

NORTHERN NEWS

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

APA EVENTS

INEXPENSIVE TRIP TO FRANCE!

EURO DISNEYLAND/ SASAKI

Owen Lang and Bob Sabbatini of Sasaki Associates will discuss the firm's participation in Euro Disneyland. Sasaki provided master planning and design services for Euro Disneyland for more than two years. In addition to providing landscape planning and design services for the development of the residential, commercial and campground districts, Sasaki prepared the urban design and development guidelines report for the Resort Center/Lake District. Sasaki also served as landscape architects for the Euro Disney Hotel that forms the gateway to the Magic Kingdom.

Sponsors: South Bay APA Liaisons
Santa Clara Valley Chapter of the AIA

Date: Thursday, August 12

Time: 6 PM to 8 PM

Cost: \$5.00, refreshments will be served.

Location: United Way of Santa Clara County
1922 The Alameda, Room 105, San Jose
Parking: Use Mckendrie Street to access United Way parking in rear of building

RSVP: Curtis Banks, 408.866-2140
Michael Bethke, 408.984-3111

MAKE YOUR RESERVATION NOW:

SOUND IS AS INFLUENTIAL AS IT IS INVISIBLE

Join Charles M. Salter Associates in their Audio/Visual Presentation Studio for a multi-media seminar on the fundamentals of sound and acoustic design. The award-winning Presentation Studio simulates the acoustical characteristics of architectural designs. Especially valuable to planners working with noise insulation programs, the animated slide show will be focussed toward noise issue of interest to planners.

Date: Friday, August 27

Time: Noon to 2 PM, lunch will be provided

Location: 130 Sutter Street, Suite 500, San Francisco
Nearest MUNI/BART Station: Montgomery
Parking: Sutter/Stockton Garage

RSVP: Evelyn Malone, 415.738-7341

Note: RSVP is necessary; studio can only accommodate 15 people.

COMING IN SEPTEMBER:

ALLAN TEMKO PRESENTATION AND BOOK SIGNING

In his new book, *No Way to Build a Ballpark and Other Irreverent Essays on Architecture*, Allan Temko examines and challenges architectural jewels and monstrosities of California. We are very

pleased to have the Pulitzer Prize-winning critic join APA members for a presentation and book signing. One of the original watchdogs of city and environmental planning, Temko is sure to stimulate discussion in his customary roguish and acerbic style. Books will be available for sale. Name tags will not be required to protect those who desire anonymity!

Date: Tuesday, September 14

Time: 6 PM to 8:30 PM

Cost: \$7.00, refreshments will be served

Location: AIA Offices, 130 Sutter Street, San Francisco
Nearest MUNI/BART Station: Montgomery
Parking: Sutter/Stockton Garage

RSVP: Evelyn Malone, 415.738-7341

AEP and ASLA EVENTS

ELECTROMAGNETIC FIELDS

The South Bay Chapter of AEP is presenting a discussion of a major health concern, first raised in the 1960's, regarding the effects of EMFs, especially from the 60-hertz used in power lines, transformers, electric blankets, and household appliances and wiring. Today, about 285 studies are underway in more than a dozen countries. The speaker, Dr. Flora Chu, is an attorney and has a PhD in electrical engineering.

Sponsor: South Bay AEP

Date: Wednesday, July 21 — *last week!*

Time: 7 PM to 9 PM

Location: Penny U Bistro
2323 The Alameda, Santa Clara
Corner of Hillmar and The Alameda.

Food will be available for purchase prior to the presentation.

RSVP/Info: Michele Bjurman, 408.252-4505

LIVES OF THE SMALL AND SUCCESSFUL

Join ASLA in a program focussing on the tactics used by a small landscape architecture firm to successfully survive the recession and stay competitive. Chris Pattillo Associates hosts the evening; their work consists of small and midsize public projects, parks, multi-family housing, and work for private developers. Learn marketing and management techniques that can help planning firms, as well as other professions.

Sponsor: ASLA

Date: Thursday, July 22 — *last week!*

Time: 6:30 PM

Location: 337 17th Street, Oakland
Nearest BART Station: 19th Street

RSVP: 510.465-1284 by July 16

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DIRECTOR'S CORNER

by Steve Noack, Acting Director

As a Business Development Manager, my responsibilities include looking at regulatory and economic trends in order to assess future opportunities for my company. Needless to say, the trends in California are not promising. Between the loss of property tax revenue at the local government level, the base closure situation and daily announcements of layoffs throughout the public and private sectors, the "boom" period of the late 80's seems like a distant memory.

In light of the current economic situation it is important for us to look ahead and focus on the positive aspects of what lies ahead. Ideally, the Bay Area will be seen as an area of opportunity, much as it has been over the last 140 years. The base closures will certainly cause pain during the transition, but if planned carefully, the sites will provide tremendous opportunities for residential and commercial development as well as enhanced open space and recreational facilities. The property tax loss will certainly cause local governments to look at the services provided to the public and in certain cases, modify the way services are provided through a more cost efficient means. Also, by taking a hard look at the regulatory processes in the state, I believe it is possible to provide a business climate which is competitive with other states while maintaining the integrity of our environmental protection laws.

I urge all of you to focus on the future and consider what actions you can take through your positions in government and industry to help get California moving again.

CHANGE OF ADDRESS

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312.955-9100

SUBMITTAL DEADLINE

Materials for the September issue must be received no later than August 18:

Steven Buckley
3871 Piedmont Avenue, Box 9
Oakland, CA 94611
Phone: 510.540-7331
Fax: 510.540-7344

**JOB IN PLANNING****SENIOR PLANNER****City of Belmont**

Salary: \$46,920 - 58,656

The City of Belmont has a population of 26,000, located midpoint between San Francisco and San Jose. Position would be involved in many exciting projects, including redevelopment of downtown, low/moderate income housing, and other long-range projects. Main responsibility is for current and advance planning, permits and CEQA review in a customer service oriented city. Minimum requirements are BA/BS degree and four years of experience. For application packet, write Personnel Division, 1365 Fifth Avenue, Belmont, CA 94002, or call (415) 595-7438. Submittal deadline is 5PM, July 30, 1993. EOE

ASSOCIATE PLANNER**City of Orinda**

Salary: \$36,108 - 43,896 plus benefits

Position requires a BA/BS in planning, geography, or related field, plus two years of urban planning experience. Responsible for a combination of current and advance planning work, with an emphasis on current planning. City application and resume must be received by the City no later the 5PM, August 6, 1993. For application and information, call the Personnel Manager at (510) 254-6130, or write to: City Offices, 26 Orinda Way, Orinda, CA 94563.

EXECUTIVE DIRECTOR**American Planning Association**

A Transition Committee has been appointed on the selection of a successor to Israel Stollman, AICP, who announced his coming retirement as executive director at the Chicago annual conference.

For an application, write or fax (do not call): APA President Sam Casella, AICP, 310 Overbrook Drive, Clearwater, FL 34616-2031; FAX: 813-442-8930. He chairs the committee that includes:

Arlan Colton, AICP, Vice-chair
Margot Garcia, AICP
Janet Muchnik
Brian O'Connell, AICP
James Shelby

**The Media Column****MULTIMEDIA - Good Bye, Herr Gutenberg!?***By Hartmut Gerdes*

There has been a lot of talk and hoopla lately about "multimedia". Bandied about are words like digital, fibre optics, CD-ROM, interactive, imaging, data compression, internet and desktop video. We hear about electronic superhighways, HDTV, the arrival of 500 cable TV channels and the marriage of electronic and print media. Techno-nerd, professional and citizen groups are offering discussions and demonstrations. The City of San Francisco is vying to become a major multimedia center. What is it all about, and what's in it for the planning and design professions?

In a nutshell: 1. Recent advances in digital technology have integrated computer text and graphics, photography, video images and sound.

2. That holds seemingly endless communications applications, including "interactive" ones, now being intensely explored and exploited.

3. The new communications products are being carried via a combination of computer networks, cable, satellite, telephone, fax, etc. to any place at any time.

The easy-to-predict effects will be that couch potatoes will get to do more channel surfing, shopaholics will get more shopping in, our kids will do more computer math and play more computer games. Some people will reap big bucks. And everybody will spend more time in front of screens and keyboards.

What's in it for the planning, urban design and associated professions is harder to predict and will be the stuff of symposiums - and Media Columns - to come. Aside from transmitting

facts and figures the new media tools, like the pulpit in Gutenberg's times, can powerfully affect people's attitudes and behavior, good and bad. They can build consensus and they can confuse and polarize people.

More reassuringly, imaginative planners and urban designers will use the new technologies to educate constituents and promote the concepts and finer points of hard-to-grasp mixed land use schemes, transit-related high-density housing, transit, environmental impacts and costs, etc. "Gray" statistics can be made visual and interesting - and widely shared. Creative planners/urban designers will be able to demonstrate the mixed blessings of wasteful use of land, with too many cars as a result, of shoddy shopping malls and fiscalization of land use. Increasingly, communications products can be created in-house. Cable-TV can be engaged to further local - and regional - citizen education and participation.

Like Gutenberg we live in times of profound transformations, requiring enormous educational efforts. Will the grabbag loosely called "multimedia" contribute towards that end? Gutenberg would certainly be intrigued.

Hartmut Gerdes, AICP, is the Northern Section CCAPA's Communications Director and a principal of Square One Film+Video, San Francisco. He invites readers' articles, describing their use of and experience with the new technologies. Please call Hartmut at 415. 398-7044.

Note: The interactive multimedia edition of Northern News is not yet available on floppy disk.





1993 CCAPA Conference in Modesto - October 3-6, 1993

ANNOUNCING SUPER-SAVER REGISTRATION. . . .

Super-Saver CCAPA Conference Registration Fees ---- \$240.00!* if you register by **August 1, 1993**. The "Early Registration" Conference Fee will be \$275. Therefore, as a Super-Saver, you are guaranteed at least a \$35.00 discount!

**This fee does not include Mobile Workshops, Social Tours, or Wednesday's Lunch (Special Guest Speaker). However, as a Super-Saver, you would have first priority to register for these events. Information on workshops, tours, Wednesday's lunch and hotel accommodations will be sent under separate cover.*

The 1993 State Conference will be held at the Red Lion Inn in Modesto. Planners attending the conference will focus on strategies to maintain and expand golden California's competitive edge and will combine efforts to meet the challenges facing our state's future. In the tradition of the '49ers, we will be GOING FOR THE GOLD -- maintaining the good life that California has always offered.

Invited Speakers: William Fulton, Ward Connerly, the Executive Director of the Gorbachev Foundation, Governor Pete Wilson

Anticipated Panel Topics: "Affordable Housing - The California Nightmare" "Changing Demographics - The Changing Face of California" "Water - its Affect on Growth in California" "Military Base Closures - Liability or Opportunity" "Pseudo Traditional Planning - an Approach to Urban Planning Using Old Ideas (and other humorous looks at the profession)" "Conflicts in Growth of Rural Areas"

If you wish to take advantage of this "deep discount," please return the registration form with your \$240.00 fee by **August 1, 1993**.

Registration Form
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1993 APA State Conference
Modesto, October 3 - 6

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Affiliation (as you want it to appear on your badge)

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Please remit checks only, made payable to "CCAPA 1993 Conference." Mail to: **CCAPA 1993 Conference, Attention: Mr. Jeff Dwelle, 3965 N. Mariposa Avenue, Fresno, CA 93726.** Questions regarding this form should be directed to the conference hotline at 209/221-9369.

SUPERSAVER REGISTRATION DEADLINE: August 1, 1993!

YOU'VE MADE THE SACRIFICE NOW PROTECT THE DREAM

by Steve Preston, California Chapter President
Collette Morse, Marketing Director

To help the members of the American Planning Association protect their personal and business investments, the APA is providing an opportunity for association members to participate in a program for businesses and individuals in the area of employee benefits and investment counseling. The association has invited **The Equitable Assurance Society** to provide their expertise to APA members.

The program they are providing is a comprehensive and personalized benefits service program for you, the members of the association. This program can help you address the wide range of individual and corporate benefits from the simple and most basic, to the highly sophisticated and complex.

We want this to be a **win-win situation** for all. We are committed to providing these exclusive types of services for you. By participating in the program you will not only benefit your company, but help strengthen your association with the APA.

The program has been designed to give exclusive service, as well as concessions in the areas of:

- **Business Planning**
- **Estate Planning**
- **Medical Insurance**
- **Investment Analysis**
- **Workers Compensation**
- **Cellular and Communication Services**
- **Financial Strategies for Successful Retirement Seminars**

The roll out of this program will begin in the near future. Please join with other members of the association in strengthening your member benefits package and providing broad investment planning opportunities for you and your employees.

For information on the APA Flex Benefits Program, call 800-576-1263 and speak with Richard Perez or Tyree Cline.

By doing so, you will help protect your dream.

1993 Northern Section Awards Program Outcome

On June 25th approximately 70 planners gathered at the UC Faculty Club in Berkeley to honor some of the best planning efforts in the Northern Section. Twenty programs and individuals were submitted for consideration by the awards jury and eleven awards and honorable mentions were granted. This year's jury consisted of **Douglas Duncan** (Duncan and Jones), **Sigrid Swedenborg** (Sonoma County), **J. T. Wick** (Marin County) and **John Yost** (City of Napa).

Heading the list of recipients were Distinguished Leadership Awards given to the **City of San Mateo** for its efforts in affordable housing and to **Dr. Steven Orlick** of Sonoma State University for his efforts in planning education.

Other projects recognized were:

- **San Mateo County's Users' Guide to Development Review Center**
- **Mountain View General Plan**
- **Second Unit Housing in Sebastopol (Student Project)**
- **Miles Inc. Development Agreement (City of Berkeley)**
- **San Rafael Planning Department Procedures Manual**

- **Mountain View CEQA Guidelines**
- **Santa Rosa Creek Design Guidelines (Student Project)**
- **Project Homesafe (City of Daly City)**
- **Communications Hill Specific Plan (City of San Jose)**

The jury was impressed with the quality of the entries submitted for consideration. Even in financial hard times it appears that there are some excellent planning efforts being performed.

Those programs which were selected to receive awards in the Section program have been submitted to the state jury for consideration in the California Chapter program. If successful there, it's on to the national competition. Last year two Northern Section programs won national awards and were recognized at the conference in Chicago.

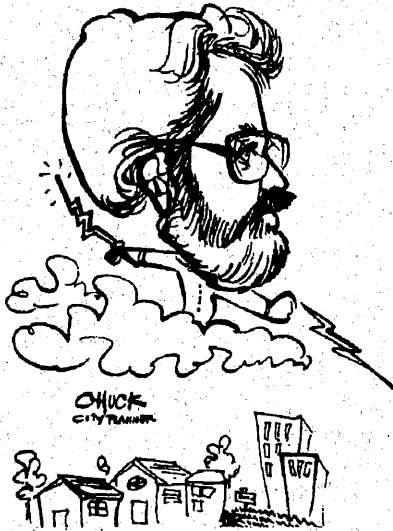
Watch for articles on award-winners in future issues of *Northern News*.



PLANLINES

by Chuck Myer, AICP

THE WHITE BOX (Part 1)



Perhaps one way to define the purest goals of proper city planning (as epitomized by the "White City" in last month's column) is to define

the opposite. Young, idealistic planners often think money-grubbing developers are their antithesis, while in reality developers have to be considered partners in the proper development of cities.

No, to me, the antithesis of the well-planned city is a white box on wheels: the RV. The RV defiantly thumbs its nose at the City, saying, screw your sewers and your noise and your society and your hotel bills and your crime and your rootedness. I am going to go wherever I want, secure in my own little cocoon, oblivious to anyone else, self-sufficient in my luxury, and self-cleaning in my toilet.

Every summer, and every 3-day weekend, a caravan of these huge white behemoths starts to clog the arterials of Los Angeles and other metropolitan areas, pushing north and east to a highway that curves only with curvature of the earth. Then they disperse throughout campgrounds in Northern California and the Sierra Nevada while John Muir turns slowly in his grave.

These vehicles come in every size and shape conceivable — campers, vans, motor homes, trailers, Winnebagoes, covered pickups, uncovered pickups, et cetera, ad nauseam. They travel mostly from the multitude of urban jungles of Southern California to various destinations: coastal mountain range campgrounds, beach communities, Yosemite and the other National Parks, and for those with the largest gas tanks, Redwood and Sequoia camping areas.

Three common bonds unite each of the drivers of these tacky-tacky boxes on wheels— 1) the reason for their perennial flight, 2) the strip of asphalt that takes them, and 3) what they do when they get there.

Their motivation is obvious: to escape L.A. They want to flee the land of air pollution and tacky plastic,

so they rig up their tacky plastic mobile monstrosities and chug-a-lug up the state at mileages which require only one digit to calculate.


And they all take Interstate 5. I-5, the last link in the interstate system connecting Vancouver and Tijuana, proceeds along a practically straight line between the two. The San Joaquin Valley strip of I-5 shoots like an arrow over acres and acres of formerly fertile agricultural land (whose values skyrocketed as a result). It passes through, or even near, virtually no incorporated towns.

Unlike any other freeway, it serves only as a path from south to north without regard for points in between. Its entire length is a picture of barren isolation. A typical highway sign reads "Gas—12 miles east. Next gas—96 miles." Even patrolmen, a common sight on other interstates, are absent—for this one, they let the airborne division do the patrolling. Virtually the only scenic visual element these L.A. escapees see is the California aqueduct, which is busy filling their swimming pools back at home.

Devoid of local drivers, patrolmen, and other sane individuals, I-5 is left to the RVs and the crazies. This homogenous use of public right-of-way has led to unbelievable sights along this monolithic road. Picnics occur in median strips and under overpasses (the only source of shade). And in the 100+ degree heat, gas station attendants report nudity among drivers and passengers even during gas stops.

Yet the ultimate ironies are found at the destination campsites. These pathetic pioneers cram every possible amenity into their huge mobile unit until it resembles the home they're leaving behind. They chug into the campground of their choice, only to hook up all of the same "life-support systems" (water, gas, electricity) and run their effluent tubes down into the creek. The kids take a spin around the campsite parking lot on their motorbikes which were packed along for the occasion. Then they all sit in their cushioned chairs and chaise lounges watching portable color TVs, complaining about the poor reception.

(To be continued next month when your intrepid columnist explains what made him eat his words and swallow the environmentalist fervor displayed above, in order to spend a long weekend in an RV himself...)



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Time: 7 PM to 9 PM
Location: Penny U Bistro, 2323 The Alameda, Santa Clara
RSVP/Info: Michele Bjurman, 408.252-4505
- July 22:** *Lives of the Small and Successful*
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Location: 337 17th Street, Oakland
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