

# NORTHERN NEWS

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

## Two Cooperative Events in San Francisco

### ON THE WATERFRONT

**Y**ou are invited to participate in an important planning event. ASLA's Northern California Chapter; AIA's San Francisco Chapter; and APA's Northern Section of the California Chapter are co-sponsoring an evening forum to discuss the urban design, transportation and land use issues revolving around the Central Embarcadero Project.

A brief overview of the planning effort to date will be presented and an open discussion of critical issues will follow.

The evening program is intended to offer an opportunity for members of the environmental design community to come together and share in a free exchange of ideas about this significant and historic project. Three panelists who are deeply involved in the Embarcadero review process will facilitate the discussion. Your participation is encouraged.

#### Panelists:

**Brian Gatter**, Vice President for Public Service of ASLA, Northern California Chapter;

**Clark Manus**, Vice President and President Elect of the AIA, San Francisco Chapter;

**Larry Cannon**, San Francisco Liaison to the APA Northern Section, California Chapter.

**Date:** Thursday, January 28, 1993

**Time:** 7:00 - 9:30 PM

**Location:** AIA Offices, 130 Sutter Street, San Francisco  
Parking available at the Sutter-Stockton Public Garage

**Registration:** ASLA, AIA, APA members: \$5.00 at the door  
Non-members: \$10 at the door  
Please RSVP by January 18, 1993

To register or for more information, contact the San Francisco AIA office at (415) 362-7397.

### CITY BUILDING IN CENTRAL EUROPE

**T**he Northern Section of California Chapter APA and the San Francisco Chapter of AIA are co-sponsoring a slide presentation and discussion of City Building in Central Europe. Steve Wanat and Robert Bruce Anderson will present aspects of city building in Berlin, Warsaw, Krakow and Prague.

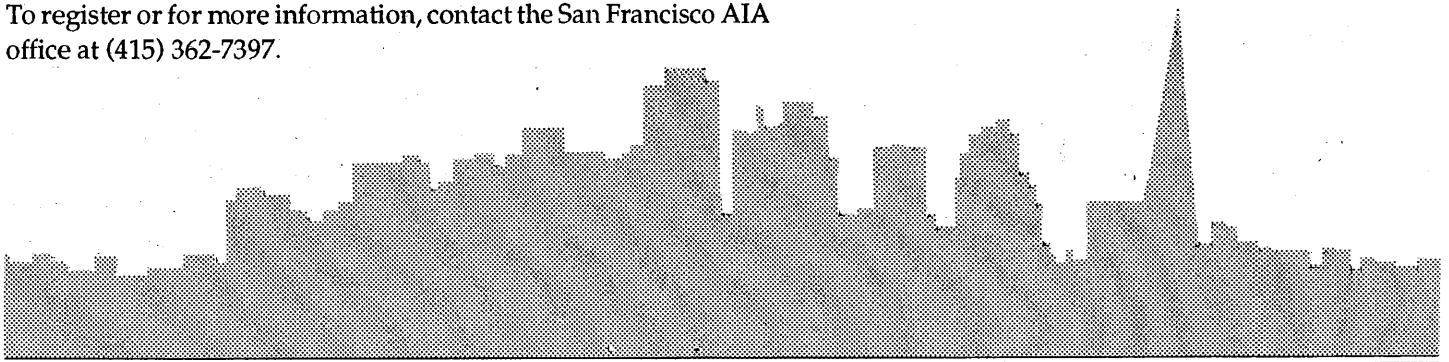
Steve and Bruce are city planning/urban design consultants, each with an office in the Bay Area. Steve is the local APA International Liaison and has previously worked in Germany. Bruce is a board member of the International Society of City and Regional Planners and has contributed papers to several congresses in Europe.

The slide presentation will explore how city building in Central Europe has related to ideology and "sense of nation"; discuss issues of historic preservation/reconstruction and the legacy of Le Corbusier; and look at some 20th Century architects and their work in housing estates and community development.

The program will take place on Thursday, January 14, 1993 at the AIA Offices at 130 Sutter Street, San Francisco. An informal reception featuring Central European wines and cheese will begin at 6:00 PM, with the slide show starting around 6:45.

A \$5.00 charge to cover wine and cheese will be collected at the door from APA and AIA members. (\$10.00 for non-members).

Please call Liz Thompson at the AIA at (415) 362-3948 before January 7, 1993 to reserve your place.



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**DIRECTOR'S CORNER**

*by Don Steiger*

Little did I expect that last month's column would be so visionary. Due to national election results, many planners have expressed great expectations that better times are close at hand. We, as professional planners, are looking forward to improved domestic policy, sound fiscal leadership, better race relations and more equal opportunity for all.

The California Chapter annual conference in Pasadena was a resounding success. The conference committee certainly delivered a thorough and comprehensive schedule of sessions. The special events were excellent, and the attendance of over 700 planners exceeded all projections.

Northern Section is producing some very high quality events, as well. The presentations on Specific Plans, BART, and the South Bay happy hour have been well attended. Watch the calendar for upcoming announcements.

The Section board recently held its annual retreat. One of our main agenda items was a plan for restructuring to better serve our members. Larry Cannon's article introduces a possible restructuring plan. We want your input as we discuss options during the coming months!

Now is the time to file your application for the AICP exam. Don Bradley will be conducting a series of his excellent workshops through the spring.

Pray for more rain...



**PASSING THE EDITORIAL BATON**

After four years as editor of Northern News, I will be passing the editorial baton to Steven Buckley this month (Merry Christmas, Steve!). Steve has been working capably as Co-Editor for the last several months and is looking forward to the challenges of editing and producing our monthly newsletter. Juliana Pennington will continue to provide excellent desktop publishing services, with some exciting graphic and tpestyle upgrades in the works.

The street address for Northern News will remain the same, but we will have a new box number beginning January 1. All correspondence should be mailed to: APA Northern News, 3871 Piedmont Avenue, Box 9, Oakland, CA 94611. Telephone inquiries regarding job ads, calling cards, and articles should be made to Steve Buckley at Brady and Associates, (510) 540-7331. Fax transmittals should be sent to Steve at (510) 540-7344. As before, address changes can only be made by contacting the APA membership department in Chicago. Call (312) 955-9100, ext. 259.

As for me, I'll be joining the likes of William Randolph Hearst and Robert Maynard in the Land of Emeritus Editors. It has been a privilege to serve as editor, as well as a source of many new friendships and professional acquaintances. Special thanks to the members of the APA Northern Section Board, both past and present, who have made my job easier (well, most of the time) with their input, feedback, and support. Thanks also to our regular columnists for consistently witty and interesting articles. We'll be looking forward to more of the same in the future.

- Barry Miller

**AICP Exam  
Study Groups  
at Stanford and UC Davis**

For details see page 3.



# Northern Section Board Studies Restructuring

by Larry L. Cannon, AIA, AICP

The 1400 member Northern Section is the largest in California and is larger than all but the California and Florida State Chapters of APA. Despite this membership strength, participation in Section activities has been very low. In response, the Board is evaluating a change in the Section's structure to involve more of the membership and improve service delivery. Currently the Section, which covers the coastal area from Monterey to the Oregon Border, is organized on a geographical basis with regional liaisons appointed by the Board to develop programs and represent member interests. While the Northern News does a great job of communication with the membership, most programs and events draw less than 5 percent of the Section's members, participation in nominating and voting for officers is abysmal, and Board members burn out quickly.

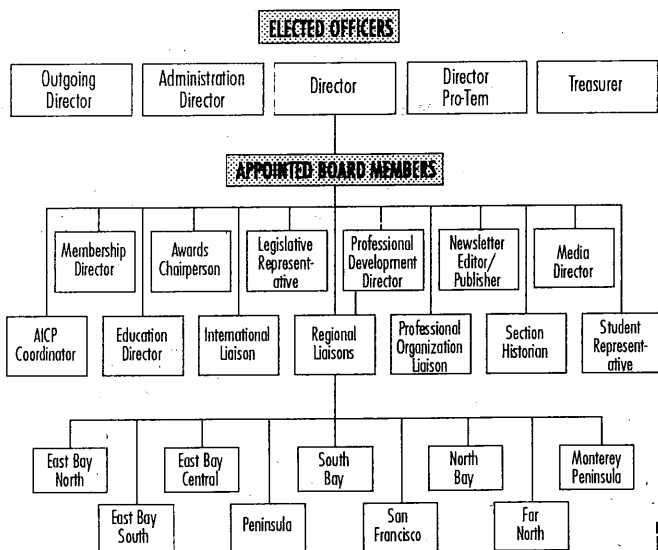
After a year of study, the Northern Section Board has developed an alternative structure. The Organization Option is based on special interest committees organized into five Commissions, each headed

by a member of the Section's Board. The revised structure would allow members the opportunity to participate in committees of their choice, with each committee responsible for advising the Board on special issues, developing events and educational programs for the membership, and serving as a resource for the Section in areas of special knowledge and interest. Future Section officers and commissioners would be drawn from the ranks of this active membership.

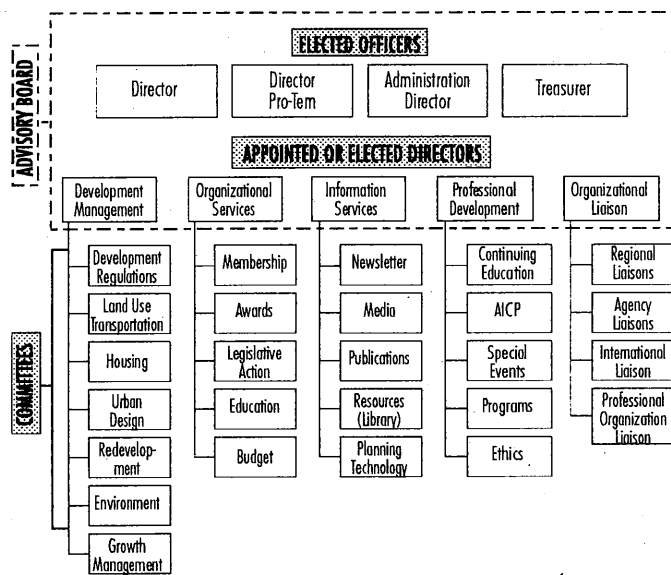
To test and further refine this vision, the Board will be conducting a series of focus group meetings over the next 3 months, to discuss the structure concept and services needed and desired by Northern California planners. Each group will be composed of 10 to 15 planners representing a cross-section of the profession

Please help us out by letting us know your thoughts. All members are encouraged to express their views concerning services, priorities and organization by writing to the Board in care of: Cannon Design Group, 40 Gold Street, San Francisco, CA 94133.

## **NSSCAPA CURRENT STRUCTURE**



## **NSSCAPA ORGANIZATIONAL OPTION**



## AICP Exam Prep at Stanford and UC Davis

Study groups have been formed for the next AICP national exam, to be held May 15, 1993 (note that it has changed to Saturday). But it is not too late to attend the five monthly workshops at Stanford or the three workshops at UC Davis Extension.

The Stanford format will be similar to last year, with half day sessions on five Saturdays. Sessions will begin at 10 AM and end by 1:45 PM on January 9, February 6, March 6, April 3 and May 1, 1993. They will be held in the Philosophy Dept., Bldg. 90, Room 91A. The cost is \$25 plus purchase of a manual.

The UC Davis program will cover the same materials but in three full Saturdays, February 20, March 20 and April 17, 1993. Sessions will be

from 9:30 AM to 4:30 PM in the University Faculty Club. The cost is \$100 plus purchase of a manual. Lunch will be provided.

Test takers must purchase the APA Chapter Presidents Council AICP Exam Prep. Manual for \$25 at either session location. The program includes study groups, audio tapes, guest lecturers, and tips from those who passed the test last year.

For more information, contact Don Bradley at (415) 592-0915.

Applications to take the exam are due January 8, 1993. Write to: AICP Exam; APA; 1776 Massachusetts Avenue, NW; Washington, DC 20036; or call (202) 872-0611.

# CEQA AND GENERAL PLANS: MAKE YOUR OPINIONS KNOWN



## JOBS IN PLANNING

*Want a chance to influence legislation on CEQA and the General Plan?* This is your chance. Bob Odland, Northern Section's Legislative Liaison, is a member of the CCAPA/AEP CEQA Task Force that has been studying possible changes to CEQA. Some of the Task Force's concerns are the increasing length of EIRs, misuse of CEQA by NIMBYs, and the lack of integration of CEQA and General Plan processes. Bob and other planners and attorneys from around the state are working on the Task Force subcommittee that is specifically looking at the relationship of CEQA to the General Plan. A major focus is reducing the number of project-specific EIRs by strengthening the environmental perspective of General Plans.

Northern Section will host a discussion of this important topic on February 25th, at which Bob will discuss the work of the Task Force to date and gather your ideas. He will also explain the CCAPA legislative review process for all planning-related bills and tell you how you can become involved. Watch for more information in the next edition of Northern News.

### Principal Planner - City of

*Davis*

(Salary: \$4249- 5164/mo.)

Four years of responsible exper. in urban and enviro. planning, including two years of supervisory exper. Bachelor's degree in urban or regional planning or closely related field. *Deadline: 5PM, January 29, 1993.*

Applic. avail. from Personnel Office, 23 Russell Blvd., Davis, CA 95616; (916) 757-5645.

### Planner I - City of Gilroy

(Salary: \$2643 - 3213/mo.)

Entry level position in small department. Varied challenges; current planning emphasis. Bachelor's degree in planning/related field or 4 years exper. in planning. *Deadline: March 1, 1993.*

Applic. avail. from Human Resources Dept., 7351 Rosanna St., Gilroy, CA 95020; (408) 848-0400. For more info., contact City Planning Dept., (408) 848-0440.



## The Media Column

by Hartmut Gerdes

### The President begins his dialogue...

President-elect Bill Clinton's spokeswoman is quoted as saying "We are building a two-way dialogue with the people of the country..." (Is there a one-way dialogue?) We are reminded of Ross Perot's promise that, if elected, he would use "electronic town meetings" to reach out to the people...

Meanwhile, in town and city halls across the country, planners are already making excellent use of FCC (Federal Communications Commission)-mandated community cable television to engage citizens in matters of community planning and design. Planners are using this medium to reach constituents who tune in to "government television" for information, flock to city hall to share in policy and project debates, and participate in call-in shows.

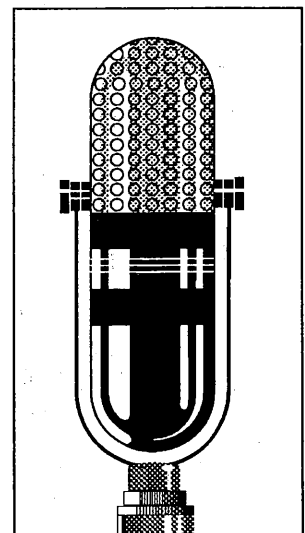
### ...and planners may lose theirs.

Chances are that what has become a widely accepted and highly beneficial outreach medium for planners may no longer be available once fibre-optics carriers, such as telephone companies, get "into the picture". (Cable uses co-axial technology, though soon to be digitally compressed). In a few years we will - dreadful thought! - be "grazing" over 500 television channels, and quite possibly without any Public Access, Educational or Government channels among them. Understandably, cable-TV companies, their market monopoly jeopardized by other carriers, want to shed the FCC's mandate.

The FCC needs to create an as yet unknown institution to manage the television facilities in question and require all co-axial and fibre-optics carriers to help shoulder the financial burden.

Communities and planners who have come to appreciate government cable access need to remind the FCC of the system's merits and petition the FCC to retain this increasingly valuable outreach medium.

*Hartmut Gerdes, AICP, is the Northern Section CCAPA's Communications Director, and is principal of Square One Film+Video, San Francisco.*



# Santa Clara County's ISTEA Transportation Enhancement Task Force

by Michael Bethke

The Intermodal Surface Transportation Efficiency Act (ISTEA) [HR 2950] was signed into law by President Bush in December of 1991. The primary intent of this act is "...to develop a National Intermodal Transportation System that is economically efficient, environmentally sound, provides the foundation for the Nation to compete in the global economy, and will move people and goods in an energy efficient manner." One of the principal authors of the legislation was local Congressman Norm Mineta.

The ISTEA program has a projected six year funding life (between fiscal years 1992-97) and on overall anticipated nationwide budget of \$155 billion.

One of the components of ISTEA is the Surface Transportation Program (STP), which serves as a new block grant type of program that may be used by States and local municipalities for improving roads that are not functionally classified as local or rural minor collectors. The total nationwide funding for STP over the next six years is approximately \$23.9 billion.

Ten percent of STP funding must be directed towards *transportation enhancement activities*, meaning, "with respect to any project, provision of facilities for pedestrians and bicycles; acquisition of scenic easements, and scenic or historic sites; scenic or historic highway programs; landscaping and other scenic beautification; historic preservation, rehabilitation and operation of historic transportation buildings, structures, or facilities (including historic rail road facilities and canals); preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian or bicycle trails); control and removal of outdoor advertising; archaeological planning and research; and mitigation of water pollution and research of water pollution due to highway runoff."

These enhancement activities must have a direct relationship to the intermodal transportation system. This relationship may be one of *function*, *proximity*, or *impact*. Examples of these components are as follows: "An independent bike path is a *functional* component of the intermodal transporta-

tion system. Removal of outdoor advertising in the viewshed of a highway is justified in light of its *proximity*. Retrofitting an existing highway by creation of a wetland to filter runoff from the highway would qualify based on the *impact* of the highway in terms of water pollution."

As one can begin to see, the implicit purpose of including a transportation enhancements element in ISTEA is to recognize the fact that our highways and transit facilities must blend in with our natural, social, cultural and historic environments, and thus increase the pleasure and satisfaction of their use.

The nationwide transportation enhancements budget over the life of ISTEA is expected to approach \$3.5 billion, of which California is earmarked to receive approximately \$300 million. Of this amount, Santa Clara County could possibly be eligible for up to \$9 million for enhancements monies during the life of the program.

In response to the possibility of utilizing these funds to further historic preservation projects, the Preservation Action Council of San Jose has orchestrated a County-wide task force entitled "Destination Cities" in order to coordinate and prioritize local enhancements proposals. Representatives from every city, county, and historic preservation group have been invited to attend monthly meetings that were initiated on June 25 of this year.

The primary purpose of these efforts has been to educate the various parties involved in what the ISTEA program is all about and to help build a consensus around which proposed enhance-

ment projects will be the most viable to submit for approval by our local Metropolitan Planning Agency (MPO), which in our case is the Metropolitan Transportation Commission (MTC). The MTC has been vested with the authority by the State Department of Transportation (Caltrans) as the final decision making body that will determine how transportation enhancements funds will be allocated in our area.

It is believed that by forming a united coalition of diverse preservation interests throughout Santa Clara County, any enhancements proposal that is finally submitted to the MTC for review will be approved with little opposition.

To learn more about the ISTEA enhancements task force, or to participate in future meetings, contact Karita Hummer at (408) 971-0940.

Michael Bethke is an urban planner for the City of Santa Clara.

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*California is earmarked  
to receive approximately  
\$300 million.*

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## Planlines

by Chuck Myer, AICP

### WALKING TIME BOMB

We journalists are often called to difficult tasks. Some of us must leap into perilous situations, enter fire zones or cross police barriers. Others become war correspondents or even hostages.

As your correspondent for Northern News, the task fell to me to cross into enemy territory, to subterfuge myself and walk boldly into their very headquarters, complete an espionage sting operation, and try to return alive so that you might know the truth.

And that is why I decided to go to the annual dinner meeting of the Building Industry Association.

Known as "Building Better Communities Night," the BIA bash is a chance for major developers to rub elbows with local politicians and honor their own as they reflect on the building boom or gloom of years gone by and the years ahead. What worried me was the fact that this year's "speaker" was also a stand-up comic. Now who do you think would be the butt of most of the jokes at a homebuilders' convention?

My mission (I decided to accept it) was to attempt to save the honor of our dear profession, sisters and brothers, or, failing that, at least to faithfully transcribe the slander being hurled at city planners while the CEOs of Acme and Ajax Homebuilders guffawed on either side of me, sloshing their Chardonnay all over my notepaper.

I knew things might get a little rough when I noticed that the entree looked a lot like spotted owl.

After the dessert, they gave the usual awards to builders and building inspectors, but when they tried to give an award to a planner (San Jose's Joe Horwedel), an inspector stood up with evidence of illegal additions to Horwedel's house, voiding his permits!

The main speaker, Bob Weider, hailed from my hometown, El Cerrito (which is Spanish for "at least we're not Richmond"). He billed himself as a "writer, humorist, comedian, and walking time bomb," and as I predicted, the first batch of grenades had planners' names on them.

"Why is it that Cities only have Planning Departments? Why don't they having 'Doing Departments'?" I thought the councilwoman in front of me was going to need oxygen after that one.

He then proceeded into a merciless barrage against San Jose Planning Director Gary Schoennauer, who was not in attendance. Low blows included many references to

Gary's diminutive stature ("his picture in the newspaper said, 'Photo actual size'"). He also imitated Schoennauer after completion of a project (running down the hall shouting, "De Plan, Boss, De Plan!"). He did acknowledge, however, that the size of Schoennauer's fan club had doubled ("now they can use the diamond lane").

San Jose bashing continued with the assertion that Quality of Life in San Jose was an oxymoron, and, referring to restrictions set by the mayor, he added, "where else in the world do builders get "nailed" by someone named Hammer?"

Other cities took heat, too, notably Oakland ("Half of the city burns up and the other half comes to watch," and "why don't we let the Japanese buy Oakland? We'll have a fire sale.").


This indifference to natural disasters was underscored by his actions after the Loma Prieta quake: With all the bridges and freeways blocked, he immediately called Domino's so he could get a free pizza if it took them longer than 30 minutes. And speaking of bridge blockages, he had advice for the Desert Storm protesters who blocked the Golden Gate: "If you want to call attention to your cause, don't alienate a million commuters. Seize the toll gates and wave everyone through!"

Even our jargon took a beating: "High Density Residential" = Housing for people who are very dense ("Moron Manor") vs. "Single Family Detached" = Houses for people who are indifferent and don't want to know their neighbors. The street-naming brouhaha in Alamo didn't escape his barbs: "They didn't like the name Gay Court, so I guess Flaming Faggot Lane is out of the question."

He noted that those who objected to more housing were also those who objected to homelessness, saying that Bush's 1000 points of light were campfires started by those who have been evicted ("mobile homes are now shopping carts").

He closed with advice for beleaguered builders who have been painted by planners and the media to be "landsharks."

"The answer is simple. Just have landsharks declared an endangered species!"



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## Winter Calendar of Events

- January 8 *AICP Exam Applications Due.* Contact Don Bradley (415) 592-0915; or write AICP Exam, APA, 1776 Massachusetts Avenue NW, Washington, DC 20036. See page 3 for information on study sessions.
- January 14 *Cities of Central Europe Slide Show.* See page 1 for details.
- January 20 *Road Pricing: A Management Tool for Congestion and Air Pollution?* TRF Meeting, rescheduled to 11:30 AM, 2025 Shattuck Avenue, Berkeley, near BART. Send \$10 to Steve Gregory, Port of Oakland, 530 Water Street, Oakland, CA 94607. Or call: (510) 272-1363.
- January 28 *San Francisco Waterfront Forum.* See page 1 for details.
- February 25 *CEQA and the General Plan Forum.* See page 4 for details.

### NORTHERN NEWS

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