

# NORTHERN NEWS

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

## ANOTHER RUSSIAN REVOLUTION!!??

A Northern Section CCAPA professional and social event, co-sponsored by ASLA.

Come and hear about the Russian experience of planning and design, when Sheila Brady, Principal of Brady and Associates, Inc., and Patrick Miller, 2M Associates, show slides and talk about their recent trip to Moscow and St. Petersburg. As part of a delegation of North American planners, landscape architects and architects, they met with Russian architects and landscape architects, visited State parks and palaces, and discussed the past, present and possible future practice of the professions in parts of the former Soviet Union.

### Date and Time

Thursday, September 24

5:30 Socialize, wine and cheese

6:30 Presentation and discussion

### Location

Moore, Iacofano, Goltsman  
1802 Fifth Street, Berkeley

### Directions

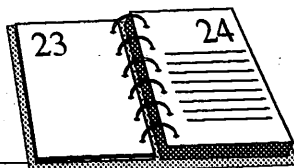
From I-80, take University Avenue exit east to Sixth Street (one block), left to Hearst Street (one block), left to Fifth Street (one block), right on Fifth to 1802 (in alley); or

From North Berkeley BART, walk west on Hearst Street to Fifth Street (around 15 minutes).

Cost: \$5 at door.

RSVP: Tim Gilbert, by Monday, September 21, (510) 845-7549.

SEE PAGE 3 FOR MORE EVENTS!



## GOODBYE, CALIFORNIA!

by Leigh Kienker

If life is so wonderful in California, why are our businesses leaving... or are they?

An all-day forum and video conference focuses on this question Friday, September 25th on the campus of San Jose State University.

Planners face the difficulty of the increasing willingness of California's leading companies to leave California rather than pay for the costs of expanding in the Golden State. Both government and industry must grapple with the costs and benefits of the "business climate." In the balance are issues such as untethered growth and fiscal disaster. What are the challenges and what are the possible solutions for a sustainable economic future in California?

In the morning, CEOs, business leaders, and facility managers from major Silicon Valley companies will present their perspectives on how local and state government regulations impinge on their best efforts to expand and stay in California.

Speakers will include John Hailey, Director of Facilities, Tandem Computer; Douglas Henton, Center for Economic Competitiveness, Stanford Research Institute; Robert McIntyre, Director of Real Estate, Apple Computer, Inc.; Disk Rosemeier, Director of Facilities, Hewlett-Packard, and others.

In the afternoon, city and county planners and economic development directors will discuss their solutions for meeting these economic challenges. Speakers will include Geri Cross, Economic Development Manager, City of Sunnyvale; and Carol Jansen, Director of Economic Development, Palo Alto. Carol will report on Palo Alto's experiences and strategies, including those learned on her recent sabbatical at the Harvard University School of Government.

This is the first of several events in a public forum series to be held by San Jose State University planning students this academic year. **Goodbye, California** should be of special interest to those in the regulatory and economic development arenas.

For registration and other information, call (408) 924-5882.

On-campus seating is limited. **Goodbye, California** will be televised through SJSU's Television Education Network. For information on how to arrange an office viewing site, call (408) 924-2859.

This event is co-sponsored by the student Urban Planning Coalition of SJSU with the Northern Section CCAPA, Association of Environmental Professionals (AEP) South Bay Chapter, the Institute for Metropolitan Studies, and the Office of Continuing Education.



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## DIRECTOR'S CORNER

*by Don Steiger*

Well it's summer time and the living is not exactly easy... Most planners have been very busy trying to do more with less - less time, less staff, less resources, and in many cases less rewards.

I would like to recognize the accomplishments of several exceptional people who have given graciously of themselves to the success and growth of Northern Section CCAPA. They have diligently pursued excellence and service to the profession, and we should each make a point of thanking them. These very special outgoing Boardmembers are:

Mark Caughey, Director Pro Tem

David Miller, Professional Development Officer

George Foscardo, Administration Director

Jaunell Waldo, Treasurer

Frank Osgood, Education Coordinator

Welcome to our new Boardmembers; you have some large shoes to fill!

Congratulations to the new AICP candidates who were successful on their exams. I know this is a professional milestone and we are all proud for you. We are collectively indebted to Don Bradley, who has again led the most effective training program in the State. The pass rate for the Northern Section far exceeds the national average and the Statewide pass rate.

Be sure to mark your calendar for the morning of September 24th BAAMA event at the Berkeley Yacht Club. BYOY (Bring your own yacht). Later that day in Berkeley, enjoy wine and cheese, and a slide presentation and discussion on Russian designers and planners at MIG, 5:30PM.

Also register for "Goodbye, California!" - San Jose State looks at the corporate and regulatory perspectives on economic development in the Silicon Valley on September 25th. Don't miss this!



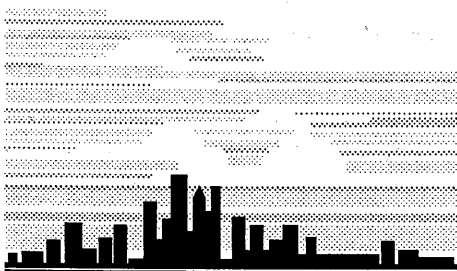
## PLANNING BRIEFS

### GALIP to Hold Annual Meeting & Party

Gays and Lesbians in Planning (GALIP) will be holding their annual potluck dinner and meeting in San Francisco on Sunday, September 13 at 6:00 PM. This social and professional organization includes gay and lesbian urban planners, landscape architects, and transportation planners. Since its formation last year, the group has grown to about 100 members and has met a half dozen times. Past meetings have featured discussions on domestic partner benefits at planning agencies, non-discrimination statements, and the planning programs of various GALIP members. For more information, call (415) 285-0910 or (415) 967-4744.

### NAHRO National Conference on Redevelopment

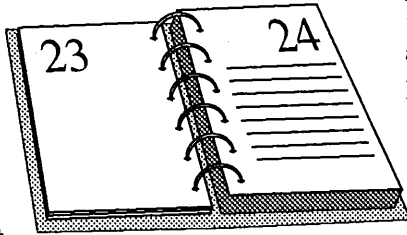
The National Association of Housing and Redevelopment Officials (NAHRO) is having their National Conference in San Francisco from September 20 through 22. For more information, call (202) 429-2960.



## PLANNING BRIEFS

### TRF Luncheon to Discuss High Speed Rail

The Transportation Research Forum (TRF) will be holding a luncheon meeting entitled "High Speed Passenger Trains for California: SF to LA in Less Than Three Hours" on Wednesday, September 23 at



the Mandarin Garden Restaurant, 2025 Shattuck Avenue, Berkeley, from 11:30 AM to 1:00 PM. Peter Hall, Director of UC Berkeley's Institute for Urban and Regional Development, will be the guest speaker. Hall will discuss the on-going efforts to bring high speed rail to the State, including "bullet" trains and "mag-lev" technology. The cost is \$13 for TRF members, \$14 for non-members. For more information, call Steve Gregory at (510) 272-1363.

### Just Say GO!

Traffic and transit are repeatedly cited in surveys as the most persistent problems in the Bay Area. "Just Say GO" will address these issues at the Sheraton Palace Hotel in downtown San Francisco on Monday, October 5, from 8 AM to 2 PM. Local political leaders and transportation professionals will discuss traffic, transit, parking, and pedestrian systems in downtown San Francisco. Morning panel discussions will provide the basis for a luncheon workshop on solutions. Invited speakers include Nancy Pelosi, Quentin Kopp, Mayor Frank Jordan, SF Supervisors Bill Maher and Willie Kennedy, directors of key San Francisco City and County Departments, as well as professionals from BART, MUNI, Caltrans, RIDES and the private sector. The event is being sponsored by the AIA, Yerba Buena Marketing Alliance, S.F. Chamber of Commerce, Market Street Development Assoc., and SPUR. The cost is \$45, including lunch. For registration information, call Joyce August at (510) 523-0338.

### ASCE Looking for Abstracts

The American Society of Civil Engineers (ASCE) Urban Planning and Development Division will hold their 1993 conference on successful land development in San Francisco. The third in a series of special conferences, it will be co-sponsored by Northern Section CCAPA, bringing together engineers, planners, architects, landscape architects, consultants, attorneys, and developers to discuss current issues in the development process. Participants who wish to make presentations are invited to submit abstracts by October 30, 1992. All abstracts should include a short written summary of the topic, graphic samples, and pertinent information about the author. Completed papers are due January 15, 1993. For more information, call John Eardensohn at (510) 235-6471.

### Don't Forget BAAMA's Free GIS Presentation

Just a reminder that the Bay Area Automated Mapping Association (BAAMA) and Northern Section CCAPA will be presenting a free presentation on the application of GIS technology in planning. The presentation will be held on Thursday, September 24 from 9 AM to Noon at the Berkeley Yacht Club. For more information, contact Bruce Joffe at (510) 246-8080 or Ruel Brown at (510) 670-5558.

### AIA and ASLA to Hold Leadership Development Workshop

The East Bay American Institute of Architects (AIA) and the Northern California Chapter of the American Society of Landscape Architects (ASLA) are sponsoring a two-day leadership workshop on October 1 and 2. The workshop is specifically geared toward design professionals, focusing on interpersonal communication, team building, and organizational skills. Bill Truby, Director and co-founder of the Advanced Management Institute for Architecture and Engineering and a psychology-trained management consultant, will conduct the workshop. The cost is \$75 per day (8:30 AM to 6:30 PM) for AIA/ASLA members, \$100 for non-members. The location is AIA East Bay headquarters at 499 14th Street, Oakland. For more information, contact the East Bay AIA at (510) 464-3600.

### CPF Sponsors Air Quality Management Seminar

The California Planners Foundation is sponsoring an afternoon workshop entitled "The ABCs of AQMPs: A Primer on the Linkages between Air Quality, Land Use and Transportation." The workshop will discuss regional perspectives on air quality in the Central Valley, Bay Area and San Diego, and regulatory perspectives of the EPA, ARB, and South Coast AQMD. Case studies of local AQMPs will also be presented. The workshop will precede the State APA conference, at the Doubletree Hotel in Pasadena on Saturday, November 7 from 1:00 to 4:30 PM. The cost is \$65 and includes a workshop binder. For more information, call Skye Fleming at (619) 549-3581.

### Unemployed? Reduced Rate Memberships Now Available

Reduced rate memberships are now available for APA members with no gainful employment. For every three years of active membership in APA, your membership may be extended one year at the following reduced rates. Until 12/31/92: \$20 APA, \$20 AICP, \$5 Chapter. After 1/1/93: \$25 APA, \$20 AICP, \$5 Chapter. To apply, send a written request to Barbara Baldwin in Chicago next time you receive your renewal notice from APA. In your request, please specify the date you became unemployed and your former employer.



# TUNING IN TO PLANNING ON TV

by Wendy Cosin

The use of local cable television to communicate about planning issues was the subject of a recent APA/AIA panel discussion. Entitled "Tune in to City Hall TV," four planners described their experience with encouraging citizens to tune in, rather than tune out, of politics and planning issues. Following a description of the use of cable television in Vacaville, Pacifica and San Bruno, the central question of whether a better informed public leads to better decisions was discussed.

Each of the three communities uses cable TV to spread the word about important projects. Vacaville produced both a pretaped show exploring issues relating to a proposed General Plan update and several live call-in shows on the same subject. The Pacifica Planning Department produces a bi-weekly talk show, "Warm Up To Planning," and Planning Commission and City Council meetings are broadcast live. San Bruno also broadcasts City Council meetings; they recently televised highly controversial meetings about BART.

Most panelists felt that provision of fuller information to citizens resulted in better decisions by the policy makers due to increased public input. It is not unusual for citizens who are watching a live meeting on television to dash off to the Council Chambers to give their opinions. It was also recognized, however, that it is not always easy for the public to understand what is going on at televised meetings. Discussions can appear superficial or confusing and, without project background, the public can miss nuances. There is also the danger that citizens will watch meetings for their entertainment value. The soap opera dynamics that occur at many meetings can be exaggerated through the presence of television cameras.

Each of the panelists described the use of cable TV to produce special shows which created an opportunity for detailed public review of issues over and above the usual televised meetings. These efforts have significantly increased public knowledge about certain planning issues in each of the communities. Vacaville's 11-minute video covered specific growth issues that decision-makers would have to deal with in reviewing General Plan revisions. The Planning Department prepared the script and the cable company shot the footage, including the field work. The result is a polished program which was aired as a lead for the call-in shows and was also taken to public presentations as an orientation tool. The call-in show allowed an outreach to people who could not or would not attend public meetings. The combination sped the update process, reduced the number of meetings needed, fleshed out issues, and improved both community dialogue and the decision making process.

Similarly, San Bruno's experience allowed a more in-depth exposure of issues relating to the various BART options in San Bruno. In particular, citizen participation was increased by visually displaying models and drawings of the BART proposals on television. However, expectations of City control over the project were also increased due to the exposure, which may have been misleading.

Pacifica's television show allows a detailed discussion of a variety of issues including the current development process, co-housing, recycling, parks and open space, redevelopment, and a show which featured a San Francisco garter snake (an endangered species) as one of the guests. The half hour talk show uses an interview format to explore planning issues in more detail than is possible during public meetings. The show airs immediately before and after the televised Planning Commission meetings.

(Continued on next page)



## JOB IN PLANNING

### PROJECT URBAN / INFRASTRUCTURE PLANNER

Bechtel Corporation invites applications from persons who possess academic qualifications and/or ten or more years of professional experience for a two-year assignment commencing September 1, 1992 updating the Master Plan for Jubail, Saudi Arabia, the largest new town development in the world.

Responsibilities: Maintain liaison with other departments; Develop key project data and studies including economic, demographic, social, land use and programming of housing and community facilities; Prepare computer forecasts; Coordinate urban/infrastructure development, feasibility and socio-economic impact studies; Prepare plans, graphics, reports and documentation.

Qualifications: Demonstrated knowledge of tools and techniques used in planning, economics, demographics, engineering/utilities systems, development, and transportation planning. Ten years of related experience, including three years in a supervisory position is desired. Knowledge of computer systems, applications, preparation of quantitative economic and demographic models, and desktop publishing are essential. An advanced degree in City Planning and a degree in a related field is desirable.

Submit a letter and full resume to: Mr. Doug Boston, Human Resources, Bechtel Corporation, 50 Beale Street, San Francisco, CA 94105.

## TUNING IN ...

(Continued from page 4)

### CONTINUING EDUCATION SPECIALIST

University of California Berkeley Extension invites applications for the position of Continuing Education Specialist (ECS) for the Institute of Transportation Studies (ITS) Extension Program.

Responsibilities: Long-range planning, development and implementation of continuing education and other technical assistance programs for transportation professionals; Work with advisory committees, UC faculty, and others to develop curricula, courses and information services; Publicity, marketing and budgeting; Hire instructors; Select times, fees, formats and locations of programs.

Qualifications: Bachelors Degree, preferably in civil engineering, planning or related field. Two or more years experience in supervising support staff; Excellent organizational skills and ability to communicate in writing and orally, and to work well with individuals of diverse backgrounds. Marketing expertise and microcomputer skills desirable.

Salary range: \$39,900 to \$45,400.

Send resume by September 4, 1992 to:  
Personnel Manager, UC Extension, 2223  
Fulton Street, Berkeley, CA 94720.

Panelists at the recent seminar discussed both the benefits of video in planning and the potential for abuse. In particular, images can be more loaded than words; the selection of images or their sequence can slant a message or produce a subliminal message. There is a danger of developers using video and turning an informational presentation into a sales product. Planners will need to balance the use of video in providing neutral, "value free" information along with appropriate incorporation of community values in the planning presentation process. At the same time, it is recognized that planning and video can be used to shape community values to achieve larger community goals (i.e. overcoming a NIMBY reaction). As cities increase their use of video in presenting planning issues, the pros and cons will undoubtedly continue to be explored. Another seminar on video use is planned for the November State conference in Pasadena. Tune in!!!

*Wendy Cosin is APA Northern Section's Professional Development Director and is the Planning Director of Pacifica.*



## LETTER TO THE EDITOR

I would like to thank Chuck Myer for his ingenious commentary on NitWit Ridge (Planlines, July/August 1992). It is wonderful to remind ourselves that a "lunatic lodge" made of junk is now an historical landmark cherished by preservationists, historians and citizens.

Mr. Myer extracts a clear lesson for city planners: "The house has survived three-quarters of a century on an eroding 50% slope." I would like to suggest a second, more somber one: The regulations and consensus-driven approval processes generally advocated by planners have made the creation of artistic, challenging structures like NitWit Ridge impossible.

During the last few years, I have been startled by what appears to be a constant decline in creative urban and building design proposals. Practically all of the architects and urban designers I have talked with have intimated that avoiding controversy has become their most important goal when selecting design alternatives. The fear of being caught in the bureaucratic limbo of our approval process outweighs aesthetic, functional and even environmental considerations.

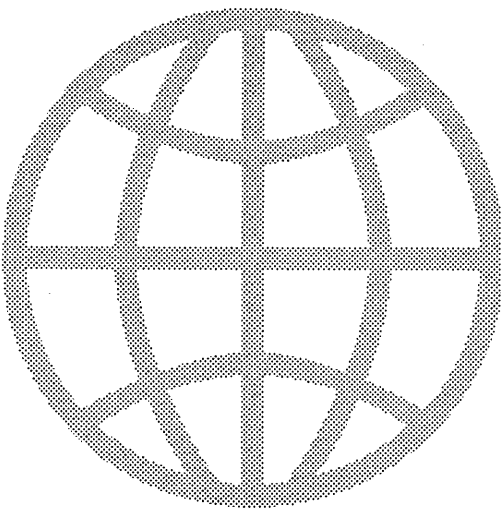
Had this been the prevalent attitude of our ancestors, no architectural jewel would exist in the world today. Masters like Palladio, Brunelleschi, Frank Lloyd Wright and Le Corbusier would have never seen their then controversial urban or building designs materialized.

I trust that some day local artists, planners and community leaders will react against a system that penalizes creativity while rewarding mediocrity. Probably that day we will finally understand that it is necessary to encourage artistic freedom to shape beautiful cities. Yes, some mistakes will be made. But what a small price to pay to avoid creating an uneventful ocean of dullness.

Sincerely,

Hernan R. Martinez

Aptos



# Planlines

by Chuck Myer, AICP

## NUMBER EIGHT WITH A BULLET

Well, they're on to us. A recent survey of subscribers to MONEY Magazine put our humble profession in the top ten (out of 100). Number eight with a bullet. The cat's out of the bag.

Considering the source (MONEY, Feb. 92), it's surprising that other factors besides salary were considered, but I guess we knew that already. The seven factors (in order of importance) were job satisfaction, quality of work life, pay, job security, social value, prestige, and ease of entry.

We scored "excellent" in job satisfaction, the category with the heaviest weight. This means, for example, that even though dentists make twice what we do, we're happier. Job satisfaction was based on pay, length of time in the field, quality of work life and stress. Other happy campers included aeronautical engineers, bank officers, chemists, and electrical engineers.

The survey found our job security and prestige level (from the National Opinion Research Center) are "average." The security rating includes our average length of time in the profession, combined with our projected 19% growth over the next 14 years. A New York Conference Board labor economist, however, marked our 1992 outlook for employment growth as "poor." (The winner of the job security competition was "funeral director").

Here are the top ten as ranked by 220 MONEY subscribers. The salaries represent senior level practitioners at the 90th percentile:

1. Biologist	\$ 64,531
2. Geologist	\$ 70,560
3. Physician	\$315,000
4. College math professor	\$ 67,936
5. High school principal	\$ 67,071
6. Sociologist	\$ 67,936
7. Pharmacist	\$ 53,968
8. Urban planner	\$ 66,600
9. Civil engineer	\$ 62,280
10. Veterinarian	\$107,670

Architects (\$58,758), by the way, came in 20th.

I guess we should be flattered to have ranked so highly, though I'm sure many of us are still attending night school so that we can move another notch up the food chain and become pharmacists some day. Those looking for "hot" new careers should heed the advice of U.S. News and World Report and go into diversity management, industrial hygiene, managed care management (?), forensic accounting (?), health design (?) and, closer to home, CAD drafting.

Another interesting thing comes to light when analyzing the top 10. As true generalists, how many of us haven't at one time or another felt like we are biologists, geologists, sociologists and civil engineers wrapped up into one? I'll never forget the day my planning professor drew circles representing all of the major fields of study (engineering, law, sociology, architecture, etc.) and then drew a huge perpendicular oval intersecting all of them and labelled it "planning." (I don't think we can stretch our job description to include veterinarian or physician, although a good grounding in psychiatry often comes in handy!)

I'm sure this study will be quoted in future job announcements for our profession, with the results in bold type (and the subtext in small print):

**HIGH Pay!** (just lower than high school principals)


**HIGH Prestige!** (you'll be misquoted daily in the media)

**HIGH Security!** (subject only to the whims of Pete Wilson and Willie Brown)

**HIGH Satisfaction!** (at seeing your work accomplished twenty years from now)

**HIGH Quality of work!** (except for toxic Prismacolors)


Obviously, the results of surveys like this have to be taken with a grain of salt. I remember seeing one where actuaries (a.k.a. bean-counters) came out on top. So go figure.



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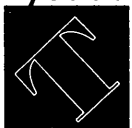


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## FALL CALENDAR OF EVENTS

- September 13 Sunday, 6 PM, GALIP Meeting and Party, San Francisco. Details on page 2.
- September 20 to 22 Monday through Wednesday, all day. NAHRO Redevelopment and Housing Conference, San Francisco. Details on page 2.
- September 23 Wednesday, 11:30 AM to 1:00 PM. TRF High Speed Rail Luncheon, Berkeley. Details on page 3.
- September 24 Thursday, 9 AM to Noon. BAAMA GIS Presentation, Berkeley. Details on page 3.
- September 24 Thursday, 5:30 PM. Russian Planning and Design Slide Show, Berkeley. Details on page 1.
- September 25 Friday, all day. SJSU Forum and Video Conference, San Jose. Details on page 1.
- October 1 and 2 AIA/ASLA Leadership Workshop, Oakland. Details on page 3.
- October 5 Monday, 8 AM to 2 PM. Just Say GO! Traffic and Transit Conference, San Francisco. Details on page 3.
- October 30 ASCE Abstracts Due. Details on page 3.
- November 7 Saturday, 1:00 to 4:30 PM. CPF Air Quality Management Seminar, Pasadena. Details on page 3.
- November 7 to 10 Saturday through Tuesday, APA Conference, Pasadena.

### NORTHERN NEWS

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