

NORTHERN NEWS

SAN JOSE STATE TO HOST FEBRUARY JOB FAIR

The San Jose State Urban Planning Coalition will be hosting a Job Fair to be held on Saturday, February 22, 1992 in the San Jose University Student Ballroom from 10 AM to 2 PM.

The Job Fair will be an excellent opportunity for the public and private sector to meet planning students interested in internships (volunteer and paid positions), part-time, and full-time employment opportunities.

Don Steiger, President of the Northern Section of the APA, will be the keynote speaker. Scott Lefaver, of the San Jose State Urban and Regional Planning Department, will discuss the planning program at the University and the newly formed Institute of Metropolitan Studies.

For the remainder of the day, students and planning professionals will have a chance to discuss the planning profession and job opportunities. The format is intended to allow for informal interaction between students and the planning community. Organizations are encouraged to participate whether or not they have a current job opening.

If you are a member of a professional organization and are interested in attending, please contact Therese Schmidt, Assistant Planner, City of Morgan Hill at (408) 779-7248 to make a reservation. If you are entering the planning profession and would like to attend, reservations are not required. For further information, contact Therese Schmidt.

ATTENTION ZONERS AND HACKERS!

Have you ever wondered if it would be possible to take advantage of the processing capabilities of the personal computer to make zoning ordinances user-friendly? Have you actually used computers for this purpose? If so, please contact Fred Etzel, AICP, at Henn, Etzel & Mellon, (415) 392-4600, who is organizing an information exchange workshop on this topic to be held in late January - early February, 1992. The purpose of this initial workshop is to bring together planners who are both interested and/or experienced in this subject to share knowledge and questions. Follow-on workshops are anticipated.

1991 MEMBERSHIP SURVEY TALLIED

by Barry Miller

The results of the 1991 Membership Survey were a major topic of discussion at the NSCCAPA Board's annual retreat in September. One hundred seventy five copies of the survey, which was included in the May issue of Northern News, were returned.

The major purpose of the Survey was to determine the kinds of events and services APA members would find most useful. Survey recipients were asked to complete "checklists" regarding future event topics, formats, times, and locations.

The most popular topics for future Section events were General/Specific Plans (93 votes), CEQA/EIRs (89 votes), Regionalism (88 votes), and Design Review (68 votes). Events on inter-jurisdictional issues, computer graphics/mapping, and public participation also scored more than 65 votes each. Workshops were the format of choice, with 89 votes. Seminars (79 votes) and Speakers (69 votes) were also popular choices, while classes (37 votes) were least popular.

(Continued on page 3)

RECENT BAY AREA PLANNING EDUCATION EFFORTS

by Frank Osgood

Four of the Bay Area's major universities have become more involved in the Northern Section's planning efforts. San Francisco State, San Jose State, Sonoma State, and UC-Berkeley have elected Student Representatives for their planning programs and are participating in programs to be sponsored by NSCCAPA. Other universities may be added later as our efforts continue.

Meetings have been held between the various Student Representatives and the Education Coordinator. Events have been proposed by each of the Student Representatives and will be covered in coming issues of the Newsletter.

The first article is provided in this issue by Therese Schmidt, Planning graduate student and Student Representative at San Jose State. Additional articles are scheduled by Teresa Vasquez, Planning graduate student and Student Representative at UC-Berkeley, Christina Ratcliffe, Urban Studies senior and Student Representative from San Francisco State, and by a to-be-named Planning graduate student and Student Representative from Sonoma State University. Follow coverage of these programs monthly in the Northern News.

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DIRECTOR'S CORNER

by Don Steiger

Seasons Greetings! The California Chapter 1991 State Conference "On the Edge" was a success. The conference sessions were tightly organized on several interest tracks. Every APA member in the state was certainly the beneficiary of our Sacramento Section's efforts and more specifically, the conference committee. The level of participants was the best that the state has to offer, as evidenced by the Plenary luncheon speech delivered by Governor Wilson. Several fine receptions were offered. The opening reception was held at the Historic Railroad Museum.

The Saturday prior to the conference was devoted to an all day mini-retreat for the Chapter Board during which the mission and direction of our various programs were explored. Sunday required "double duty" as I attended an all day California Chapter Board meeting and managed to break away to make a short presentation on Planning Issues in Congestion Management to the workshop sponsored by the California Planning Foundation.

I've had the official and personal pleasure to visit our distant planners since the last newsletter. My first trip was to Sand City for the dinner meeting hosted by the Monterey sub-section. General Moore was the guest speaker on the topic of the Fort Ord base closure. The program was excellent and I encourage all who are able to attend the next Monterey event. See you there.

The now famous Eureka Brown Bag Lunch was my next excursion. The relaxed style and informal setting create a splendid atmosphere for sharing issues and exploring planning topics. I will leave the details of the meeting to Lia's fine reporting, but I will comment on the marvelous effectiveness of this "grassroots" initiative. All planners are welcome to attend, participate, and enjoy. The "Far North" is a warm and rewarding place, and I look forward to my next visit.

The next full meeting of the NSCCAPA board will be in January. We will be discussing delivering services to our members and the potential for a change in organizational structure to achieve these goals. Steve Noack, Larry Cannon, and Jon Holan have been working creatively on some realignment strategies. The board is seeking active persons to assist in a number of program areas.



WANTED: NORTHERN NEWS ASSISTANT EDITOR

The Northern Section CCAPA seeks a volunteer to assist in the editing and production of the Northern News. This is an excellent opportunity to meet local planners and expand your professional network while contributing to the APA. Responsibilities include attendance at quarterly Board meetings, 4 hours/month word processing, and occasional phone work. Possibility for eventual transition to Chief Editor position. Prefer home or office location within 20 miles of San Francisco or Oakland and direct access to IBM PC or Mac. Call Barry Miller at (510) 465-7169 if interested.

Membership Survey *(continued from page 1)*

The preferred time for Section events was 7-10 PM (71 votes), followed by 5-7 PM (66 votes) and Noon (57 votes). Thursday was the day most frequently checked (93 votes), followed by Wednesday (89 votes), and Tuesday (73 votes). Weekends were least popular, with just 34 votes.

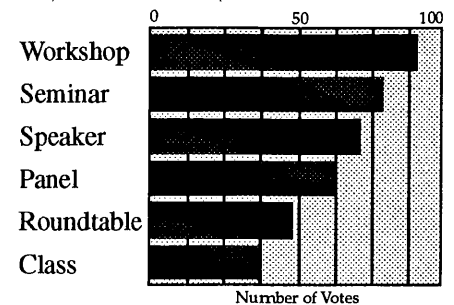
Wine and cheese events were the clear favorite, with 81 votes. Second were luncheons with 59 votes; dinner events scored just 37 votes. The preferred locations for Section events, based on the surveys returned, are San Francisco (83 votes) and Oakland (77 votes). The Survey suggests that the Section's major events should be concentrated in the Central Bay Area, with smaller events sponsored in outlying areas like Monterey Bay and the Far North. The Survey also indicates that members prefer events with "take home value" and interactive formats.

More than three quarters of the respondents (133) said they would support the Northern Section's taking an advocacy position regarding the formation of regional governments. Many respondents also indicated they would be interested in speaking on panels (46), writing newsletter articles (33), and providing outreach to students (25).

The respondents included 89 city/county employees, 65 consulting planners, and 19 employed elsewhere. Nearly half were AICP members. Responses were received from all over the region, including San Francisco-San Mateo (31 %), Alameda-Contra Costa (29 %), Santa Clara (14 %), Marin-Sonoma (13 %), Santa Cruz-Monterey (9 %), and other counties (4 %).

The Northern Section Board would like to continue to hear from the membership so that its agenda for 1992 can be responsive to your expectations and interests. At our last Board meeting, it was agreed that an informal workshop would be held this Spring to allow all interested members to share their ideas on what directions the Section should take. Watch the Northern News for a date, time, and place. If you are interested in participating in such a workshop or have any suggestions for future activities, meetings, or directions, feel free to contact any member of the Board. Names and phone numbers are in the Directory on Page 2.

Preferred Format of Activities



PLANNING BRIEFS

TAKING THE 1992 AICP EXAM? The deadline for application submittal is January 3. Contact Don Bradley at (415) 592-0915 for an application.

FANNIE MAE FUNDS MINORITY SCHOLARSHIPS FOR 1992 APA CONFERENCE. Minority planners interested in attending the 1992 APA National Conference in Washington, D.C. may be eligible for financial assistance due to the efforts of the Planning and the Black Community Division's Washington, D.C. branch. The scholarships are made possible by a \$2,500 grant from the Fannie Mae Foundation. Awards of up to \$500 to cover the cost of registration and travel are available. To apply, planners must submit an essay of no more than two pages describing planning interests, financial need, and commitment to the planning profession. Send essays to: APA Council Programs Department, 1776 Massachusetts Ave NW, Washington, D.C. 20036. The deadline for receipt is 2/28/92; recipients will be notified by 3/31/92.

32ND ANNUAL APA JOURNALISM AWARD COMPETITION. The APA Journalism Award honors newspapers for "public service rendered in the advancement of city and regional planning through outstanding journalism." The award is made to a newspaper in each of three classes: circulation below 35,000; circulation of 35,000 to 100,000; and circulation above 100,000. The articles honored may be efforts to support, improve, or initiate planning programs or to inform the public about the issues, problems, and choices that confront them in improving their community or region. Entries must be articles published in 1991 or a series of articles ending in 1991. For a nomination form, contact the APA's Chicago office at (312) 955-9100. The deadline for receipt of entries is 1/15/92.

TRANSPORTATION RESEARCH FORUM TO ADDRESS "AUTOMATIC VEHICLE IDENTIFICATION." It's coming! It's here! "AVI", the technology for toll roads without toll booths, is already in use in various public and private sector applications. Sheldon Fein, Manager

of Landside Operations at SFO, will address the Transportation Research Forum of Northern California on this topic at the Mandarin Garden restaurant in Berkeley on January 15. The cost, including dinner, is \$14 for TRF members, \$15 for non-members. Gather at 5:30 PM, dinner at 6, program at 7. For more information, call Carolyn at (415) 546-8266.

WANT TO KNOW WHAT HAPPENED THIS YEAR IN THE LEGISLATURE? Find out by ordering Perspective: The CCAPA 1991 Legislative Year In Review Report. Find out what legislation lived, what died, and what will be back to haunt planners next year. Summaries of all planning legislation are presented in an easy to read format and copies of planning legislation signed into law are included. Copies are \$25 and may be ordered by sending a check to: CCAPA, 1333 36th Street, Sacramento, CA 95816.

Toward Defining Progress

by Steve Matarazzo

Neo-traditional town planning is such a popular topic these days, it causes one to ponder the definition of "progress" and when "progress" (from an economic perspective) may have started to attenuate. Demographers note that it was somewhere around 1957 that our standard of living started to decline, based on a market basket of life's essentials, such as the cost of housing, medical care, and education. Back in those days, it only took one wage earner to buy and maintain a house, and save some of that wage for the future, or for a bomb shelter in the backyard, as the future looked like only one possible alternative scenario.

Now, in coastal California and other urban areas of the country, it takes two wage earners to buy some shelter, with little or no backyard, with little or no savings left; but we no longer have to worry about such residential amenities as a subterranean basement to prepare us for an imminent nuclear holocaust.

When I first started in the planning profession in 1972, I was a part-time assistant planner in Carpinteria, California. At the time, you could purchase a McKeon townhouse one mile from the beach for about \$15,000. Had I chosen to take a year off from college, I could have put 20 % down (\$3,000) on the place and easily made the mortgage payments for my very own bachelor pad, complete with a view of the Los Padres National Forest and avocado orchards in the background. Let's see some kid with a lower middle class background try to replicate that life-style today.

Well, if I had been smart (isn't hindsight depressing?) and purchased that

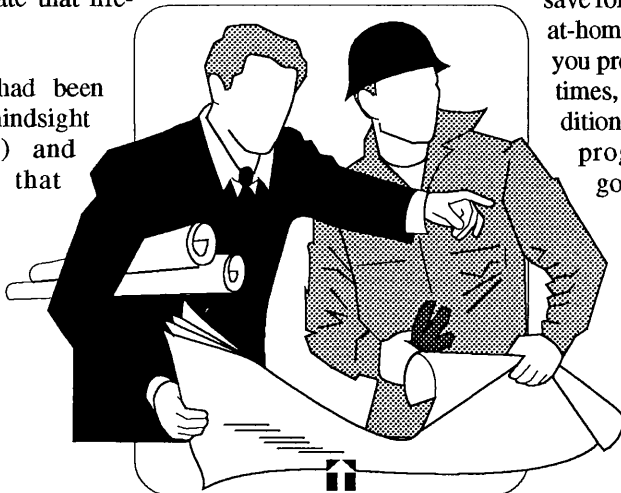
condo in 1972, I would be writing this piece from the comfort of a house worth at least \$200,000 more than the one I'm in now. (There goes my potential contract to do one of those "Stay in School" commercials.)

Ten years later, I found myself as the chief planner in Morgan Hill, where housing prices were skyrocketing due to the explosion of well-paying job opportunities in the Silicon Valley, an easy commute away. The job satisfaction I experienced in prior days from planning communities for people of modest means was beginning to wane as housing prices approached \$200,000 for the standard tract home.

It is now approaching another decennial milestone in my career and housing prices have again escalated to the point of turning the American dream into nightmare. But there is still hope.

Hope in one day seeing the "peace dividend" resulting from the end of the Cold War. Hopefully, this dividend will bring more federal financial assistance in terms of homeownership opportunity and more federal participation in grants and low interest loans for college educations. A federally subsidized health care program may also be on the horizon.

While we plan for the future, let's not forget about some of the redeeming social attributes of the past: easy access to home ownership and an education; the ability to save for the future; and at-home child care, if you preferred. Sometimes, as the neo-traditionalists espouse, progress means going backwards.



JOB IN PLANNING

PLANNER II - Contra Costa County (\$2712-\$3296/mo, w/promotional opportunity) Performs technical planning work in housing and economic development. Works on projects in both the CDBG and Economic Development Programs. Req's. BA or BS in city/regional planning or closely rel. field, plus 18 mos. experience in city, county, or regional planning. File application by 1/3/92 to: Contra Costa County Personnel Dept., 651 Pine Street, Martinez, CA 94553. More info, call (510) 646-4047.

ASSISTANT or ASSOCIATE PROFESSOR (Tenure Track) - Sonoma State University (\$31,764-\$48,192) Start 1992-1993 acad. yr., PhD (A.B.D. may be considered), or Master's degree and considerable/varied professional planning experience. At least one degree in urban, regional, or environmental planning, and evidence of effective teaching is required. Prefer expertise in urban design; land use and environ. planning; growth mgt., transportation, housing, site planning, computer appl., graphics, and/or plan law. Review of applications to begin 2/1/92 and 3/2/92 for those applications post-marked by the respective dates. Send application to: Dr. Steven C. Orlick, Chair, Dept. of Environmental Studies and Planning, Sonoma State Univ., Rohnert Park, CA 94928. Refer to #A011-92/93. More info, call (707) 664-2306.

PLANNING DIRECTOR - City of Alameda (\$60,000-72,936, plus exc. benefits/salary review in progress) The ideal candidate will be an experienced professional w/ a Master's in planning or rel. field, extensive experience in general plans, urban design, subdivisions, zoning, env. review, and management. Exp. in Calif. municipal gov't. and historic pres. are desirable. Submit City application form immed. to: Personnel Dept., City Hall, 2263 Santa Clara Avenue, Room 312, Alameda, CA. More info, call (510) 748-4521.

CPF TO SPONSOR DEVELOPMENT WORKSHOPS

The California Preservation Foundation will hold workshops on the real estate development process in late February in Berkeley and San Jose. This full-day program will be geared toward planners, architects, neighborhood organizations, and citizen advocates who must deal with the economics of rehabilitating older buildings and neighborhoods. The goal of the workshops is to familiarize participants with the various components that affect real estate development decisions so that they can more effectively "speak the developer's language."

Local co-sponsors to date include Berkeley Architectural Heritage Association, Berkeley Main Street Program, San Jose Preservation Action Council, the San Jose Downtown Association, and the San Jose Redevelopment Agency.

Topics will include: project feasibility analysis; public and private financing sources; tax incentives; code issues in rehabilitation; and the financial implications of land use and zoning regulations. CPF will produce a publication in conjunction with the event which will be distributed to workshop registrants.

The Oakland-based California Preservation Foundation is a statewide membership organization dedicated to the preservation of California's historic built environment. This event is part of CPF's varied program offerings, which include the publication of a quarterly newsletter, the production of workshop series, publications on critical preservation issues, and the presentation of the Annual California Preservation Conference, which will be held in Eureka on April 23-26, 1992.

For more information on CPF or the real estate workshop, call Elizabeth Morton at CPF at (510) 763-0972.

FROM THE FAR NORTH

by Lia Sullivan

Some new faces appeared at the November 15th Brown Bag Lunch in Eureka. One of these was that of Don Steiger, Northern Section's director. As usual, there was a fertile mix of planning interests: private sector, public sector, municipal, county, State (CalTrans). The Far North group is becoming an institution (but not in the least institutional).

Topics ranged from national to state to local planning issues. Discussion of the APA, Cal Chapter, and Northern Section were featured more than usual due to our special APA guest, Don Steiger. Don reported on the recent CCAPA conference in Sacramento, in particular, what Governor Wilson's "regional governance" approach might mean for local planners.

National Planning issues came up briefly along with information on the *Planner's Day on the Hill* planned for the 1992 National APA Conference in Washington D.C. Planners interested in participating in this two-day event should contact Nancy S. Willis at APA's Washington office. This is a good opportunity to make legislators aware that planning issues aren't confined to population centers and that rural, resource based areas like the North Coast have other issues of far-reaching significance.

On the local scene, Arcata's planners reported on the outcome of a public meeting on a proposed "Right to Farm" program. Some discussion ensued on how the expectations of the meeting's attendees compared to what the meeting was really about. Attendees at the meeting apparently expected to react to what the city was "imposing" and found instead that the city was looking for information from them on how to support farming as a land use. Arcata's next meeting, in December, will be on long-term agricultural preservation. This topic is far more controversial locally, and several planners offered suggestions on making the issue as clear as possible to help minimize misunderstanding.

Discussion of local planning issues led to talking about planning efforts in McKinleyville, an unincorporated fast-growing community with recently appointed citizen planners. Joel Canzoneri, the County planner working with this group to update the McKinleyville Community Plan, will present "What's Happening In McKinleyville" at the next Brown Bag Lunch.

The Brown Bag group viewed the informal 15-minute "Meet the Northern Section Board" video that was made at the Board retreat on September 28. The video is intended for any Northern Section planners and can be borrowed from Lia Sullivan or Don Steiger. It provides an idea of who the Board members are, as well as each member's role in serving the membership.

The next meeting is scheduled for Friday, January 24, 1992, Noon to 1:00 in Conference Room B of the Humboldt County Planning Department, 3015 H Street, Eureka.



Planlines

by Chuck Myer, AICP

“PARASOLS OF OCTOBER”

Editor's Note: Christo's splash of yellow art along Interstate 5 was a showcase of pop culture and a natural media event marked by the giddy highs of those caught up in the spirit of "The Umbrellas" to the tragic lows of the two freak accidents that caused loss of life. Chuck Myer spent his vacation working as a crew captain for the man who may be the world's best known living artist. Here are excerpts from his journal. One of his photos appears on page 33 of the November issue of Planning magazine.

The large, dusty white tent stood near Lebec, where the Sierra Nevada, the San Joaquin Valley, the inland desert and the coastal plains all seem to converge into one point. Inside the tent, I sat with hundreds of workers wearing uniforms and hard hats, listening as general contractors, agricultural equipment manufacturers and sailboat fabric experts explained the nuts and bolts of the hardware we would be working with. We were getting a crash course in local history and topography, first aid, construction tools, and personnel procedures for contract agricultural laborers. It would have been hard to convince a passer-by that this assemblage had gathered solely for the purpose of building a temporary work of art.

Augie Huber, a general contractor from Kansas City, fielded our questions: the 3100 umbrellas were 20 feet high and 28-1/2 feet in diameter. Over 100 acres of fabric was imported from Germany; the metal piping was assembled in Bakersfield. The umbrellas weigh 450 pounds and were tested for winds up to 110 mph by wind machines in Canada. All the umbrellas will be dismantled and their parts recycled after the project.

"How much did each umbrella cost?" asked someone. Huber paused for a moment. "They're priceless," he said. So began my training as a crew captain for Christo on his "Joint Project for USA and Japan." I was responsible for a 75-acre area in northern Los Angeles County on which my crew erected 21 umbrellas.

What does it all mean? Don't expect a straight answer from Christo; you have to figure it out yourself. As a planner, I interpret "The Umbrellas" as a statement on the contrasts in land use patterns between the two countries. The umbrellas is a symbol for shelter (from the rain in lush Ibaraki, and from the sun in arid Southern California). While the topography and economy of the two valleys is similar, the color and placement of the umbrellas was varied to demonstrate differences in parcel sizes and climate. In particular, the scarcity of usable land in Japan is shown (by tight, intimate placement of the umbrellas) in stark contrast to the abundance of available land in California. Of the 478 landowners he needed permission from, 452 were in Japan, only 26 in California. About half of the USA umbrellas were placed on the Tejon Ranch, which is over a third the size of Rhode Island.

"If you drop a \$5,000 bill in some parts of downtown Tokyo," says Christo, "the ground you cover up is worth more than the bill." Christo knows about dropping \$5,000 bills. He financed the \$26 million project through the sale or display of his own drawings, collages, models, and early visions of "The Umbrellas." His wife, Jeanne-Claude, is the financial genius: she wheels and deals his sketches and prints to the international art gallery circuit. Then, like Robin Hood, she and Christo take the money from the rich and give it to the poor, in the form of workers' wages (many of whom were unemployed or underemployed art students). They accept no volunteers, no grants, no government funds, no sponsors, no nothing.

After Running Fence in Marin and Sonoma Counties in 1976, I realized that Christo is the only major artist that works on a scale comparable to ours; he employs many planning consultants, surveyors, engineers, and architects in the process, and incorporates aerial photos and maps into his prints and collages. The irony between the fence and the umbrellas is this: fifteen years after the reams of EIRs, permits, and lawsuits in Marin County (all of which he enjoys and considers part of his artwork), Christo is now a known quantity. He was zipped through the permit process in Kern with hardly a hint of opposition. Imagine his chagrin when he was told that his "temporary facility" was being given a categorical exemption!

At the 1991 Cal Chapter APA Conference panel I moderated on public art, Kern County Planning and Development Director Ted James showed slides of the "environmental impact" of the project on his county: hordes of people in shorts and tank tops, picnicking under the umbrellas, and buying souvenirs from hucksters who appeared from nowhere, hawking T-shirts, pump bottles, postcards, and even patio umbrellas.

Christo himself was philosophical on the subject: "The project mirrors the people around it," he said.



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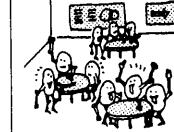
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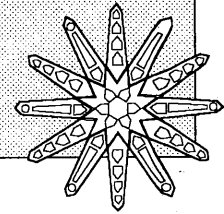


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WINTER CALENDAR OF EVENTS

- January 3 Deadline for filing AICP exam applications. Contact Don Bradley at (415) 592-0915 for details.
- January 15 Deadline for submitting entries for APA Journalism Award. Call (312) 955-9100 for details.
- January 15 TRF sponsors a discussion on "Automatic Vehicle Identification." Details on Page 3
- January 24 "What's Happening in McKinleyville?" Far North Brown Bag Lunch - Eureka. Details on Page 5
- February 22 San Jose State Job Fair for Planners. Details on Page 1



NORTHERN NEWS

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