

# NORTHERN NEWS

A Publication of the Northern Section, California Chapter, American Planning Association

## BACK TO BASICS

by Wayne Heiser

While always an onerous task, the mapping and quantifying of land uses need not be as tedious, inefficient, and error prone as we often make it. This article sets forth some of the tricks to use and pitfalls to avoid when conducting a land use inventory. One should bear in mind, however, that the sheer volume of data will almost always make the process complex and difficult regardless of the steps taken. Of course, not taking these steps will only make things worse.

1. Decide on basic information, such as base maps and data sources, at the start of the project. Examine categories and assumptions and check for accuracy.
2. Determine as early as possible the types and forms of information that all involved parties will need. This process includes defining, or at least attempting to anticipate, all the breakdowns that will be used for the different analyses. Geographic breakdowns include planning areas, existing city/planned city, traffic analysis zones, school districts, census tracts, and so on. Other breakdowns include various residential densities, and various categories of public uses (schools, hospitals, parks, etc.)

(continued on page 2)

## UC Berkeley to Host Second Annual Spring Forum

The University of California – Berkeley will be holding their second annual Spring Forum at Wurster Hall on Saturday, April 4. The Forum will bring together academics, planners, urban designers, and students to address key planning issues in Northern California.

The Forum will consist of two main components. The first is a series of morning workshops which will address timely local topics such as transportation planning, growth control, and economic development. The second is an afternoon jobs fair, including interviews and informational sessions with companies and agencies. Lunch and refreshment breaks scheduled through the day will provide additional opportunities for students and planning professionals to get acquainted. Companies or agencies interested in setting up interviews with students should contact **Kaye Bock** at (510) 642-1641.



## A Critical Decade in the History of a Small Community

by Joel Canzoneri

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DUNCAN & JONES

The little community of McKinleyville in Humboldt County is going through growing pains. This ocean fronting, resource-rich community is located in the Humboldt Bay area near the cities of Arcata and Eureka, 300 miles north of San Francisco. Since 1985, after the adoption of a revised community plan, residential development projects have transformed the face of what was once known as "Oklahoma-by-the-Sea." Population has grown from 8,100 to 12,100 in just six years. The immigration of new residents and the re-emergence of community values exhibited by locals has given rise to increased concern over how the area is developing. Aware of these concerns, the Board of Supervisors directed the Planning Division to take another look at the

1985 Plan. The Board appointed an 11-member Citizens Advisory Committee who, together with staff, have been evaluating the community's goals and desires.

A questionnaire was sent to 5,000 households in the community. Targeting property owners as well as renters, this effort was designed to gain a sense of how residents feel about a variety of topics. What the Committee received was a sense of how important the community's natural resources were to both newcomers and old timers. Residents value the ocean vistas, the six creeks coursing through the community, and the rural feeling of the area. Citizens wish to see park acquisition and maintenance, non-vehicular access and trails, landscaping, and passive recreational use of creeks. The rural values which brought people to the

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Long Planning!

*It's not that residents wish to stop growth; they simply would like growth to promote and enhance the values they treasure.*

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### New Column Beginning This Month

## The Media in Planning and Design

see page **5**

## DIRECTOR'S CORNER

by Don Steiger

We live in exciting and interesting times. For the first time ever in history, the entire world is in constant communication. We are connected 24 hours a day with the rest of the world. We can be a part of as much as we choose; from the very specific causes that people embrace to global monitoring and management. This is an incredible accomplishment of our information climate - totally the product of human creation.

We live in the most educated world that ever existed. We are each, in some way, a part of all of this. We, as professionals, should maintain belief and pride in the many positive things in our world.

I spend a lot of time reflecting on what I can bring to our profession: thought, inspiration, energy, focus, concentration, interaction, poetry?... and it is always a humbling experience. In many of you that I meet, I see the characteristics that make me proud to be one of you. You are intelligent, dedicated, energetic, conscientious, thoughtful, and so much more.

We need to communicate to people to expect these attributes from planners through our organizational behavior, individual and collective image, our interest, and willingness to learn. This is our professional identity!



### BACK TO BASICS

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3. The various categories, geographic and otherwise, should "nest" so that the smallest and most detailed can be aggregated into the largest and most general. Most important, choose the smallest "breakdown" carefully; one should never have to split a category, TAZ, or parcel.
4. Make sure all schemes used to measure, map, and designate land uses correspond with one another. This is especially important when one is using information from different sources.
5. Account for all acreages and land uses. Use control totals to check acreages, and know exactly what each land use category represents. Try to make the classifications logical, so that new, unanticipated uses can be easily incorporated.
6. Declare all assumptions. Just because you know something does not mean it will be readily apparent to others.
7. Do not "fudge." While often tempting, fudging introduces uncertainty and confusion into the model. As the saying goes, "Those who tell lies hide the truth; those who tell half-lies misplace it." Also, fudging in specific instances may mask pervasive and significant problems.
8. Recognize that tables and maps are different symbolic representations of the same information. In general, do not map information that is not in a table, and do not tabulate information not mapped.
9. Ensure that the people mapping the information and those counting it know

(continued on next page)

## PLANNING BRIEFS

### HAPPY HOUR FOR SOUTH BAY PLANNERS

South Bay Planners are organizing an after-work happy hour on Thursday, March 26 at Toon's in Downtown San Jose. Toon's is located at 52 East Santa Clara Street. Everyone is welcome to attend this free event (with no host bar), which will take place between 5:30 and 8:30 PM. Contact Valerie Young at (408) 436-4909 for more information. See you there!

### STATE SENATOR QUENTIN KOPP TO ADDRESS TRF

The Federal Surface Transportation Infrastructure Act, passed in 1991, authorized expenditures of \$151 billion over six years for highways and transit. Join the Transportation Research Forum as they sponsor a presentation by State Senator Quentin Kopp on his appraisal of the Act's impact on the Bay Area. The meeting will be held at the Commonwealth Club at 595 Market Street in San Francisco (above Montgomery St. BART) from 5 PM to 6:30 PM/ Cost to TRF members is \$7.00; non-TRF members, \$10.00 Phone the Commonwealth Club at (415) 597- 6700 for reservations.

### NORTHERN SECTION 1992 AWARDS PROGRAM UNDERWAY

Nominations for the 1992 awards program are now being accepted. This program acknowledges outstanding efforts completed in 1991. There are eight different awards categories. If your agency has completed work of which you are particularly proud, or if you are aware of noteworthy work by another group, consider making an application.

Further details and application forms can be obtained by calling or writing the Section Awards Chair:

Wayne Goldberg  
Department of Community  
Development  
100 Santa Rosa Avenue  
Santa Rosa, CA 95402  
(707) 524-5236

Share your good ideas with your colleagues. The deadline for applications is APRIL 19, 1992. There is no fee and the application process is exempt from CEQA!

### BERKELEY REUNION IN SAN JOSE

The UC Berkeley College of Environmental Design Alumni Association is hosting a reception for alumni of the Departments of Architecture, Design/Decorative Arts, City and Regional Planning, and Landscape Architecture on Thursday, April 16, 1992, 6-8 PM at the offices of Robert T. Steinberg '77, The Steinberg Group, 60 Pierce Avenue, San Jose. Please join classmates and friends for this special South Bay evening.

Roger Montgomery, Dean of the College of Environmental Design and Larry Kennings, '67, President of the CED Alumni Association, will be on hand to bring you up to date on what is currently happening in the college and its new alumni association.

For additional information and to RSVP, please call Sheila Dickie, Director of Alumni Relations, College of Environmental Design, UC Berkeley, at (510) 642-7722.

### APA PLANS MAY SESSION ON VIDEO

Mark your calendars now! On Thursday evening May 7, 1992, planners from several Bay Area communities will discuss successful ways in which they are using video and cable TV to communicate from the planning office and commission chamber, and involve citizens in planning issues. The evening will include a wine and cheese at 5:30, and presentations, discussions, and video samples at 6:30. Watch the April issue of Northern News or call Hartmut Gerdes, AICP, Square One Film + Video at (415) 398-7044 for further details.

### BACK TO BASICS

exactly what each other is doing, and that each is using the same information. Ideally, the same persons should be responsible for all decisions concerning both the mapping and tabulating. While specialized skills and knowledge may make the division of labor desirable, such division will lead to confusion unless the process is carefully coordinated.

The level of detail and amount of information makes the mapping and enumerating of land uses a daunting task. The only way to perform this task quickly, efficiently, and accurately is to decide on a consistent, logical and clear process at the beginning of the project. If this seems unnatural and abstract, it is. But so then is any representation of land use, whether one is drawing a free-hand "blob" map, counting parcels, or taking photographs. The key is to create a representation that may be understood by all and that is consistent with itself.

*Wayne Heiser is a Principal of PlanVisuals, a firm that specializes in computer-generated plan graphics.*



## A Critical Decade...

(continued from page 1)

area, and which contribute to the quality of life, are seen as vitally important to retain.

The belief forwarded to the Committee is that the community is not getting enough back for shouldering the burden of increased development. It's not that residents wish to stop growth; they simply would like growth to promote and enhance the values they treasure. The vision shared by Committee members is one of an immediate sense of "green": trees, lawns, and parks separating spacious subdivisions, the business district, and a park-like industrial zone south of the airport. A vision of a community designed not only for people to live, but also to enjoy life.

The Committee is working on a list of amenities that community members wish to see retained as growth occurs. Staff will be directed to draft ordinances to implement revised community plan goals and policies.

It's a very exciting time and an important decade for our little community. The growing pains of adjusting from an "all development is good" concept to a "what will this development contribute" philosophy will be frustrating and emotional. We see our efforts as part educational and part regulatory. We must demonstrate the benefits of amenities which contribute to the well-being and health of the community and show that we are not asking for a reduction in investment dollars but rather a commitment to quality in development. Staff hopes to work with developers to identify community desires and provide examples of how projects can be developed.

To aid in this effort, the county is sponsoring a regional planning conference on March 13-14. Victor Dover (from Florida) and Mike Corbett (from Davis) will discuss the benefits of planning and will forward some creative planning concepts which can be used in our area. This free symposium is intended to spark thinking among developers as to what the North Coast offers, and identify ways we can encourage growth while retaining the good things life has to offer behind our Redwood Curtain. Planning Commissioners, builders, architects, bankers, and citizens must form a vision and ensure that development conforms with that vision. Especially in McKinleyville where the growing pains are most noticeable.

*Joel Canzoneri is a Senior Planner with the Humboldt County Department of Planning and Building.*

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*The vision shared by Committee members is one of an immediate sense of "green"*

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## JOB IN PLANNING

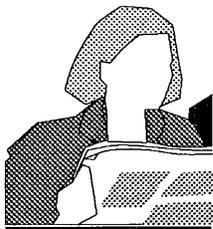
**FEASIBILITY ANALYSTS** - Port of San Francisco (\$43,240 - \$52,505/yr) Perform market research and dev't. feasibility studies on wide range of urban waterfront projects. Two specializations are avail.: one emphasizes analysis of large-scale comm., ind., and rec. real estate dev'ts.; the other emphasizes analysis of business dev't. opp's. in maritime transp. industries. Req's. BA plus 2 yrs. rel. exp. and computer skills. File by 3/20/92. For application, contact: Patricia Duncan, SF Civil Service Employment Office, 44 Gough Street, SF, CA 94103. More info, call (415) 557-4842.

**ENVIRONMENTAL PLANNER** - David Evans and Associates. San Francisco office specializing in environ. impact analysis, land use and transp. planning, project dev't., financial analysis, and transit planning and operations is seeking an Environmental Planner (salary DOQ). Req's min. 2-yr's exper. in the pvt. sector. Resp. include EIRs and planning studies. Must have demonstrated writing ability and exper. in meeting deadlines. Send resume, writing sample, and salary history ASAP to: Mark Travis, David Evans and Associates, 100 Bush St., Suite 1200, SF, CA 94104. More info, call (415) 981-1200.

**DIRECTOR OF PLANNING** - City of Berkeley (\$69,300 - \$95,100/yr). City seeks a professional w/demonstrated skills in planning, zoning, codes, and bld'g. inspection. Serve as admin. head of the Planning Dept. with resp. for planning, organization, financial mgmt., and operations. Programs include comprehensive pl'ng., code enforcement, zoning, capital programming, and bldg. dept. admin. Req's degree in pln'g., public adm., or rel. field and at least 6 yrs. of prof. exp. in urban pln'g. Must have 4+ yrs. of exper. at managerial level resp. for program pln'g., supervision of a large professional/technical staff, and budget mgm't. Also req's exper. w/federally funded programs and citizen boards. File by 3/31/92. For city application & questionnaire, contact City of Berkeley Personnel Dept., 2180 Milvia St., Berkeley, CA 94704. More info, call (510) 644-6460.



**DEPUTY PLANNING OFFICIAL** - City of Oakland CRDC (\$5,039 - \$6,186/mo.) City is recruiting for Deputy Planning Official, a professional admin. position at the Community Restoration Dev't Center. Incumbent will direct the operations of the Planning Division of the CRDC; interpret zoning ordinances for homeowners and contractors; and supervise assigned staff. Req's. BA in Planning, Arch., Urban Design, or rel. field; Masters in Planning is desirable; 5 yrs. progressively resp. experience inc. 2 yrs in a supervisory capacity in urban planning. File by 3/31/92. Contact: Office of Personnel Resource Management, Employment Information, 505 14th Street. Ste. 101, Oakland, CA 94612.



## AICP WORKSHOPS CONTINUE

Free AICPEXAM workshops are scheduled for March 21, April 18, and May 9. The workshops will be held from 10 AM to 1 PM in Room 13 of Building 200 on the Stanford Campus. Contact Don Bradley at (415) 592-0915 for more information.

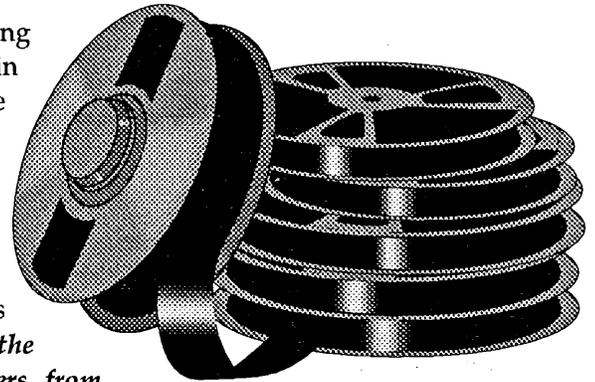
# The Media in Planning and Design

by Hartmut Gerdes

**T**oday's column is the first of a monthly series on the media in planning and design. During the coming months, we will discuss: What and who are the print and electronic media? How can public and private sector planners and designers access the electronic and print media and use them to their advantage? Specifically, how do you get onto newspapers' editorial (op/ed) pages or on Kevin Pursglove's radio talk show? How do you get a PSA (public service announcement) on commercial or cable TV, or make an announcement on PBS' Community Bulletin Boards? How can you make best use of the free production facilities of community access TV and get free air time?

We'll learn about Arthur Bruzzone's "San Francisco Politics" and other planning-related TV shows. We'll learn how video and TV in the planning chamber help community outreach and public involvement. I also hope to hear from members and readers of the Northern News about their (good and bad) experiences with the media, and what subjects they are interested in. As always, the Northern News welcomes guest writers and Letters to the Editor.

An indication of the growing importance of the media in planning and design is that the California Chapter of APA, in conjunction with National APA, has produced a 100-page Media Guide that will be for sale before the end of the year. Its several chapters are headlined *Marketing the Planning Agency*, *Newsletters from Hell and how to Avoid them*, *Working with the Press*, *the Electronic Media*, *Using Video Effectively*, and *Teaching Kids About Planning*.



The Media primer's introduction states: "The purpose of CCAPA's Media Guide is to give APA members who use it a head start. The field in which we work has become increasingly demanding, requiring that planners (and particularly California planners) become knowledgeable about a range of media issues for which most of us were never trained."

*Hartmut H. Gerdes, AICP, is the NSCCAPA's Communications Director. He is a former urban designer and planner and a founder and principal of the planning and design-oriented video production and visual simulation firm Square One Film + Video in San Francisco.*

## Planlines

by Chuck Myer, AICP

### “A WOMAN’S PLACE IS IN THE YARD”

Harvard Yard, that is. Carol Jansen of the Palo Alto Department of Planning and Community Development recently returned from a year-long sabbatical at Harvard University’s Kennedy School of Public Administration. She’s back at her desk in City Hall (and boy, is the in-basket full). Here is her story; eat your hearts out.

In 1990, Carol approached the City Council regarding use of the City’s rarely-used sabbatical plan. She had applied for full salary, for which there was some precedent. (Carol advises that if you’re going to ask for something like this, don’t do it on a night when you’re the only item on the agenda!) In the end, she got only half salary, but did emerge with full benefits. She pledged to remain with the City for two years after her return.

So, at age 43, Carol leased her house and headed off for college at the same time as her two kids. She took a Harvard summer refresher program and passed all her tests. She was able to take any class she wanted at school, including those at MIT, the School of Business, and the School of Design, and would receive her degree for completing at least 8 courses.

And great courses they were:

- Uses of History for Analysis and Management with Richard Neustadt and Ernest May (the “granddaddies” of the Kennedy school), focusing on reconstructing the decision-making process on historical events for use in making new decisions.
- Public Policy in Developing Countries with Mark Lindenberg (her final paper was on the reformation of the EI Salvadoran judicial system).
- Management in the Regulated Environment with Willie Emmons, with case studies and major speakers from regulated industry, such as banking, airlines, railroads, utilities, etc.
- Real Estate Finance and Development with J. Miller Blew, associate professor Harvard School of Design, and major Boston office developer.
- Law and Public Policy with Fred Schauer, Kennedy School professor of Constitutional Law, analyzing the intended versus unintended consequences of law-making.
- International Environmental Law with Abram Chayes, Harvard School of Law, who was instrumental in the formulation of the Montreal Protocol.
- Science, Technology, and Public Policy with physicist Ash Carter, Director of the Science and Technology Institute of the JFK School and recent Bush appointee to the National Science Advisory Board. Carol sweated over 500 pages a week of reading on highly technical issues such as AIDS research and public funding, NASA, Star Wars, etc.
- Entrepreneurship and innovation with Dick Cavanaugh, Dean of the JFK School and a former director of OMB.

She also audited a course taught by Ray Vernon (an economist who was with the Carter administration) and Deborah Spar on the economic aspects of foreign policy, and specifically the European Community Common Market. The main drawback of the class was having to take a 10-day all-expenses-paid field trip to Paris during Spring Break. She was able to observe the ECC “in action” at the elite L’Ecole Nationale Administration in Paris.

In Cambridge, she did not have a car, preferring to walk, ride a bike, or take transit. She says there were very bright “kids” in the law school and lots of social activism. But the business school students were the sharpest, though she says they were “soulless.” She is happy to report that it was the first time she ever attended college without getting pregnant!

Since her return, she has been transferred out of Planning and will serve in a new capacity in City Manager Bill Zaner’s office. She is now utilizing her advanced education in economics to coordinate a roundtable of department heads/managers to prepare an Economic Resources Plan for the City, which will address issues such as major budget deficits.

The first cutback may have to be the sabbatical program!



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**APA**

## SPRING CALENDAR OF EVENTS

- March 13-14 Planning Behind the Redwood Curtain: A Far North Symposium. Contact Lia Sullivan for details.
- March 13 Far North Brown Bag Lunch: "The Arcata Housing Element". Contact Lia Sullivan for details.
- March 19 TRF Presents Quentin Kopp on Transportation. Details on Page 3
- March 26 South Bay Planners Happy Hour. Details on Page 3
- April 4 UC Berkeley Spring Forum/Jobs Fair. Details on Page 1
- April 16 UC Berkeley CED reunion in San Jose. Details on Page 3
- April 19 Deadline for APA award nominations
- May 7 Planners and the Electronic Media. Details on Page 3

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## NORTHERN NEWS

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