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NORTHERN NEWS

NOV 15 1991

DUNCAN & JONES

HOLIDAY PARTY TO BE HELD ON "TERMINATOR 2" MOVIE SET!

You've seen the movie . . . now see the building!

This year's Northern Section Holiday Party will be held at the Renco Building in Fremont, better known as the set of this year's blockbuster motion picture "Terminator 2". Moviegoers may recall the office building that was used to shoot the final 45 minutes of the film. While a special effects explosion leveled the building on-screen, cinema magic has spared it for future use. This promises to be one of the Section's most entertaining events ever, so be sure to mark your calendar now.

- **WHERE** The "Terminator 2" Building in Fremont
- **ADDRESS** 47131 Bayside Parkway (at the corner of Bayside and Gateway)
- **WHEN** Friday, December 6, 6:00 - 9:00 pm
- **COST** \$10.00
- **ENTERTAINMENT** Food, drinks, and a continuously running video of how "T2" was made
- **DRESS** Warmly and casually; the building is a "shell" - no heat, no carpet, etc.

To attend, send your check for \$10.00 (per person) to: Valerie Young, c/o CH2MHill, 2107 N. First Street, San Jose, CA 95131. Please indicate your name and the name of each guest on your check. Reservations can also be made by phone through December 5. Call Valerie at (408) 436-4909.



THE 1991 LEGISLATIVE WORKSHOP

What You Need to Know About Growth Management, Housing Elements, New Court Cases and Laws

The annual CCAPA Legislative Workshop takes a hard look at what recent legislation has been passed and what it means to you as a practicing planner. There will also be an in-depth examination of the Housing Element by a panel of HCD staff and housing advocates. Major court decisions made in 1991 and their implications will be discussed by a panel of prominent land use lawyers. Finally, key legislators discuss their visions of growth management. The experiences of Oregon, Florida, and New Jersey will be reviewed.

The fee is \$100 for APA members and \$130 for non-members. Students and planning commissioners can attend for \$55. This fee includes a copy of CCAPA's comprehensive reference report, "Legislative Year in Review."

The Northern California workshop will be held in Sacramento on December 9 at the Radisson Hotel. Inquiries should be directed to Skye Fleming at (619) 549-3581.

INSIDE THIS ISSUE...


THE 1991 AWARDS WINNERS

Outstanding Planning Project Award Winners

Comprehensive Planning Program - Soquel Village
 Specific Planning Project - Santa Cruz County Stream Care Guide
 Media - Vacaville General Plan

Honorable Mentions

Comprehensive Planning Program - City of San Mateo
 Specific Planning Project - Palo Alto Development Regs
 Specific Planning Project - Arcata State of the City Report
 Specific Planning Project - Strengthening URM's in Los Angeles



PROGRAM (Continued on page 2)

- AM
- 8:00** REGISTRATION - Coffee & Donuts
- 9:00** WHAT LIVED AND WHAT DIED IN THE LEGISLATURE THIS YEAR

SANDE GEORGE, CCAPA Legislative Advocate, will update you on legislation you will and will not have to implement in 1992.
- 10:30** IS THERE ANY HOPE FOR THE HOUSING ELEMENT?

HCD, Planning Consultants, Housing Advocates, and Local Planners will discuss how to make the Housing Element work.

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DIRECTOR'S CORNER

by Don Steiger

I would like to offer just a few words at Awards time. The Northern Section has dedicated this issue of the newsletter to coverage of the Awards program and our recent winners. We are all winners! This might be difficult to sell to a disgruntled runner-up, but let me try:

- Individual planners receive a much deserved pat on the back for jobs well done (bonus payments are exceedingly rare).
- The organization benefits from the information and techniques which are recognized by awards.
- The profession and practice thereof is stimulated, improved by excellence.

Hearty congratulations to all!

Can Northern Section CCAPA take a leadership role in responding to the needs of those affected by the recent East Bay fire? I think so! We need volunteers to organize, develop, and administer such a program NOW. Make it happen!

☛ Watch for State conference reports in Northern News next month.



1991 LEGISLATIVE WORKSHOP

PROGRAM		<i>(Continued from page 1)</i>
PM		
12:00	IN CELEBRATION — NO GOLETA IV! - YET	
	An update of your favorite court decisions impacting Planning	
1:15	1992 SHOWDOWN ON GROWTH MANAGEMENT	
	Planners, Environmentalists, Builders, Legislators, & OPR discuss their visions of growth management and what they believe is politically possible.	
2:00	PLANNERS RESPOND TO GROWTH MANAGEMENT	
	A critique of the Oregon, New Jersey, and Florida growth management structures: are they working?	
4:30	ADJOURN	

December 6

APA HOLIDAY PARTY!

Make your reservations now!

"Peaceful Coexistence"

New Plan for Soquel Village Strikes Balance Between Diverse Elements

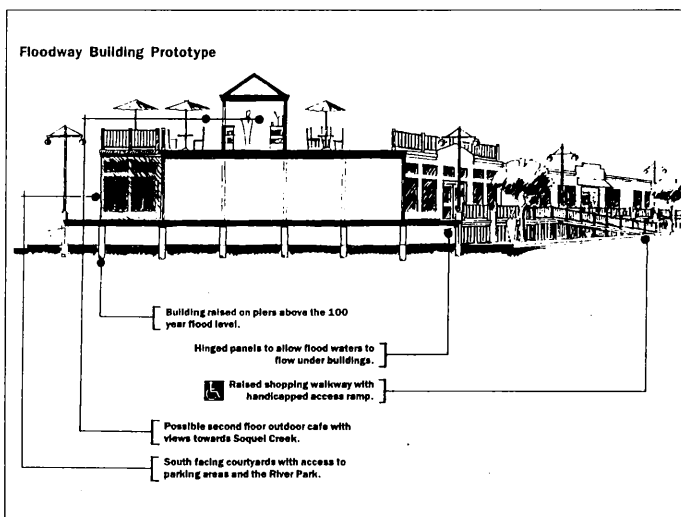
by Steve Matarazzo

The Soquel Village Plan is an exemplary graphic and textual representation of an urban design and land use plan derived from resident and merchant support regarding a major village residential and commercial core area of regional tourist significance.

The Plan uses innovative site and architectural design concepts to advance a philosophy of "peaceful coexistence" between things that are very difficult to change (the majority of the village is in the flood plain) and those things that can be changed, such as existing and potential land use conflicts. The Plan embodies the wisdom to differentiate between these two "realities" and presents policies accordingly. Also noteworthy is a "transfer of development credit" policy in the Plan intended to act as an incentive to relocate existing commercial uses out of the flood plain and into less environmentally constrained areas within the commercial core.

The community participation process (a series of evolutionary plan preparation resident workshops) leading to the formation of the Plan was the key to its success. Despite the seemingly disparate interests represented in the workshop process (mobile home owners, environmentalists, business owners, and residential property owners), and the major rezonings required, only two residents spoke in opposition to the Plan when it came before the Planning Commission and Board of Supervisors for public hearing. Because of a well orchestrated public involvement process (facilitated by Jeff Oberdorfer and Associates, Santa Cruz) whereby the residents and business people actually helped articulate the goals and objectives of the Plan, it was unanimously approved and adopted by both approval bodies.

Steve Matarazzo is a Principal Planner with the Santa Cruz County Planning Department and was project manager for the Soquel Village Plan. For additional information on the project, contact Steve at 408/425-2782.

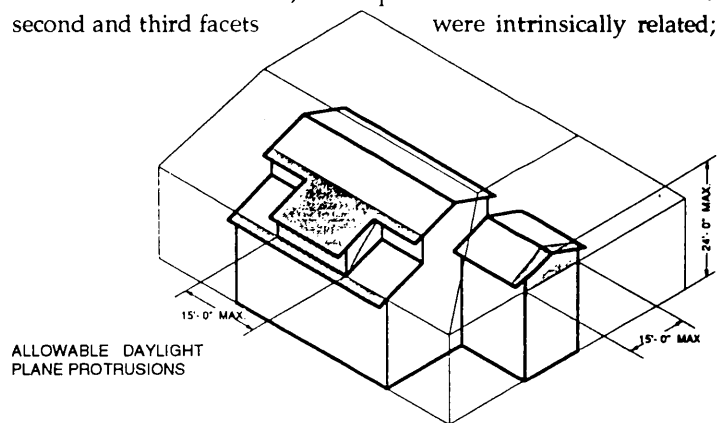


New Palo Alto Regs Address Teardowns and Remodeling

by Gloria Humble

Our submittal to the APA Awards Program was our recently revised site development regulations for the R-1 single family districts of Palo Alto. The two aspects of our regulations that have elicited the most favorable commentary are our new treatment of the daylight plane, and our new HIE process.

Our new FAR limit and daylight plane. If one thing could be said to have ignited the silent majority, it would be the sudden appearance of new houses that were two and three times the size of the existing houses in the neighborhood. And, seemingly designed to max out the daylight plane, these houses tended to be barn-shaped. The solution was three-faceted. First, we established a limit to the allowable floor area, 45 percent of the lot area. The second and third facets were intrinsically related;



we tightened the daylight plane but allowed for limited protrusions of it. This has allowed many remodelers to transform their attics into living space via dormers without adding bulk to the shell, and has done a wonderful job of protecting each neighbors' share of sunshine, without dictating a house shape for the applicant.

Our new HIE Process. We are fortunate in Palo Alto that our existing residential architecture ranges from good to exquisite. But the majority of the homes built prior to World War II were built without anticipation of these regulations. Remodeling under these regulations can compromise their design. The variance process is, of course, limited to granting relief from code requirements only where hardship is proven and property rights are violated. But, the newly created Home Improvement Remodel Exception (HIE) process allows relief for aesthetic reasons when no detrimental effects will be experienced by adjacent properties or the public at large. This level of flexibility is unique in single family zoning regulations.

These are just two aspects of the regulations. All in all, we believe we now have a set of regulations that will preserve the unquestionably wonderful atmosphere of Palo Alto's residential neighborhoods without getting into the hair of the individual.

Gloria Humble is an Associate Planner with the City of Palo Alto



New Visions for San Mateo: The 1990 General Plan

by Robert Brown

The 1990 San Mateo General Plan attempts to provide a new vision of development in San Mateo through the next century. The Plan was prepared largely by in-house staff and was developed through broad-based community outreach programs. It is written in an informative, "user friendly" format.

The Plan offers a model for existing developed communities by recognizing and balancing regional housing and transportation issues with local concerns for protection of residential neighborhoods and economic vitality.

Specifically, the San Mateo General Plan has the following unique characteristics:

- It integrates urban design and economic development by combining urban design concepts of "focal areas" with the economic development strategy of concentrating commercial development to maximize value;
- It provides for significant residential densities (over 100 units per acre) to create housing close to existing jobs and transportation facilities; and
- It provides incentives for mixed use development to revitalize strip commercial areas.

Robert Brown is the Chief of Planning for the City of San Mateo.



Keeping Arcata Informed

The "State of the City" Report

by Lia Sullivan

Beginning every January for the last sixteen years, the pace of Arcata's Community Development Department gets even more hectic than usual for a five-month period as a small group of students (3 to 5) infiltrate the City and community to re-create the State of the City Report. This project is a prized internship opportunity for Humboldt State University students from the Natural Resources Planning, Geography, and other academic programs.

The report grew out of a need to keep Arcata's citizens and decision-makers aware of community needs and City services in this fast-growing university town (pop. 15,200) with a diverse and active citizenry but a small planning staff. The report is a collection of the latest information on the physical, social, and economic aspects of life in Arcata, and functions as a database of growth, development, service, housing, and cultural information.

The report has changed somewhat over the years to its current format. It is geared for four audiences; developers and businesses needing growth and housing information; citizens needing community and City service information; Arcata's own decision-makers; and citizens wanting to know what's happening with Arcata's "special projects and features." The report also attempts to educate readers about how Arcata's government works and how to get involved.

Lia Sullivan is an Associate Planner with the Arcata City Planning Department.



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SENIOR PLANNER - Salary open. Senior position in San Francisco firm with international practice. Land development planner with architecture or landscape architecture background, familiar with CEQA/entitlement process. Drawing, graphic, verbal, written, and management skills necessary. Please respond with letter, resume, and examples of work to: RLH, PO Box 26218, San Francisco, CA 94126.

PLANNER II - City of San Jose (\$3,119-\$3,793/mo.) Immediate opening. Requires masters degree in planning or closely related field or 2 yrs. experience in urban planning or related area. List established for present/future positions in all Planning Dept. divisions. Vietnamese or Spanish-speaking persons encouraged to apply. May apply if obtaining master's degree within 90 days of announcement date. Apply ASAP to: City of San Jose, Room 207, 801 North 1st Street, San Jose, CA 95110. For announcement/ application, call 408/277-4205.

URBAN AND ENVIRONMENTAL PLANNER - Multidisciplinary design firm seeks planner with 2-5 yrs. of gen. plan experience. Specific exper. with general/specific plans and EIR/EIS's preferred. Private sector exper. & graduate degree in City/Regional Planning or rel. field. Excellent writing skills essential. Project mgmt., client contact, and proposal writing experience highly desirable. Submit resume to: Wallace Roberts & Todd, 121 2nd St., San Francisco, CA 94105.

ECONOMIC ANALYST. Angus McDonald & Associates, a land use economics and public finance consulting firm located in Berkeley, is seeking an analyst to join our staff. Candidate should have a degree in economics, finance, planning or rel. field. Graduate degree in econ., fin., or pln'g. helpful but not mandatory. Strong written, oral, computer skills req'd. Thorough understanding of Lotus 123 and Word Perfect 5.1 is mandatory. Send letter/resume to: Tony Pauker, Angus McDonald & Associates, 1950 Addison Street, Suite 107, Berkeley, CA 94704.

STAFF ECONOMIST. Oakland consulting firm specializing in urban and regional economics seeks a staff economist. Analytical and writing skills are essential. Masters degree in Planning, Economics, Real Estate or related field required as well as 2-3 yrs. professional experience. Send resume to: Sally Nielsen, Recht Hausrath & Associates, 1212 Broadway, Suite 1700, Oakland, CA 94612.

SENIOR PLANNER/PROJECT MANAGER. (Salary commensurate w/experience, flexible benefits) CH2MHill invites appl. for Sr. Planner to lead multidisciplinary project teams on large state/federal planning and enviro. projects. Resp. include preparing EIR/EIS's for wide range of infrastructure (transp., water/wastewater, solid waste, haz.waste, energy utilities), facility siting, and resource mgmt. plans and studies, and permitting. Marketing exper. req'd. Candidates should have 8+ yrs. experience. Send resume to: A. Millican, CH2MHILL, 6425 Christie Ave, Ste. 500, Emeryville, CA 94608.

Public Outreach Is Key to Success of Vacaville Plan

by *Maureen Traut*

When the City of Vacaville initiated a comprehensive update to the General Plan in 1988, the City was faced with the task of keeping its residents informed. The City had experienced rapid growth and it would be a challenge to try to reach out to the residents.

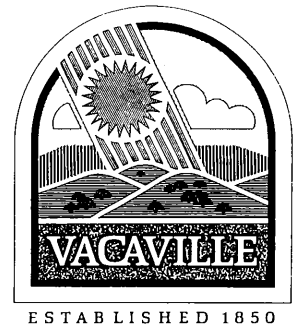
Planning staff made numerous presentations throughout the two year process to business groups, service clubs, and homeowner groups; however, it was realized early on that there was a need to reach out to the "passive citizenry" — those who would not be likely to attend meetings but would be receptive to other forms of communication. To address this, the City took advantage of the resources at the local cable TV franchise, UA Cable, to produce several programs.

The City also produced a colorful and slick newsletter which was distributed as an insert in the local newspaper on a quarterly basis and timed to accompany milestones in the process. The newsletters explained the process, included proposed land use maps, and were written without a lot of planning jargon. Over 15,000 copies of each brochure were distributed in the newspaper and at locations throughout the City.

The City, like most similar sized cities, had used Cable TV to broadcast live public hearings, but a different and more interesting format was needed. Five Cable TV shows were produced throughout the two year process. Three shows were aired live and featured a panel of City staff and the General Plan consultant, Michael Dyett, who answered questions and considered comments from home viewers. On another show, the City's project manager was featured on a "Face the Press" style program where the General Plan Update was the focus. These programs reached countless residents who likely had no other direct involvement in the process.

The efforts were so successful that the City now produces a monthly newsletter for residents and a TV show on City issues is aired weekly.

Maureen Traut is a Senior Planner with Vacaville.



"For the Love of Streams"

The Santa Cruz County Stream Care Guide

by *Jeff Loux*

Like parades, streams are one of those things everyone claims to love. Nearly every general plan has policies to protect streams. A few have policies to restore damaged streams. A select few even have active programs which provide restoration. Almost no one has achieved the level of stream protection, restoration, and public education present in Santa Cruz County; their accomplishments have been recognized at the State level with a Public Education/Communications Award and at the Section level with a Specific Planning Award.

Publication and distribution of the 1990 Stream Care Guide adds a further public education component to an integrated program of clean-up (log removal, erosion control, fish migration barriers) and restoration (habitat creation and large scale erosion control). The program is run by County Planning Department Staff and is funded through the County's Flood Control and Water Conservation District, and by outside grants.

The County's fundamental belief is that to protect, restore, and enhance streams and riparian habitat, the active participation of landowners, developers, and local residents is required. A majority

(continued on page 6)

STRENGTHENING UNREINFORCED MASONRY BUILDINGS IN LOS ANGELES

by Martha Blair Tyler and Penelope Gregory

In 1981, Los Angeles adopted an ordinance requiring the strengthening or demolition of over 8,000 unreinforced masonry buildings (URMs) to prevent needless loss of life and damage in earthquakes. By 1990, over 5,000 buildings concentrated in the city's older neighborhoods, were strengthened or demolished. In a study funded by the National Science Foundation, we asked the question, "Are land uses and building occupancies in these neighborhoods changing as a result of the strengthening program?"

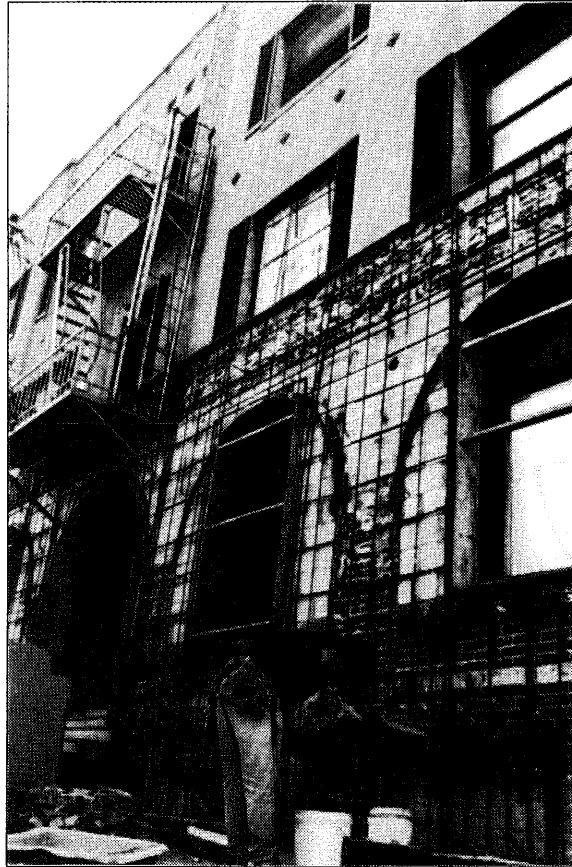
To answer that question, we analyzed building by building changes in four multi-block areas and interviewed building owners to explore the reasons for their decisions. Along a downtown commercial street, we found the ordinance led directly to the removal of underutilized upper floors. In an older industrial district, it contributed to the conversion of warehouses to artist lofts. In the other two areas, the seismic ordinance appeared to have little or no influence on land use.

In all areas, most work was done with occupants in place; however, rent increases after strengthening sometimes forced both commercial and residential tenants to move. This was a particularly severe problem for lower income households because of the extreme shortage of affordable housing. In many cases, zoning regulations, particularly parking requirements, influenced owners' decisions to strengthen or demolish.

Most cities and counties in California are required under SB 547 to inventory URMs and develop programs to reduce their earthquake threat. This study points to an important role for planning departments

in developing and implementing URM programs. Among other things, planners can anticipate the neighborhood impacts of implementing programs, coordinate programs with on-going redevelopment and rehabilitation efforts, plan relocation for displaced families and businesses, help owners of historic buildings meet strengthening requirements, consider grants or loans to URM owners, and establish a mechanism for interagency coordination.

As described by Richard Eisner, AICP, Director of the Bay Area Earthquake Preparedness Project, "The research is solid and the presentation excellent. There is no comparable publication available to assist cities in understanding the impacts of adopting and implementing seismic ordinances." Copies are available for \$15, including postage and handling, from William Spangle & Associates, 3240 Alpine Road, Portola Valley, CA 94028.



Martha Blair Tyler is a Principal with William Spangle & Associates. Penelope Gregory is a planner with the firm.

"Streams"

(continued from page 5)

of the land adjacent to streams and within stream watersheds is privately owned and heavily used. While County ordinances provide protection from future development, the only way to fully achieve stream restoration is through well-informed landowners and other users acting in a responsible manner.

The restoration program is based on the concept that low-cost, low-impact bio-engineering and landscape technology can provide erosion-control, bank protection, and fisheries habitat improvement, while also providing flood control benefits. Another fundamental concept is that selective, small-scale improvements will gradually restore the areas anadromous fisheries and concurrently improve water quality and visual quality in the region.

The accomplishments of the program are significant. Of 770 miles of County streams, 200 miles have received physical improvements.

Over the ten-year period, \$1.2 million in grants has been received and expended on stream restoration projects and nearly \$2 million of volunteer labor has been utilized, mostly by the California Youth Authority. The public has learned that Youth Authority crews can be productive and positive for the community, while the crews themselves have learned construction skills and independence. Most importantly, over 5,000 people have received Stream Care Guides, 3,200 children have participated in school programs, 400 people have been active in special stream clean-ups and other events, and thousands of area residents have read newspaper articles, heard radio programs, and watched television features on local stream care.

Jeff Loux, Ph.D., is the Assistant Director of the Santa Cruz County Planning Department.

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FALL CALENDAR OF EVENTS

- November 15 Brown Bag Lunch for Far North Planners, Noon to 1:00 PM. Humboldt County Planning Dept., Eureka. Contact Lia Sullivan at (707) 822-5955 for details.
- December 9 Legislative Workshop for Planners. Radisson Hotel-Sacramento. See page 1 for details.
- December 11 Congestion Pricing - A Highway Management Strategy to Reduce Congestion and Air Pollution. Mandarin Garden Restaurant, Berkeley, 5:30 PM. \$15, includes dinner. Sponsored by the Transportation Research Forum. Contact Carolyn at 415/546-8266 for details.
- December 6 APA Holiday Party. See page 1 for details.
- January 2 Deadline for Submitting AICP Applications

AICP BULLETIN - For those interested in taking the 1992 AICP exam:

The deadline for applications is January 3, 1992. The application is quite complex and will take some time to fill out. For applications, call Don Bradley at 415/592-0915. Planners in Del Norte, Humboldt, Mendocino, and Trinity Counties should contact Lia Sullivan at 707/822-5955 for applications. Far North planners will conduct a series of exam preparation workshops in early 1992; at least four participants from the Far North counties are needed. Call Lia for details.

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