

NORTHERN NEWS

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

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IN SYMPATHY FOR "APATHY"

by Steve Matarazzo

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MAY 7 1993

DUNCAN & JONES

"There is more to life than increasing its speed." - Gandhi

I've been attending a plethora of public participation processes (bureaucratized for "a lot of night meetings") lately as part of a comprehensive general plan revision program. The public attendance has generally been good, which surprises me to some extent. It's not public apathy that I'm alluding to; it's fatigue.

If you haven't noticed lately, it's a jungle out there; there is not enough time to machete through the thicket of problems we confront in everyday life and then "freshen-up" for a night meeting or two. Skyrocketing housing prices, "latch-key" children needing some quality time, the recession, problems in the schools, increased crime, roadways heading toward gridlock, and the down-sizing of most large businesses in order to compete in an ever-more competitive world economy - these problems

make the double-income household into deserving couch-potatoes (did I spell that correctly?) by the day's end. And yet, many are concerned enough to attend these public meetings and voice their opinions and hopes for their communities.

"If you haven't noticed lately, it's a jungle out there."

My point is this: the next time you're conducting a night meeting on some issue, and attendance is scarce, don't write it off to public apathy. The audience is out there - they are just at home trying to recuperate from the pressures of everyday life.

Editor's note: If you want to find out more about public participation and some of the "dues" and don'ts, join Steve at the 1993 State APA Conference in Modesto, where he'll be on a panel pertaining to this subject.

Development Agreements: "The Morning After"

by Raymond Bragg

Negotiating a Development Agreement for the construction of a project is really just the tip of the iceberg. Unfortunately, too many participants in the process focus on this aspect almost exclusively. It is as though once the Agreement (the "Deal") has been negotiated and approved, there's nothing more to do. (It's time for a vacation!)

Well That's Just Not True!

The "deal" is to get the project built, and quickly if it is a commercial project that will generate substantial revenues for the City. With this goal in mind, here are a few things one needs to think about the day after the City Council has approved the Development Agreement. Getting started in advance will make everyone's life a lot easier after the project moves into an implementation mode.

First, identify a key staff person as the project manager and give that person overall responsibility for getting the project built. Everything should flow through the project manager. The project manager ensures that everyone is

communicating properly and regularly. The project manager runs interference between the developer and various city departments to make sure that plans are processed expeditiously.

Second, make sure the project manager has an excellent working relationship with other city departments who will also be involved with the implementation of the project. This will prove invaluable to both sides when it becomes necessary to expedite plan check approvals and solve a myriad of other little problems that will occur.

During negotiations, the project manager should have spent some time checking out the developer. The project manager is going to have to work with the developer for the duration of the project, and the developer will lean on city staff to expedite his plans. Call around and find out what he is really like.

Next, make sure the attorney wrote the Agreement in understandable English. As implementation starts, the

(continued on page 3)

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(ACTING) DIRECTOR'S CORNER

by Steve Noack, Director ProTem

FAREWELL TO DON

Don Steiger has accepted a position as Program Director with Caltrans' *Commuter Computer* project in San Diego and is in the process of relocating to the Southland. Don devoted many hours to NCCAPA activities over the last few years and has represented Northern Section well at the State and National conferences. From the Board, we say thanks and good luck to Don in his new position.

NORTHERN SECTION BOARD ACTIVITIES

Over the last few months, members of the Board have been meeting with planners around the Bay to get feedback on how we can better serve you. As part of this process, we are looking at restructuring the Board to provide more opportunities for your involvement in specific areas of interest and expertise. Look for more information on restructuring over the next few months. If you have comments, contact Larry Cannon at 415.433-6945.

We still need volunteers for the three open liaison positions in the North Bay, Peninsula, and Central East Bay (central Contra Costa County). If you are even slightly interested, please give me a call and I'll explain what is involved.

For those of you who attended the National Conference in Chicago, the Steering Committee for the 1994 National Conference in San Francisco would like to hear your comments on what you liked and didn't like. All other members are also encouraged to provide thoughts or comments. Contact Paul Sedway at 415.495-2400.



EDITOR'S NOTE

Through an editorial oversight, the source of last month's lead article, *APA's Agenda for the Clinton Administration*, was not properly cited. The article was originally published in the New England Planning newsletter. The author, Bob Mitchell, is that Chapter's Vice-President for Legislation. We regret the error, and commend the New England Chapter for their excellent news and analysis.

CHANGE OF ADDRESS

Please send all information concerning changes of subscription address to:

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 312.955-9100

ARTICLE SUBMITTAL

Information for the June Northern News is due no later than May 19, 1993.

Send items to: Steven Buckley
 Northern News Editor
 3871 Piedmont Avenue, Box 9
 Oakland, CA 94611

■ phone 510.540-7331
 ■ fax 510.540-7344

Development Agreements

(Continued from page 1)

Agreement should be easily understood and interpreted.

Ministerial Things

File the environmental "notice of determination" with the County Clerk Do this immediately, as the filing starts a 30 day review/challenge period.

Schedules

Remember how staff and the developer labored over the dates in the Schedule of Performance for the Agreement? (i.e., the submittal dates for his construction plans; how long it would take Public Works and the Building department to do the plan checks; the start of construction; project completion). **Trust me, those dates will probably change.**

The accuracy of the approved Schedule of Performance tends to drop geometrically over time. Sometimes schedule dates will be 'violated' within a few days of the ink drying on the signature page. While that could technically represent an 'event of default' by one of the parties, that's a heck of a way to get off to a good working relationship. Therefore, call the schedule of performance a "Tentative Schedule of Performance." It's a sort of 'truth in wording.' It sets the intent of both sides, but allows for a certain measure of realistic flexibility.

Nevertheless, track the Schedule of Performance faithfully. Note when milestones are missed and act according to the provisions of the Agreement. For the visually inclined, consider a year-at-a-glance wall calendar that allows one to note all schedule milestone dates. It'll also help schedule your vacation during slack time.

Insist on monthly progress reports from the developer. This allows the tracking of his progress to make sure he is fulfilling his part of the Agree-

ment, and on schedule. These progress reports can also alert the City to potential problems before they become serious. The monthly progress report can also be forwarded to the Planning Commission and City Council to keep them informed and enable them to answer questions from their constituents. Take lots of progress photos and even video the work, preferably from the same spot each time. This way one can really see change taking place over time. Also, when the finished project is up for an APA award, there is a great documentary history of it.

Environmental Considerations

Was removal of an old gas station part of the "deal"? If so, forget the vacation! You now get to enter the wonderful world of hazardous waste. Soil studies and geotechnical reports; toxic plumes and core sample charts; hazardous waste handlers; barrels of hazardous core samples; excavation of old gas tanks. And it goes on and on until the site finally gets a clean bill of health from the County.

And finally, don't forget AB3180, environmental mitigation monitoring. Somebody's got to do it on a regular basis.

Each Development Agreement and each project will be different. However, the tips discussed above are common to all. They may take a little extra time at the beginning to set up, but they will pay dividends in making the development process run that much smoother.

Maybe now it's time to schedule that vacation!

Raymond Bragg is with HRB Consulting in Upland, California.



Citizens Democracy Corps: Providing Assistance in Eastern Europe

The Citizens Democracy Corps (CDC) is recruiting volunteers with skills in municipal, non-profit and university administration to join its Citizens Volunteer Program for two to six months. Volunteers provide technical assistance to municipal governments, non-profit organizations, and universities in Hungary, the Czech and Slovak Republics, Poland, Russia and Ukraine. Urban planning, tourism development and fundraising are among the skills sought.

The Citizens Volunteer Program links U.S. volunteers with counterparts in host institutions. Volunteers are carefully matched with requests from host institutions by interest, skills, and desired length of service. Housing, local transportation, and translation services are provided by the host institution. Airfare and program coordination are provided by CDC.

The Citizens Volunteer Program complements CDC's other activities, including its partner program, the Business Entrepreneur Program, which places Americans with management expertise in small and medium size businesses throughout the region.

CDC is a Washington, DC based non-profit organization dedicated to promoting and facilitating voluntary activities on the part of US citizens and corporations in Central and Eastern Europe and the Commonwealth of Independent States.

• For more information, contact:

Jill Schiager at 202.872-0933,

or write:

CDC

Dept. C-6

2021 K Street NW

Washington, DC 20006

EVENTS

Women's Transportation Seminar Events

Honors for Women Elected Officials in Transportation

The San Francisco Bay Area Chapter of WTS will honor Woman, Employer and Member of the Year at a scholarship benefit and awards banquet. Elected women in transportation, including Woman of the Year Barbara Boxer, will be special guests.

Date: Tuesday, May 4

Time: 6:30 - 9:00 PM

Location: World Trade Club, San Francisco Federal Building, The Embarcadero

Cost: \$30 Members, \$40 Non-members

RSVP: Marta or Adrienne, 510.428-2550

Plans for the San Francisco Waterfront

A panel discussion will consider the history of the San Francisco Waterfront and current planning initiatives. Current planning opportunities for the San Francisco Waterfront include transportation links between CalTrain, MUNI streetcars, and the Transbay Terminal; connecting The Embarcadero with the regional highway system; preserving the waterfront and its uses; and opportunities for new development, housing, and open space.

Date: Tuesday, June 13

Time: 6:30 - 9:00 PM

Location: Gabbiano's, behind The San Francisco Ferry Building, The Embarcadero

RSVP: Terry Klim, 415.428-2550; or Gail Staba, 415.876-2158.

Transportation Demand Management Seminar

University of California Santa Cruz Extension in Santa Clara is offering a special public short course in response to the BAAQMD 1992 regulation requiring employers with 100 or more employees to develop and implement trip reduction programs and measures to reduce the use of the single occupant vehicle for commute trips. This seminar is a concentrated examination of TDM for public policy officials and professionals concerned with transportation. The major emphasis will be on the public policy issues

of TDM, including: program design, program implementation, and program marketing. The instructor will be Donald A. Torluemke, M.S., P.E., president of Ekistic Mobility Consultants of L.A. and senior instructor for UCLA's TDM Certificate Program.

Date: Friday, May 12-14

Time: 9:00 AM - 5:00 PM

Location: UC Extension, 3120 De la Cruz Blvd. (Trimble at 101), Santa Clara

Cost: \$315

For info.: Tanya Doyle, 408.748-7380

Planning More Livable Communities

Over the next few months, elected officials, city planners and community leaders from throughout the Bay Area will be gathering in their communities to help make the region a better place to live. The "Planning More Livable Communities" seminars bring together a core group of individuals involved in the land use planning process from each municipality, 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.

Workshops have already been held for other counties, including Alameda, Monterey, Solano, Colusa and Yolo, with good attendance and favorable response. For more information, call Judy Corbett or Jennifer Puser at 916.448-1198.



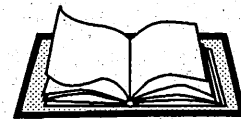
JOBS IN PLANNING

POSITION AVAILABLE

The Telegraph Avenue Association is accepting applications for the position of Executive Director. The Executive Director must have experience with current problems of urban areas and experience working with business and community persons from a wide variety of backgrounds. Specific experience in managing revitalization of an urban neighborhood and commercial district highly desirable. Understanding of issues confronting Telegraph area businesses, residents, property owners, public agencies, and community organizations required. Required qualities include energy, entrepreneurship, imagination, ability to function independently, leadership, organization. Excellent community-organizing skills and verbal and written communication skills required. Ability to relate to a diverse population with widely divergent interests required. Supervisory experience desirable. Salary: \$35,000 to \$55,000 depending on experience. Please submit resume, letter of interest and three references by June 15, 1993, to:

Martin S. Ross, Chair
Telegraph Avenue Association
2680 Bancroft Way
Berkeley, CA 94704

Hot Off the Press



1993 Air Quality Handbook

and

Clean Air Commuting
(a pamphlet on trip reduction for employers)

Both are available by contacting the Public

Information office of the Bay Area Air Quality Management District, at 415.749-4900.



EVENTS

Computer Aided Design: A Case Study of Implementation

A presentation and discussion of CAD technology will be given by Paul Smith, Sedway Cooke Associate's (SCA) CAD manager. He will discuss SCA's journey into the CAD world by highlighting the advantages, limitations, and future trends of this technology. With the proliferation of data sources, a wealth of inexpensive information is available to planners, assisting them in the analysis and mapping of baseline conditions. 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. The talk will be kept non-technical and all participants are invited to share their experiences in this open forum. 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.

Saving California with Ecological Community Design and Planning: The socioeconomic and environmental criteria and benefits.

Panelists will present the latest innovations in housing and neighborhood design and planning that may include intergenerational extended family, cooperative shared living, village cluster/cohousing, and the urban cooperative block. Prototype and actual examples of cluster and shared housing solutions will be presented in context with the benefits that can be expected in terms of social/family support, child care and elder care, cost savings, reduction in auto dependency, energy and resource savings, and open space conservation. These modern day village approaches can incorporate tele-commuting home employment, community food growing, and child/elder care as the ultimate way to reduce auto pollution, and strengthen the family.

Moderator: **Ken Norwood**, Executive Director, Shared Living Resource Center, Inc., Berkeley

Panelists: **Joelle Ann Perkocha**, Associate Director, Human Investment Project, Inc., San Mateo County

William Klien, AICP, Transportation and Environmental Consultant, Capital Partnerships, Inc., Sausalito

Time: 6:00 PM, Cheese and wine snacks

6:45 - 8:00 PM Program and discussion

Place: East Bay AIA Office, 499 14th Street, Suite 210, Oakland.

Next to 12th Street BART

RSVP: Available in next month's Northern News.



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.

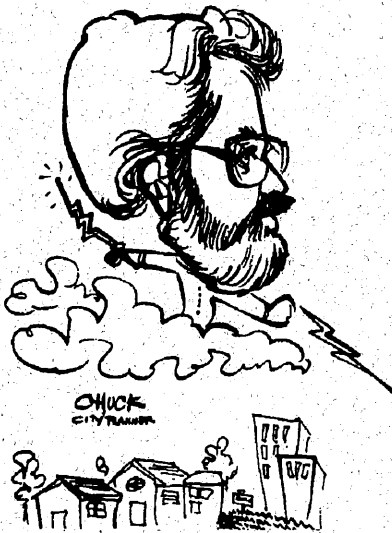
To get to Ohlone College, take the Mission Blvd. exit from I-680 in Fremont and head south to the Ohlone College gate on the east side of Mission Blvd. To get to the park, take the Calaveras Road exit from I-680 in Sunol, and head south past Indian Creek and Welch Creek roads. Turn left at Geary Road (about 4 miles from I-680) and follow the signs to the park entrance at the end of the road. 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.



PLANLINES

by Chuck Myer, AICP

PLANNERS AND GOD



The Gilroy Planning Department is (finally) moving into its new office space, and for the

first time in a year I will have a wall to call my own. What to put on it? A copy of L'Enfant's plan for D.C.? Burnham's Chicago? Ebenezer Howard's Garden City?

Nope. Too dignified. Office life wouldn't be the same unless my co-workers had something to razz me about. So instead, I framed and mounted the unique caricature you see here. Here is the story behind my column's new "logo".

I'm always curious what the reaction will be when I mention the fact that I'm a city planner. At a recent trade show for ECHO (the homeowners' associations' association), an artist was doing caricatures of attendees. I watched her for a while, noting how she did a great profile likeness of each model, and then used the person's vocation (or avocation) to complete the humorous drawing. When she asked if I wanted to sit for a sketch, I was honored. At first, though, I hesitated to tell her what I did for a living, figuring it would be too hard to represent (in three minutes!). What would she draw? Prismacolors in my hand?

I thought one of my hobbies might be easier. Then at the last minute I changed my mind, thinking, what the heck. So I told her I was a city planner and sat down.

Of course, I couldn't see the drawing as she was working. So you can imagine my surprise when a woman walking by stopped to watch her sketch me, and then looked around at me and said, "What's your occupation, God??"

The woman bystander turned out to be the City Clerk of Burlingame, so you can imagine her jealousy! She could soon see where I was from when the artist added garlic to the landscape.

The "pointed" satire inherent in the sketch is that the "God-like" omnipotence of city-planners rearranging the city to their liking is about 180 degrees from how most of us feel from day to day. If we're able to get a categorical exemption filled out by the end of the day, we consider ourselves lucky, much less moving buildings around.

or maybe he means diet-y?

The sketch reminds me of a Sunday panel of "Calvin and Hobbes," in which an all-seeing demigod rises out of the blackness and says:


"First there was nothing. Then there was Calvin. Calvin, the mighty god, creates the universe with pure will! From utter nothingness comes swirling form! Life begins where once was void! But Calvin is no kind and loving god! He's one of the old gods! He demands sacrifice! Yes, Calvin is a god of the underworld, and the puny inhabitants of earth displease him! The great Calvin ignores their pleas for mercy and the doomed inhabitants of earth writhe in agony!"

Meanwhile, his father, watching from a distance, says, "Have you seen how absorbed Calvin is with those Tinkertoys? He's creating whole worlds over there!"

And the mother replies, "I'll bet he grows up to be an architect."

Or a city planner.


My thanks to caricature artist Jodi Carr.



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CALENDAR

- May 4:** *Women's Transportation Seminar Benefit and Awards Dinner.*
Time: 6:30 - 9 PM.
Cost: \$30, members; \$40, non-members.
Location: World Trade Club, San Francisco Ferry Building, The Embarcadero.
RSVP: Marta or Adrienne, 510.428-2550.
- May 13:** *Computer Aided Design Case Study of Implementation.*
Time: 6 - 8 PM.
Cost: \$5 at the door.
Location: Sedway Cooke Associates, 300 Montgomery Street, Second Floor, San Francisco.
RSVP: 415.495-2400.
- May 15:** *Livable Communities, Contra Costa County Forum.*
Time: 9 AM - 4 PM.
RSVP: Judy Corbett or Jennifer Puser, 916.448-1198.
- May 22:** *Northern Section CCAPA Spring Picnic.*
Time: 8:30 for hike, 11:30 for lunch.
Cost: \$3.50/person for lunch, \$3.00/car for park access.
Location: Meet at Ohlone College for hike, Leyden Flat in Sunol Park for lunch.
RSVP: By May 14, call Steve Noack, 510.874-3156; or Jon Holan, 510.471-3232 x318.
- June 25:** *Northern Section CCAPA Awards Banquet.*
See June issue of *Northern News* for more information.

NORTHERN NEWS

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