

# NORTHERN NEWS

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

## APA's Agenda for The Clinton Administration

by Bob Mitchell  
 Vice-President, Legislation

In accordance with its focus on social equity and its Agenda for America's Communities, APA has developed a set of priorities that it has transmitted to the new administration. In general these priorities reflect a belief that new strategies should be developed that target a hierarchy of tasks. Poverty, housing, land use, economic development, human services and the environment must be addressed together in cooperative and mutually supportive ways. Specifically, APA has set forth the following priorities:

### Economic Development and Infrastructure

- Fully fund ISTEA.
- Develop and implement neighborhood based programs.
- Use locally adopted plans to guide federal investments in capital improvements.
- Develop and implement a federal capital improvements program.
- Allow communities to use surplus federal facilities and closed military bases.
- Support EDA and the Public Works and Economic Development Act of 1992.
- Include water quality projects which are guided by state priority lists as well as locally adopted plans when funding infrastructure.

### Housing and Community Development

- Substantially increase CDBG funding.
- Permanently extend the Low-Income Housing Tax Credit.

- Strengthen enforcement of the Community Reinvestment Act.
- Utilize surplus federal property and abandoned housing as both transitional housing and permanent low/moderate income housing.
- Include low-income equity housing cooperatives in a comprehensive housing policy.
- Increase overall federal funding for low-income housing.
- Fully enforce the Fair Housing Act amendments.

### Environmental Protection and Energy Conservation

- Adopt legislation initiating watershed plans aimed at non-point source pollution.
- Reauthorize and strengthen the Clean Water Act.
- Enact the Water Pollution Control and Estuary Refinancing Act.
- Increase the Corporate Average Fuel Efficiency requirements for cars on an economically rational timetable.
- Promote national policies to achieve energy-efficient land use patterns and building standards.

### Human Services

- Enact a strengthened Family and Medical Leave Act.
- Increase access to child care, health services, job training, education, and other human services as investments in the nation's future.

APA supports the premise of the Clinton Administration that it is critical to redirect the

approaches used in the past by government to solve the nation's problems. APA believes that now is the time to create a new national strategy, based in part on the priorities listed above, that [provides] viable and sustainable solutions.

## 1994 APA Conference Notes

by Mimi Whitney  
 Conference Steering Committee

As many of you know, the 1994 APA National Conference will be hosted by the Northern Section, California Chapter of APA in San Francisco, in May of next year. The Steering Committee for the conference held its first organization meeting on March 10. Heading up the steering committee is Lu Blazej, the Director of City Planning for San Francisco; Dean Macris, former Director of City Planning for San Francisco; and Paul Sedway of Sedway Cooke Associates.

Discussion topics for this first meeting included:

- Theme ideas for the conference.
- Conference format.
- Workshops and activities.
- Special events.

Interest was expressed in having a cohesive format, perhaps one that focuses the theme on the new Clinton Administration's goals of "reinventing America." The San Francisco Bay

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**DIRECTOR'S CORNER**

*by Don Steiger*

This is the most difficult column that I've had to write.

I will be leaving Northern California to accept a position with Caltrans District 11 in San Diego. Steve Noack in his capacity as Director Pro Tem will be acting Section Director until the election in June.

Working with you all has confirmed my belief that planning is truly a labor of love;

- ...of people
- ...of society
- ...of diversity
- ...of equity
- ...of building
- ...of cities
- ...of hard work
- ...of good colleagues
- ...of excellence
- ...of the environment
- ...of the future.

I'll certainly miss you and  
leave my heart in San Francisco!



**Awards Program Submittals Due Soon**

The Northern Section is pleased to announce the start of the 1993 awards program. Each year planners are urged to submit examples of outstanding work completed in the past three years. The program also provides the opportunity to recognize planners or elected officials who have made significant contributions to the profession.

Applications receiving Section awards will automatically be submitted to the Chapter for consideration of State recognition. If successful there, it's on to the national program. Last year the City of San Rafael Hillside Development Guidelines won a national award through this process.

So evaluate your efforts and consider submitting an application. The deadline for submittal is **April 30, 1993**.

Persons interested in learning more about the program or who wish to receive application packets should contact:

**Wayne Goldberg, Director of Community Development, 100 Santa Rosa Avenue, Santa Rosa, CA 95402. Phone 707.524-5555, fax 524-5098.**

**ARTICLE SUBMITTAL**

Information for the *May* Northern News is due no later than **Wednesday, April 21**.

Send items to: Steven Buckley  
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■ phone 510.540-7331  
■ fax 510.540-7344

## EVENTS

### New Directions in Planning Education - What Do Planners Need to Know to Carry Out a New Urban Agenda?

A panel discussion at San Jose State will consider how changes in the social and economic environment will affect planners, what new abilities will be needed for the challenges of the '90s, and what skills will be necessary for developing and implementing a new urban agenda. The panel will be moderated by Don Rothblatt, Chair of the San Jose State Department of Urban and Regional Planning, and will include representatives from faculty and the Santa Clara County Association of Planning Officers (SCCAPO).

Date: Wednesday, April 21, 1993.  
 Time: 6 to 8 PM.  
 Location: San Jose State Univ., Washington Square Hall, Room 218.  
 Cost: \$5 at the door; students free.  
 RSVP: Prof. Earl Bossard, 408.924-5860.

### Planning More Livable Communities

The "Planning More Livable Communities" seminars are designed to help decision-makers become more aware of the critical link between mass transit use and land use and to develop local strategies for more "livable places."

Presented by the Local Government Commission, and co-sponsored by PG&E and the Bay Area Air Quality Management District, the schedule for the remaining one-day workshops is as follows:

May 15	Contra Costa County
June 4	Napa/Sonoma Counties
June 11	Santa Clara County

The workshops are presented in a forum format, with a group discussion in the afternoon to consider ways of designing and implementing plans for walkable communities which are compact enough to support public transit, sustain local businesses and provide a diversity of housing and jobs.

For more information, call Judy Corbett or Jennifer Puser at 916.448-1198.

### Northern Section Spring Picnic Scheduled for May 22

Please join us, along with your friends and family, for a hike and picnic on Saturday, May 22 at Sunol Regional Park. For the hikers, plan to meet at Ohlone College at 8:30 for a 5 mile downhill hike to Sunol Park. We will provide a shuttle up to the Mission Peak trailhead for the hike, and back to your car at the end of the day. The picnic will begin at 11:30 at the Leyden Flat picnic grounds. Bring your lunches and we will supply the drinks. Cost for the picnic is \$3.50 per person. The entrance fee is \$3.00 per car. Directions will be printed in the next Northern News. For reservations, please contact Jon Holan, City of Union City at 510.471-3232 x318, or Steve Noack, Woodward-Clyde Consultants at 510.874-3156 by Friday, May 14.

### Attention U.C. Berkeley CED Alumni!

Find your long-lost classmates! Schmooze with old friends! Relax to live music! The College of Environmental Design Alumni Association is hosting an alumni reunion in conjunction with U.C. Berkeley's 125th Anniversary Open House. Alumni and their guests can participate in organic wine tasting, gaze at special exhibits, and observe the operation of the environmental simulator and wind tunnel.

Date: Saturday, April 24.  
 Time: 4 to 6 PM.  
 Location: Wurster Hall, First Floor.  
 Cost: \$10; \$6 for unemployed/recession-battered.  
 Send check to: Sheila Dickie, CEDAA, 230 Wurster Hall, University of California, Berkeley, CA 94720. Please indicate your year and department.

### South Bay Planners Invited

South Bay planners are invited to a mixer on **Wednesday, April 28, 1993**. The event will be held at **Yanks restaurant, 17 North San Pedro Square in downtown San Jose beginning at 5:30 PM**. For more information contact:

Curtis Banks  
 Campbell Planning Dept.  
 408.866-2140, or

Michael Bethke  
 Santa Clara Planning Dept.  
 408.984-3111.

### Computer Aided Design: A Case Study of Implementation

A presentation and discussion of CAD technology will be given by Paul Smith, Sedway Cooke Associates (SCA) CAD manager. He will discuss SCA's journey into the CAD world by highlighting the advantages, limitations, and future trends of this technology. The centerpiece of Paul's talk will be recently completed CAD work on a transit-oriented, new community on the East Coast. This work involved various disciplines coordinating digital files for over seventeen thousand acres of land. A live demonstration will show color PostScript mapping, site analysis techniques, animation, and more. Seating is limited to 30 people, so please register early.

Date: Thursday, May 13.  
 Time: 6:00 - 8:00 PM  
 Location: Sedway Cooke Associates  
 300 Montgomery Street, Second Floor  
 San Francisco.  
 Access: Montgomery Street  
 MUNI/BART Station.  
 Parking at Bank of America.  
 Cost: \$5 at the door.  
 RSVP: 415.495-2400.



## 1994 APA Conference Notes

(continued from page 1)

region has a number of leading issues of interest to the nation's planners, among them are military base closures, technology and the environment, the future of the economy, regionalism, air quality, transportation and housing issues, and resource and conservation programs. These could form the basis of our input into the conference, as the host committee, working with the national APA conference team.

As with all APA National Conferences, the host committee will be responsible for organizing local programs including special exhibits, receptions, student activities, workshops and tours. Conference headquarters will be at the San Francisco Marriott Hotel. The Steering Committee will be meeting with the National APA in Chicago at the upcoming 1993 conference to discuss our responsibilities and opportunities. Further details and **Conference Notes** will be published in the *Northern News*.

Many opportunities for general assistance will be available over the coming year. All planners who have any interest in participating in the process, or who have specific ideas about the conference theme, workshops, tours, or events, are encouraged to send written comments to Lu Blazej or Lois Scott at:

1994 APA Conference, c/o San Francisco City Planning Department, 450 McAllister Street, San Francisco, CA 94102. The phone number is 415.558-6411.



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## BRIEFING

### Update on the "CEQA and the General Plan" Forum

by Robert Odland, AICP, Legislative Liaison

As part of Northern Section's monthly event series, I hosted a forum on CEQA on February 25, in Berkeley. The forum included a presentation and a discussion time. The presentation reviewed possible CEQA reforms and how they relate to the general plan process and to proposed growth management legislation. These CEQA reforms were generated by the joint statewide APA/AEP CEQA Task Force, of which I am a member, which has been meeting for approximately six months.

Some of the professional dissatisfactions with CEQA have been that it may inhibit infill development, higher density around transit sites, and affordable housing because it offers NIMBY's a readily available tool to delay or stop development that has an overall public benefit. Also, by making development in urban areas difficult, the development in the long run may be forced into outlying areas which will result in greater total environmental impacts. Other issues are that the CEQA process is not adequately integrated with the general plan process and that a number of technical changes and clarifications are needed. The recommendations of the APA/AEP CEQA Task Force will be included in an APA-sponsored bill, AB 232, carried by Assemblyman Sam Farr.

One common theme emerged during the discussion among the 65 people in attendance, that any changes to CEQA shifting analysis to the general plan process from the CEQA process should be accompanied by changes to the planning law in order to increase its overall effectiveness.

Planners interested in following or participating in formulating possible changes to CEQA should obtain a copy of **AB 232** which should be available in its amended version by the time this issue of the *Northern News* reaches its readers.



# An Example of the Use of Computer Mapping in Local Planning

by Wayne Heiser

Over the last few years improvements to computer hardware and software have made computer-based mapping more widespread, as declining costs and increasing usability have made the once arcane field more accessible to a broader variety of users, resulting in a dramatic increase in the number of maps being produced and the range of data types being illustrated. Beyond advances in the still esoteric worlds of geographic information systems and computer navigation, the best evidence of this trend is the profusion of simple computer maps in education, marketing, and the news media, as publications such as the *New York Times* and *Time* magazine have realized that maps are excellent devices for telling complex stories.

The planning world, with its preoccupation with the analysis of geographically based information, has particular potential to be affected by this trend. "Potential" because while there have been impressive projects like the census' TIGER mapping, the majority of local planning agencies, at least in California and the United States, are only beginning to switch their mapmaking from the drafting board to the computer.

An important cause of delay is conceptual and organizational: with the predilection for data analysis and processing, most jurisdictions focus on obtaining full-fledged geographic information systems (GISs), true databases that support both text and visual queries and reports. These GISs are still expensive and complicated to create and maintain, however, especially when data is not commercially available and the system must be shared by several departments. Because of this complexity, the biggest single cost of most GISs is not the hardware and software, but the design, creation, and maintenance of the system. In the face of this complexity, many jurisdictions have either postponed or settled for partial GIS implementation. Even then, planning departments lag in adopting computer mapping, even while having some of the greatest need, because the data they use is too complex and "messy" for easy integration. Also, the still often cartographically-crude output produced by most mapping programs is poorly suited for public presentation.

The city of Oakland's experience with computer mapping furnishes examples of several solutions to these difficulties. At present the Office of Planning and Building uses a city-wide GIS created in MapInfo (an early example of desktop GIS). While a useful first step, this effort's success has been limited due to software limitations and difficulty making the system easily available to planning staff. In another effort, some of the latest GIS capabilities have been brought to bear on assessing damage and aiding building in the fire-devastated Oakland hills. This

technology, however, has not yet been extended city-wide, and again is not readily available to city planners. A state-of-the-art GIS for the entire city is being planned to automate the provision of emergency services. In the meantime, city planning staff lack mapping resources for more routine planning needs: historic resource surveys, demographic publications, and general plan revisions.

A program to revise Oakland's open space, conservation, and resource (OSCAR) element of the general plan illustrates the practical difficulties the planning department faces. The effort, over a year long, will require more than 30 maps to illustrate conditions and proposals. There are no existing, integrated digital (or even traditional) cadastral, environmental and land use maps available, and little budget. The city's response

has been to forego the analytic capabilities of a GIS and settle on a computer mapping solution that favors speed, affordability, and graphic quality: namely, a simple, inexpensive illustration program running on a standard personal computer, operated by existing planning staff. While lacking any data processing capability, such programs are both comparatively easy to learn and use and offer the highest quality graphic results.

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*"...few structures seem as likely or rewarding at imposing order on information as the visual narrative of a map."*

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By hiring a mapping and graphic design consultant to create a digital base map and provide training and support, the city has minimized costs while ensuring a firm foundation for staff efforts. Before completing their brief training, staff were already producing new maps. While clearly no substitute for a full GIS, the approach taken for the OSCAR program provides an effective interim solution to the problem of efficiently producing visually appealing maps.

Which, in a way, takes us back to where we started, for the continuing improvement in the power and availability of computer technology in general and GISs in particular will undoubtedly create far more information than we can readily understand in its raw form. To avoid drowning in this flood of data we need to impose some order upon it, frame it in some structure, and few structures seem as likely or rewarding at imposing order on information as the visual narrative of a map. Perhaps with progress we will be freed from concentrating on the technological challenges of computer mapping, and will be able to turn more of our effort and attention to the "narrative": the mastering and developing of the graphic language of maps to tell stories better, and perhaps even to choose better what stories to tell.

Wayne Heiser is a principal of Plan Visuals, a San Francisco firm that specializes in computer-generated planning graphics. 

## PLANLINES

by Chuck Myer, AICP

### attn: BELEAGUERED PLANNING SECRETARIES!!

Hopefully this headline caught your secretary's eye before this got routed to your mailbox. It's time someone spoke up for those stuck in one of the most thankless jobs on earth: The Planning Department Secretary. These poor creatures have to deal with a literal forest of regulations and jargon terms that their training never prepared them for.

I sent in an unusual "Planners on the Move" item to this publication in 1990, when Gilroy Planning Commissioner Patricia Bentson resigned her position in order to become the Planning Department Secretary. Can this be described as a promotion??

There are also quite a few examples of women (and men) who have worked their way up in the organization from being a secretary to become a planner (or is that a demotion??). Perhaps the most legendary tale comes from the Planning Department in Santa Maria, where I worked in the late pre-Proposition 13 era. Becky Abraham began her career there as a secretary, but soon became a planner and moved quickly up the totem pole after she married the director. Not only did she become a management-level planner, when he moved to another city, she became acting director!

This may not be the type of "urban legend" we want to spread. We need positive motivation for our secretaries.

While searching for positive role models for secretaries, I picked up my library's copy of the "Almanac of Famous People," which is cross-referenced by occupation. Of the thousands of references, seventeen names were culled by the computer as being "famous secretaries." Surely some of these names would serve as positive role models for planning secretaries, I thought.

**NOT!**

The list reads like a who's who of scandal. Twelve of the seventeen were secretaries that (allegedly) committed immoral or illegal acts for their bosses: Bobbie Arnstein, Jessica Hahn, Fawn Hall, Mary Jo Kopechne, Missy LeHand, Megan Marshack, May Pang, Elizabeth Ray, Lucy Mercer Rutherford,

Kay Summersby, Alice B. Toklas, and Rose Mary Woods aren't exactly emulatable, like their bosses, ranging from Hugh Hefner to Richard Nixon.

Of the five remaining, three are men (that'll go over well with the feminists). One of the two remaining females, Miep Gies, was truly a fine human being, but she achieved fame because of something that really had nothing to do with her being a secretary (closeting Anne Frank's family).

Who's left? One name. Grace Tully. She served FDR in his declining years, and was noteworthy enough to warrant only two minor mentions in the huge FDR autobiography by Ted Morgan. On the day before he died, we learn, she was by his side, "in case he felt like dictating." The three others associated with FDR on this list, Missy LeHand, Lucy Mercer and Louis Howe, have volumes written about them in the same book. Maybe Grace is famous because she *didn't* have an affair with FDR.

So there you have it. The bottom line is that planning secretaries have basically nowhere to go and no one to look up to. About all the consolation I could come up with was this poem for Secretaries Day:

Agendas, mailouts, corrections, reports  
And handwriting that just makes you sick  
Finishing all of a secretary's jobs  
Between 8 & 5's quite a trick

With fuming, whining NIMBYs  
Pounding counter with fist  
This is a job most people won't touch  
With a 300' radius list!

So though special consideration  
Should come every day of the year  
This is the day we all stop and say  
How happy we are that you're here.

HAPPY SECRETARIES DAY!!

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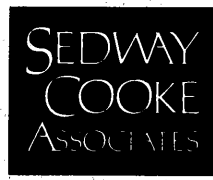
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**CALENDAR**

**April 21: *New Directions in Planning Education.***

Time: 6 to 8 PM.  
 Location: San Jose State University, Washington Square Hall, Room 218.  
 Cost: \$5 at the door, students free.  
 RSVP: Professor Earl Bossard, 408.924-5860.

**April 24: *UC Berkeley CED Alumni Reunion.***

Time: 4 to 6 PM.  
 Location: Wurster Hall, First Floor.  
 Cost: \$10; \$6 for unemployed/recession-battered.  
 RSVP: Send check to Sheila Dickie, CEDAA, 230 Wurster Hall, University of California, Berkeley, CA 94720. Indicate your year and department.

**April 28: *South Bay Mixer.***

Time: 5:30 PM.  
 Location: Yanks restaurant, 17 North San Pedro Square, downtown San Jose.  
 RSVP: Curtis Banks, 408.866-2140, or Michael Bethke, 408.984-3111.

**April 30: *Awards Program Submittals Due.***

For information or submittal packets, contact:  
 Wayne Goldberg, Director of Community Development, 100 Santa Rosa Avenue, Santa Rosa, CA 95402. Phone 707.5234-5555, fax 524-5098.

**NORTHERN NEWS**

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