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NORTHERN NEWS

DUNCAN & JONES Publication of the Northern Section, California Chapter, American Planning Association

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EVENTS

Local Actions / Global Changes - The Challenge to Create Sustainable Communities

This one-day charette, co-sponsored with the Pacific Rim Council on Urban Development, will focus on the possible uses of a military base undergoing peacetime conversion. In the morning, a keynote speech by Sim Van der Ryn followed by a panel discussion will explore key components of a sustainable community. After lunch, a site presentation will be made after which, in several working groups, participants will be asked generate ideas and design visions for a sustainable community on Treasure Island.

Date: Saturday, September 11

Time: 8:30 AM - 4:30 PM

Cost: \$25 pre-registered, \$35 at door; includes coffee, rolls and lunch.

Location: Treasure Island Naval Station, Avenue of the Palms

RSVP/Info: Arleen Furukawa, 510.642-1359

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 the 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 - 8:30 PM

Cost: \$7; refreshments will be served.

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

RSVP/Info: Evelyn Malone, 415.738-7341

The Role of Design Competitions in Planning

A discussion will be held regarding how urban design can be better integrated into the planning process, emphasizing the role of design competitions and the particular experience of a recently completed national design competition for mixed-use development and preservation of the St. Vincents-Silviera properties in North San Rafael. Attendees are urged to bring their experiences and observations about design competitions, "charettes", "visioning" and other approaches used to envision alternative futures which lead to sound planning policies. APA hopes this will be the beginning of more frequent events for North Bay planners.

Date: Wednesday, October 13

Time: 6:30 - 8:30 PM

Cost: \$5 at the door, wine and cheese.

Location: St. Vincent's School for Boys, map faxed upon request.

RSVP/Info: Richard Morehouse, 415.927-2561

Making Cities Sustainable: The Global Challenge

The fifth annual Pacific Rim Council on Urban Development (PRCUD) conference will be held in San Francisco. The theme is "Making Cities Sustainable: Balancing Economic with Environmental Imperatives." The event will provide participants with an exceptional opportunity to exchange views with urban development practitioners from the Pacific Rim countries of Asia, North, South and Central America. Internationally-known speakers include Oscar Arias Sanchez, Nobel Laureate and former President of Costa Rica, and William K. Reilly, of the World Wildlife Foundation and former Administrator of the EPA.

Dates: October 17 - 20.

Cost: \$375 members, \$450 non-members.

Location: Mark Hopkins Hotel, 1 Nob Hill, San Francisco

RSVP/Info: Lillian Yeh, 510.642-1359

Going for the Gold: 1993 APA State Conference

The Central Section of California Chapter, APA, invites you to attend what promises to be an informative, productive and entertaining event. The conference theme, Going for the Gold, reflects not only the history of the State, but its current and critical economic condition as well. The theme addresses the challenge of maintaining California's competitive edge

with its reputation as the Golden State. The conference will include: Special events and tours, mobile workshops, and conference theme paths.

Dates: Sunday, October 3 - Wednesday, October 6

Registration: Mr. Dwelle, Conference Hotline, 209.221-9369

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DIRECTOR'S CORNER

by Steve Noack, Director

Happy September to all of you! Since we are all returning from vacations, and the relaxed days of Summer, this month's Directors Corner will focus on activities which have occurred over the past few months and on important upcoming events.

First of all, at the July meeting, the NSCCAPA Board, voted to appoint me as Section Director for the two year term. While admittedly deviating from the bylaws, the Board decided to waive a general election since the bylaws stipulate that a candidate for Section Director must serve on the Board for one year prior to running. In this case, no other Board members expressed an interest in running, and no other positions are up for election at this time, so in the interest in time and money, the election was waived.

In other Board news, Peter Gertler of BART was appointed as Director Pro-Tem to complete the one year term vacated by me. Also, Brian Millar and Parke Patterson, both Senior Planners with the City of Orinda were appointed as co-liaisons for the Central East Bay position. Congratulations to the three of you.

Two Board liaison positions are now vacant. If you are interested in either the East Bay-North position (covering the area north of San Leandro to the Carquinez Bridge and west of the Oakland-Berkeley Hills) or the East Bay-South position (south of Oakland to Milpitas), please contact me for more information.

Planning for the national conference is progressing smoothly thanks to the dedicated efforts of the various subcommittees. The Mobile Workshop Committee submitted a tentative list of mobile workshops to APA National. The mobile workshops were structured to cover all portions of the Bay Area in some manner in order to reflect our regional diversity. The Special Events, Fund Raising and Local Exhibits, Public Relations, and Merchandising committees are also actively working to meet early deadlines.

The Cal Chapter APA Conference is scheduled for October 3 - 6 in Modesto. The conference theme is "Going for the Gold", emphasizing state and local actions to restore a competitive edge in economic growth in the state. I look forward to seeing a strong representation from Northern Section at the conference.

GRAPHIC DESIGN COMPETITION

A creative design competition is open to artists and designers for imprinted merchandise to be offered at the 1994 American Planning Association National Conference. The conference, to be held in San Francisco in April 1994, will be hosted by the Northern Section of the California Chapter, APA. The ideal design will incorporate a regional theme into fun, lively artwork to print on apparel and other souvenir items. The selected designer will receive recognition in conference materials, as well as free merchandise imprinted with the design. The submission deadline is November 19, 1993. Please contact D. Paul Tuttle at Tuttle & Associates, 510.653-9597 for additional information.

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SUBMITTAL DEADLINE

Materials for the October issue must be received no later than September 20:

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

Award Winner Profile

The following is the first in a series of articles profiling this year's Northern Section Planning Award winners.

Dr. Steve Orlick Distinguished Leadership By A Professional Planner

Steve Orlick received the Distinguished Leadership Award at the annual awards banquet this past June in recognition of his twenty-one years of teaching and contributions to planning practice. For the last eleven years, Steve has been a professor at Sonoma State University where he has earned the respect of his students, his academic peers, and the planning practitioners in the area. Support for his nomination for the award came from all sectors of the planning profession and all parts of California.

Steve earned his Doctorate at the University of Washington. He taught at Cal Poly, SLO and Michigan State before coming to Sonoma State, where he teaches his students the very practical aspects of planning, aiming to prepare them for the "real world." A primary part of his teaching has been an emphasis on meaningful internship assignments for his students. Steve maintains close supervision of his student interns so that the agency involved needn't concern itself with work performance or quality. In addition, Steve spearheaded the effort to form the Institute for Community Planning Assistance, a non-profit organization that provides student and professor planning services, giving the students valuable experience and the agency consulted relatively inexpensive service.

Having served as Director of the Northern Section CCAPA, he has consistently shown an interest in improving the planning profession, stressing the importance (not without some debate!) of a planning education. The Northern Section is proud to have Dr. Steve Orlick among its members, and we wish him continued success in his teaching career.

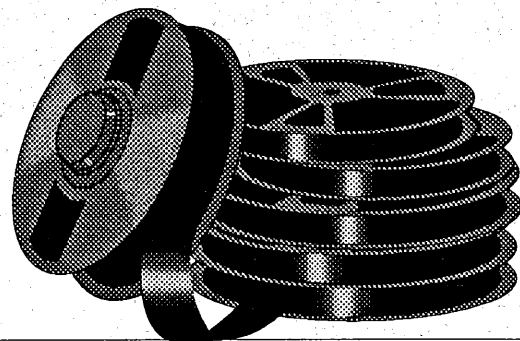
Planning Curriculum for Bay Area Schools

The Northern Section is teaming up with San Francisco Unified School District (SFUSD) teachers to develop *THE 1990's CHALLENGE: High School Curriculum Project* in time for the 1994 National APA Conference in San Francisco. The curriculum project is a model package providing urban youth with opportunities to actively examine and participate in various community sectors and explore the interrelationships of the many elements comprising our Bay Area urban systems. It will include an educational video component, also being prepared for the conference, entitled *San Francisco Bay Area Planning and Urban Design: THE 1990's CHALLENGE Educational Video*.

The *High School Curriculum Project* comes at a time when our cities are struggling with a vast array of issues and our educational systems are in need of challenging, innovative curriculum materials that motivate students, present contemporary issues, teach important lessons about citizenship, and provide real-life applications of subjects studied in the classroom. Furthermore, the curriculum fulfills the California State Board of Education's History-Social Science Framework goals.

Upon completion, the *High School Curriculum Project* will be distributed to San Francisco and Bay Area high schools. The curriculum project is being developed so that it may be adapted and utilized in high school settings throughout the State and country.

If you have fundraising ideas, would like more information, or want to participate in the preparation of the curriculum, please call Al Zelinka at Sedway Cooke Associates, 415.495-2400. For information regarding the video project, call Hartmut Gerdes at Square One Film + Video, 415.398-7044.



AIA, APA, Local Government Commission Seek Projects for Video Project

The AIA California Council is searching for examples of innovative and successful built approaches to compact and balanced development in California communities. The selected entries will be included in the second in a series of educational videos to be shared with the public and leaders affecting the shape of California's future. Submittals must be postmarked by September 17, 1993. Contact Aimee Rutledge at 916.448-9082.



Multi-Media: Redwood City's Experience

by Tom Passanisi

There it was, right in my job objective: "Develop a video presentation for use by neighborhood groups and individuals that shows how to go through the process of getting permits from Redwood City."

Although I had never produced a video before, I knew one thing: I wanted to have a good story line. I didn't want a dry and boring narrator talking about planning requirements. Ugh! Instead, the video should tell a story which would be interesting, informative, and fun.

After seeing Walt Disney's movie, "Aladdin," I knew I had my story line. Why not tell a story about a magic genie who instructs and helps a ten-year old girl through the planning process? The girl's parents are reluctant to apply for all the necessary permits, but if a little girl could understand the planning requirements for a new room addition, then the general public could do the same.

After some investigation, I selected a video company to shoot and edit the film. I then had to do a number of tasks myself to keep the video within budget. I wrote the script, selected the actors, finalized the locations, prepared some cue cards, edited the story "on-line" (in the studio), and what seemed like a hundred other details.

The main roles were played by actors who had local theatrical experience and who were willing to play the parts for free. We were also able to use some aspiring actors from Redwood City staff and the City Council. After seven revisions (including the day of the shoot!), the script had all the elements of a good story: conflict, humor, and resolution.

We shot the video on two Saturdays, for nine hours each day. That was followed by two and a half days of editing in the studio. During the editing, we added special effects (walking through walls, granting wishes), appropriate sound effects, and special "bullet statements" to emphasize certain points. We also dropped in slides to show actual good and bad examples of room additions.

The Planning Division premiered the film at a City Council meeting on August 2. The Council and public enjoyed the video, and applauded the work. Not only were they entertained, they also learned something. As part of our community outreach program, the Planning Division intends to use the video as a friendly means to introduce neighborhood groups and professional organizations to the planning process.

What can others learn from Redwood City's venture in multi-media?

- 1) It takes a great deal of preparation to film a video. Be prepared to check and double-check the shooting details. For example, our primary shooting location did not materialize, so we had to scramble for a back-up location.
- 2) Remember, actors from community theater groups may want to be in film. Some are willing to do it free in return for the experience and exposure. Community theater is a great resource and should be utilized if you can't afford to pay the cast.
- 3) It's important to have a good video company for such a crucial undertaking. They can advise and lead you through the production process. Also, be sure the company has all the technical and editing features you will need.
- 4) Simplify the message in your video. Make it interesting through the story line or graphics.
- 5) Be prepared to spend lots of time in preparation, scheduling, and filming the video. It took us about 6 months from concept to completion.

Tom Passanisi is Senior Planner at Redwood City, 415.780-7233. "A Planner's Wish" is available at the Redwood City Public Library.



JOBS IN PLANNING

Planner

Brelje & Race

Major duties include preparation and processing of CEQA documents for public works and private land development projects, and administration of a variety of planning projects. CEQA exper. is essential. Strong writing and public speaking skills req. Compet. salary and benefit package. Send resume and cover letter to: Brelje & Race Engineers, PO Box 1895, Santa Rosa, CA 95402.

Principal Planner

City of Davis

\$50,795 - \$61,735

Req. four years of respons. exper. in field of urban and environmental planning, including two years of supervisory experience; and equiv. to Bachelor's Degree with major course work in urban/regional planning, or related field. Deadline: 5PM, September 17, 1993. Applic. avail. (no resumes) from: Personnel Office, City of Davis, 23 Russell Blvd., Davis, CA 95616. Phone: 916.757-5645.

Resource Management Planner

Contra Costa Water District

\$50,916 - \$61,896

Develop, coordinate and implement resource management, environmental mitigation and public outdoor recreation programs for Los Vaqueros Project's 18,000 acre Kellogg Creek watershed. Req. BA in natural resource manag., envir. studies, urban planning, recreation, or related field plus 4 years exper. in planning and natural resource protection. Ability to balance diverse interests essential. Deadline: September 17, 1993. Applic. materials avail. from: 510.825-7346 before Sept. 10, or at 1331 Concord Ave., Concord after Sept. 10.

Associate Planner

City of Sunnyvale

\$41,045 - \$49,891

Under general direction, perform a variety of difficult profess. planning work, and conduct or supervise assignments in policy, current and environ. planning. Educ. and exper. equiv. to a Bachelor's Degree in planning or related field, and four years of progressively respons. exper.; a Master's Degree is desirable and may be substituted for up to two years of work exper. Deadline: 5 PM, September 24, 1993. Applic. and quest. avail. from: Human Resources Office, City of Sunnyvale, 456 West Olive Avenue, Sunnyvale, CA 94086. Phone: 408.730-7490.

Associate Planner**City of Daly City**

\$43,032 - \$52,344

Req. BA/BS in city planning, public admin., or related field; three years of exper. in public agency planning, community development, or redevelop.; possess. of valid CDL and acceptable driving record. Initial interview: October 14 or 15. Deadline: October 1, 1993. Applic. avail. (no resumes) from: Personnel Dept., City of Daly City, 240 92nd Street, Daly City, CA 94015. Phone: 415.991-8028.

Code Enforcement Officer**City of Daly City**

\$39,024 - \$49,448

Req. AA/AS degree or 60 semester units of college coursework (addit. educ. in writing, public speaking, and areas related to code enforcement desir.); two years of full-time public contact exper. including field investigation of, public education in, or enforcement of planning and zoning codes; and possess. of valid CDL and acceptable driving record. Initial interview: October 14 or 15. Deadline: October 1, 1993. Applic. avail. (no resumes) from: Personnel Dept., City of Daly City, 240 92nd Street, Daly City, CA 94015. Phone: 415.991-8028.

Transportation Planner I-IV**Santa Cruz County Regional Transportation Commission**

\$26,604 - \$48,192

One permanent and one temp. position. The Santa Cruz Regional Transportation Commission serves as the Regional Transportation Planning Agency, Congestion Management Agency, Rideshare Agency, and Service Authority for Freeway Emergencies in Santa Cruz County. Key Commission programs include rail planning, rideshare promotion, capital improvement programming, long range planning, legislation monitoring, bicycle planning and promotion or employer based commute alternative programs. Deadline: October 15, 1993. Contact: Santa Cruz County Personnel Dept., 701 Ocean St., Rm. 310, Santa Cruz, CA 95060. Phone: 408.454-2600. TDD: 408.454.2123.

Zoning Administrator**City of Mountain View**

\$56,700 - \$70,885

Review develop. proposals, conduct hearings, issue findings, prepare written and oral reports, act as advisor to Director, City Manager, and Council. Manage Current Planning Div. of four employees. Req. strong background in zoning and design, negotiation, problem-solving, decision-making, organization, and communication. Req. degree in planning, architecture, or related field, four years of prof. exper., includ. one year in zoning admin. Master's Degree may subst. for one year exper. Deadline: October 15, 1993. Applic. avail. from: Karen Bostedt, Personnel Analyst, City of Mountain View, 500 Castro Street, Mountain View, CA 94041. Phone: 415.903-6310.

A Planner's Act of Contrition

by Ray Vignola

BLESS ME, OH WISE ONE, it has been 10 years since my last General Plan. I have erred in my ways and strayed from the path of social truth. This I have done by making a grand master plan for a community with abundant open space, curvilinear streets, hidden sidewalks, grand entrances and beautiful parks. When I stood with pride to view the product of my plans, I was struck with horror and then remorse. Where were the people? Where was the noise of children playing?

My master plan had created this sterile neighborhood in which even Mr. Rogers would find it hard to have a wonderful day. This was another case of "shangri-la" in suburbia gone astray. Along with the structured design came structured recreation for both young and old. Spontaneity was gone.

To make my amends to society as well as to remind all of us what "neighborhood" is all about, I have written along with my brother the book *New York City Street Games: The Greatest Games Ever Played on Concrete*. Accompanied with the famous pink rubber ball, fat street chalk, and bottle-caps, the book provides easy-to-follow instructions along with witty illustrations for such urban classics as Stick Ball, Stoop Ball, Skellzies, Kings and many more.

But it is more than a game book. It is a nostalgic trip to a time when people gathered on their stoops and a refreshing egg cream was just around the corner. The book is sprinkled with street game lore so that you can understand the games and enjoy them the way your parents and grandparents might have, or how you yourself might have played but have since forgotten. Most importantly, this book was written so that we could share with our kids the fun and excitement of street games.

Obviously, there is a professional message here somewhere since we both work in local government, and the publisher, MIG Communications, specializes in design and development of responsive play areas for children. But you'll have to read the book to find the message. When you find it, you'll know it and you'll see planning in a different light.

You too can have fun again! *New York City Street Games: The Greatest Games Ever Played on Concrete* may be ordered directly from the publisher:

MIG Communications

1802 Fifth Street

Berkeley, CA 94710

phone 510.845-0953, fax 510.845-8750

or order from your local book store (ISBN 0-944661-22-X).

Price is \$14.95.

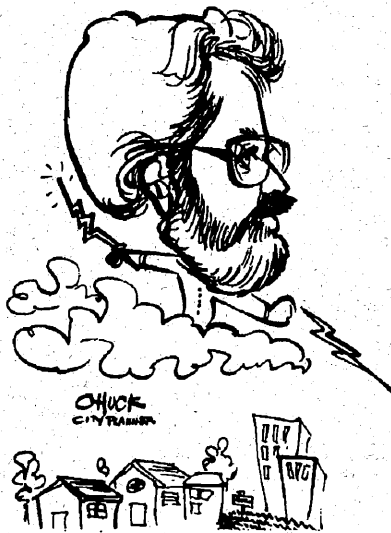
Ray Vignola has served as the Director of Planning and Assistant City Manager of Antioch for the past 16 years.



PLANLINES

by Chuck Myer, AICP

THE WHITE BOX (Part Deux)



When I was a child, my uncle took us for a ride in the Glacier Mountains of Montana in a motor home so large the phone in the back

was listed in a different area code. The image of the sheet white horror on my mother's face as we careened along mountain roads is as strong as any memory from my childhood.

The column I printed last month summarized my feelings about these gas-guzzling, havoc-wreaking bastions of upper-middle class bourgeoisie. To me they truly represent the ultimate counterforce against the planning and environmental ethic I have identified with since my college days.

At our beloved semi-annual four-day Strawberry Music Festival at Camp Mather (near Yosemite), those of us who camp in tents always enjoy thumbing our noses at those in the RVs. We pat ourselves on our backs for our nature-preserving perseverance, willing to accept a little physical hardship in order to commune with nature in a more harmonious way.

Yet I soon found that there is one principle in my life that overshadows the fervor of my stance against RVs. And that is the simple maxim, "never turn down anything that's free."

So you can imagine my internal hemorrhage when the call came one day from a friend who won a radio station contest. The prize? Tickets to the Strawberry Music Festival, and free use of an RV to get there. Our friend had another commitment, and had sold the tickets to someone who had their own RV. He knew we already had tickets, so would we like five days' use of a brand-new, fully-equipped 23-foot motor home, a \$400 value, absolutely free?

"Of course not," said my wife answering the phone, "we hate RVs."

"You said what?" I said, when I heard, several hours later.

"You hate RVs," she said correctly.

"For free, I can learn to like one," I said, also correctly.

Suddenly, in the twinkling of a generator, I could feel my whole values system rearrange itself with a thud. It dawned on me what was happening. Were we such intrepid campers that we would pass up this offer on moral grounds just for the honor of spending five days and nights in a tent in the chilly Sierras with a baby with diarrhea? (And naturally, we environmentalists use cloth diapers.)

In one's idealistic 20s, tent camping is an unencumbered joy. But when one turns thirty-something, other realities come into view. The term "creature comforts" no longer applies only to preserving rabbit burrows. And the awesome spectre of parenthood paints every picture with a new hue, even my image of an RV.


And a free RV! To a penny-pinching environmentalist, that's something akin to a solar-powered nuclear plant. Losing all dignity, I ran for the phone. The RV was still available.

I was soon holding the keys to a Tioga motor home that was bigger than my first apartment. There were more switches, nozzles and outlets than a municipal utility plant. I tried to cover up the fact that I have never driven anything larger than a Toyota Corolla, but I probably blew my cover when I asked if it had power steering. As I drove it off the lot (literally) I could imagine the heads shaking behind me.

Needless to say, accommodations at the music festival went smoothly since we had more major appliances up there than we have at home. Still, I was wrenched with guilt. I took care not to drive in the park limits of Yosemite: the ghost of John Muir would never forgive me. And I was most concerned about the inevitable alienation from our former fellow campers in the festival's "tent city."

"So, now you're one of them," said one. "An RV person."

"Oh, no, never," I said with manufactured horror. "I'm just doing this as research for a column..."



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MORE EVENTS

Civilian Use of Military Bases: Environmental, Land Use, and Financial Tools for Base Closures and Conversion

A one-day course offered by UC Berkeley Extension in San Francisco, this course addresses the legal and practical steps necessary in closing military bases, particularly the key role of environmental cleanups. The public financing procedures local communities and others may use to ensure adequate planning and prompt conversion to civilian uses will also be described.

Date: Thursday, September 23

Time: 8:30 AM - 5 PM

Cost: \$175

Location: 150 Fourth Street, Room 1, San Francisco (near Moscone Center).

RSVP/Info: 510.642-4111

General Plans in an Era of Governmental Ferment

Sponsored by the California Planning Foundation, this adaptation of the Orange County Section "Nuts & Bolts" workshop will present discussions of: environmental issues in the context of legal requirements; General Plan elements and options; regional requirements; financing and economics; and public participation. The program includes a workshop book with reference materials.

Date: Sunday, October 3 (just prior to State Conference Opening Reception)

Time: 1 - 5 PM

Cost: \$60 before Sept. 15, \$75 after Sept. 15.

Location: Red Lion Hotel, Modesto

RSVP/Info: Skye Fleming, 619.549-3581

Lawrence Livermore National Laboratory Tour

Join the South Bay Chapter of AEP in an exclusive afternoon tour of the Lawrence Livermore National Laboratory. The Lab is a leader in environmental remediation technology, as well as developing new technologies to help solve the nation's environmental problems. The three hour tour will examine the Lab's state-of-the-art water treatment areas, the waste monitoring and diversion facility, the NOVA laser, and the National Energy Research Super Computer Center. A tour guide will explain the main programs of the Lab and their environmental components. Limited to 40 people. Must

complete an informational registration form before Sept. 22.

Date: Wednesday, September 29

Time: 1 - 4 PM

Cost: \$10 for AEP members, \$5 for students, \$15 for non-members.

Location: Lab visitor center (bring photo ID)

RSVP/Info: Michael Bethke, 408.984-3111, or Michelle Bjurman, 408.252-4505



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