinize the facts in the administrative record that purportedly support the agencies' determination. Those facts must demonstrate that the particular development at issue will create the impacts that require the dedication. 

NORTHERN NEWSMAKERS

Charlotte Strem has moved from the campus planning office at Stanford University to the Senior Planner position at the Long Range Planning Office of the University of California. **Chandler Lee**, formerly Principal Planner with the City of Pleasanton, has established his own consulting firm in San Francisco, specializing in providing contract staff support for advanced planning projects. **Anne Cronin Moore**, former Vice President for Southwest Diversified in San Francisco and past Planning Director of San Rafael, has opened Moore Consulting in Greenbrae and is providing specialized community and project planning services. **Ken Thomas** has been promoted to Principal Planner in Watsonville and **Judy McLelland** has been promoted to Principal Planner in Pacific Grove.

Communicating the Bay Region

(continued from page 1)

"PEG" (Public Access, Educational, and Governmental) TV airs commission and council sessions, similar to California's C-Span. PEG cable offers viewers access to local and regional public policy discussions. They also provide production support to the community free of charge and provide free air time for any non-commercial material that does not solicit funds.

"Response TV" is a computer-generated informational text service (soon to be available in San Francisco). With a pushbutton phone, callers can pull up menus on their TV screens and call in responses to issues presented. They are designed for polling and surveying purposes and are potential sources of information and forums for consensus-building.

Video Art, Technology and Computer Software now make presentations, visual simulations, and animations (walk-throughs, flyovers) affordable and commonplace. When integrated with real video and photography, they allow discussion of complex planning and design subjects.

The planner that wants to communicate an issue of regional importance (e.g. housing, greenbelt, toll road) will need to look for the medium most interested in broadcasting it. While cable is still politically constrained by local licensing, network TV, which has a geographically larger audience, is usually too constrained by economics to give an issue much depth. Public TV is not well set up for reporting, though it can offer in-depth background on issues. Another source of production and dissemination is the independent video producer. His or her clients are able to put a video cassette into hundreds or even thousands of individuals' hands, or help facilitate broadcasting to larger audiences.

One media panelist mused, "The promise for the future of community programming is fantastic." Michael McGill, Executive Director of the Bay Area Economic Forum and the symposium's moderator, summed up the most poignant lessons for planners and designers this way:

- Understand the economic and other constraints of whichever medium you are choosing to deal with. Think about your message, think about their market. Try to target the right medium for the message you want to convey.
- Package that message in a way that is interesting. Find people who can summarize it in clear, concise statements (known as "soundbites"). Package your visuals in a way that the media can synthesize them in their report. Think not only in terms of news but in terms of public service announcements (PSAs).
- There will be increasing opportunities to get access, space, and time by these media. It's up to us to seize that opportunity.

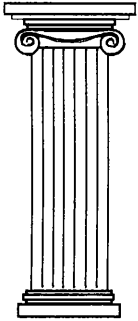
With regard to the Bay Area's future, we can only surmise what our emerging sophisticated visual media technology might lead to, in comparison to the effects of the powerful lifestyle imagery we have experienced in recent decades.

—Hartmut H. Gerdes, AICP, is the Northern Section CCAPA's Director of Communication, and the Symposium's organizer. He is a former urban designer and planner, and a founder and principal of the planning and design-oriented video production firm Square One Film+Video in San Francisco.

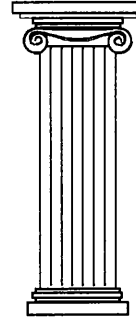
A 90-minute audio tape with the symposium's highlights will be made available and announced here soon.



The planner that wants to communicate an issue of regional importance will need to look for the medium most interested in broadcasting it.



A PLANNING CLASSIC REVISITED



Washington, D.C. - After years of neglect, the general plan is making a comeback. Although federal aid is limited and local budgets remain tight, communities everywhere are realizing the need for a general plan, particularly in fast-growing areas.

With this in mind, the American Planning Association has reissued The Urban General Plan by T.J. Kent, Jr. This timeless classic explains exactly what a municipal plan should contain in order to help communities chart a course for the future. And, though Kent's work is primarily of historical interest, it remains relevant in these rapidly changing times.

The Urban General Plan answers some of the basic questions citizens, planners and elected officials have when putting together a plan. What should it contain? How will it be used? How far into the future should it look? How can it be revised or updated? Kent addresses all of these issues and more. He begins by providing an overview of the different forms of local government and the role of city planning. He examines 50 years of planning, from Olmstead's initial definition to post World War II realities.

The urban plan's principal client, argues Kent, is the city council. Though, he notes that others, including the public, will also find it of interest. Kent describes how the council can use the plan to explain its policies to residents concerned with the community's development.

Kent spends a good bit of time discussing the contents and organization of the general plan. He outlines its principal components and describes how to present each one so that it is easily understood. The author uses excerpts from actual city plans to illustrate his points.

The Urban General Plan is a guide to municipal planning. Professional planners, public officials, and concerned citizens, will all benefit from this book.

T.J. Kent, Jr. founded the City and Regional Planning Department at the University of California at Berkeley and was an active faculty member until his retirement in 1974. He also served as San Francisco's director of planning and the mayor's deputy for Development. In 1990, the AICP named Kent a "Planning Pioneer."

The Urban General Plan is published by APA's Planners Press and is available from the association's Chicago bookstore. Hardcover copies are \$39.95; the paperback version sells for \$24.95. There's an additional charge for shipping and handling. Orders may be placed by calling (312) 955-9100 or writing APA Bookstore, 1313 E. 60th Street, Chicago, IL 60637 (APA Press Release).

JOBS IN PLANNING

PRINCIPAL PLANNER - City of Pleasanton (\$4,430-\$5,338/mo. + 7% PERS and benefits) Responsible for mgmt. of the Dept's. advanced planning division, complex work associated with the city's General Plan and special projects. Req's. 4-yr degree in planning or rel. field, knowledge of CEQA and EIR preparation. Submit City appl. and resume by November 8, 1991 to Personnel Dept. City of Pleasanton, PO Box 520, Pleasanton, CA 94566. Postmarks/FAX not accepted. More info, call (510) 484-8012.

PLANNER I (Temporary Full Time) - County of San Mateo (\$2,352-\$2,940/mo.) Position to be filled in Current Planning, Long-range Planning or Environmental Review Sections depending on qual's. Flexible working hours. Submit appl. and suppl. questionnaire by 11/1/91 to: Human Resources Dept. County of San Mateo, County Government Center, Redwood City, CA 94063. More info, call (415) 363-4343.

PRINCIPAL PLANNER - SEA, Inc. (Salary to \$55,000 + benefits) Highly regarded Reno/Sparks based engineering and planning firm desires to add planning services to its office in Las Vegas. Req's. BA in planning or rel. field and 5-6 yrs. increasingly responsible prof. planning experience. Brochure avail. Open until filled. Send resume to: Shannon Associates, 1400 K Street, Suite 311 Sacramento, CA 95814.

PRINCIPAL PLANNER - City of Petaluma (\$45,480 - \$55,284 + PERS/benefits) Relevant BA in planning or equiv. + 3 yrs. supervisory experience in planning/community dev. Responsible for current planning division, scheduling residential development, River Master Plan, and other comm/ind projects. File by 11-15-91 at: Personnel Dept., City of Petaluma, PO Box 61, Petaluma, CA 94953. More info, call (707) 778-4416.

FROM THE FAR NORTH

by Lia Sullivan and Diana Webb

CODE COMPLIANCE SPECIALIST - City of Santa Cruz (\$2,643-\$3,543/mo. + 4% PERS) Administers pro-active code enforcement program. Identifies/investigates deficiencies in compliance of properties w/ applicable bldg., zoning, fire, and health and safety codes to induce corrective actions. Req's 4 yrs. relevant experience including some responsibilities for admin of code compliance program or certification as IBCO bldg. inspector w/ 2 yrs. code enforcement exp.; or BA in planning or rel. field and 1 yr. of rel. experience. File city application by 11/7/91 with City of Santa Cruz, 337 Locust St., Santa Cruz, CA 95060. More info, call (408) 429-3616.

COMMUNITY DEVELOPMENT DIRECTOR - City of Indio (\$4,492-\$5,461/mo. + benefits) City seeks a dynamic, innovative team-oriented manager to plan and direct Planning, Building, and Code Enforcement activities. Emphasis on quality growth standards, customer service, and pro-active code enforcement. Req's 5 yrs. planning/community dev. experience w/ 2 yrs. supervisory or advanced admin., and degree in planning or rel. field. Excellent opp. for Assistant Director seeking first Director's position. Open until filled. For application, contact Human Resources Dept. PO Drawer 1788, Indio, CA 92202. More info, call (619) 342-6540.

TRANSPORTATION MANAGER - City of Menlo Park (Salary negotiable to approx. \$72,000 DOQ) New position resp. for transportation planning, transportation systems mgmt., congestion mgmt. planning, traffic operations and engineering, public transit, and bicycle ways. Desire Bachelor's Degree in transportation or urban planning; civil, traffic, or transportation engineering; or related field; and 3-5 yrs. increasingly responsible relevant experience. Public presentation/relations skills essential. Send resume to: Shannon Associates, 1400 K Street, Suite 311, Sacramento, CA 95814 by 11/1/91.

A small group of planners attended *Yet Another Brown Bag Lunch for Planners* on Friday, August 16 in Eureka to discuss and share "What's happening in planning on the north coast." As usual, CalTrans was strongly represented; quite a bit of discussion focused on transportation in general and local bike plans in particular.

One planner asked whether others had recently perceived an accelerated interest by the State Lands Commission, especially regarding former tidelands. Planners present noted (commiserated, groaned, complained...one of the purposes of the group, after all) the direct connection between environmentalist complaints and State pressure on local planning agencies.

Time ran out before interest in the topics did. Planners unanimously agreed to continue the topic to another meeting. On September 20, the group convened again, this time for lunch in infamous "Conference Room B" at the Humboldt County Planning Department.

At the September meeting, a brief discussion brushed on the differences between planning for urban and rural environments. There was a consensus that the issues of rural planning are often "drowned out" by the sheer numbers of urban planning issues. It was also agreed that rural planning was vital to all, as it addresses resource use and management. One planner pointed out that the "push" for multiple family housing by HCD poses a problem for rural areas because of the lack of service delivery systems; septic systems aren't very practical for apartments.

Other issues on the "front burner" are getting the Housing Elements done and implementing recent federal and state disabled access requirements. An outspoken advocate for disabled rights has become the self-appointed watchdog on local project compliance with the requirements. Arcata is developing a process for constructively coping with the resulting public scrutiny.

Ferndale's new planning consultant, Michael Sweeney, suggested a coordinated effort in meeting Housing Element requirements. Planning Directors for Humboldt County and Arcata agreed to set up a small workshop to go over Housing Element requirements and compare notes on how to carry out the state mandates. This workshop will be an informal "working" session and will be held in the very near future. Local planners responsible for preparing Housing Elements are invited. For information, call Stephan Lashbrook at Arcata (707) 822-5955 or Tom Conlon at Humboldt County (707) 445-7541.

Humboldt County Planning Director Tom Conlon reported the County is proposing a new fee structure to better recover permitting costs. The proposal includes a flat percentage of building valuation for a "General Plan maintenance fee." Another change will be a permitting cost "threshold" above which permitting costs will be recovered at 100 percent. This is to help the County cope with reviewing very large, time-consuming projects. If the new fee schedule and budget proposal are approved, the county will have a vacancy for a Planner I.

Lia Sullivan, Far North Liaison to the CCAPA Northern Section Board, reported that she would be attending the annual Board retreat in Oakland on September 28. She is planning on bringing back a short impromptu video made at the retreat, along the lines of "meeting the Northern Section Board."

The next meeting of Far North Planners is scheduled for Friday, November 15, Noon to 1:00 in Conference Room B of the Humboldt County Planning Department at 3015 H Street (the Clark Complex) in Eureka. This meeting will feature more local planning talk as well as (hopefully) the short "meet the board" video.



Planlines

by Chuck Myer, AICP

“STEVE”

An integrated garden

Designed to dignify

This is where we live and learn

And meet and mix and die

In the first 25 installments of this column, I have tried to focus on the things that make us unique as a profession and to use humor to help us understand ourselves a little better. The specter of the AIDS epidemic, however, forces us to think about something we have in common with the other professions, at time rendering humor inappropriate.

One of the most promising professional planners I have ever known has fallen victim to this virus. It rips your heart out to know the recipient of the Outstanding Graduate Award at Wurster Hall (UC Berkeley) was too weak to approach the podium to receive his Master's Degree; too weak to return to the design competition where he won "Best of Show"; too weak to continue a career that could have known no limits.

Steve Alward was the role model I followed as a planning student in San Luis Obispo in the 70s. He had that extra dollop of stage presence that could carry off a design presentation, so he was always the one I tried to get on the same design team with. He had the right combination of skills; design sense plus practicality and diplomacy. One spring quarter's project by the team of Alward, Jones, Myer, and Rutherford was so successful that a nearby city hired Alward, Jones, and Rutherford that summer to do a similar study on a contract basis. While Myer was off on tour with the band (typical), A,J & R were raking in real dollars.

Not long after graduation, the firm of Alward & Jones became a legal reality with whom I later did real business in the real world. I remember trying to decide if such a move so soon after graduation was courageous or foolhardy. In retrospect, it seems not only courageous, but even necessary.

After we all found our professional niches, reunions of our college group resembled "Big Chill/thirtysomething" dinner scenes. At the get-together several years after graduation when Steve "came out" to us, he feared the worst but got the best: a unanimous vote of confidence regardless of sexual preference. His partner was welcomed, also.

Then came the gloomier overtones of his announcement. By 1991, the surprise was not that Steve died, but that he lived so long. He contracted AIDS before the doctors knew what to call it. Steve fought valiantly for years to save his "compromised immune system" through healthful living, responsible use of the best medications, and by keeping a positive spirit. His quest for learning kept him young and alive, while his body was turning prematurely old. I learned to value my life so much more the nights I shared a motel room with him, hearing his alarm go off every three hours for his AZT dosages.

In his last years, his limited energies turned towards landscape architecture, in which he received his master's thirteen years after he (and I) got bachelor's in planning at Cal Poly. His "Integrated Garden" (co-designed with his friend Mary Lou Breslin) took top honors at the 1990 San Francisco Landscape Garden Show for demonstrating how mobility-, sight-, and hearing-impaired persons can still participate in and enjoy the garden experience. Despite impaired eyesight, Steve brought us renewed vision through his design work.

That work must go on. The Steven Alward Memorial Fund has been set up to help publish a booklet promoting accessibility in private landscape design. This booklet, which should have been published regardless if Steve had lived, is being sponsored by the Northern California Chapter of the American Society of Landscape Architects. Donations may be sent c/o Lesley Alward, 1705 Stuart Street, Berkeley, CA 94703.

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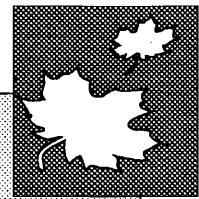
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FALL CALENDAR OF EVENTS

- 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 "Intermodal Transportation Conference," jointly sponsored by UC Berkeley Institute of Transportation Studies, NASA, Caltrans, FAA, and San Jose Airport. Call Don Steiger at (415) 904-9637 for details.
- October 28 "Impacts of the Fort Ord Base Closure", a Monterey Bay APA sub-section event. See page 1 for details.
- November 15 "More Local Planning Talk", a Far North APA sub-section brown bag lunch. See page 5 for details.

NORTHERN NEWS

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