



NORTHERN NEWS

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

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OCT 6 1993

EVENTS

FEATURED LOCAL EVENT:

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 north of 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. Speakers will include Bill Liskamm, competition advisor; Bob Pendoley, Planning Director, and Jean Hasser, Principal Planner of San Rafael; and Mike Moore, Community Development Director of Sonoma.

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 mailed/faxed upon request
 RSVP/Info: Richard Morehouse, 415.927-2561

PACIFIC RIM CONFERENCE:

Economically and Environmentally Sustainable Cities

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, 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, fax 510.643-9576

High Speed Passenger Trains for California, An Update

Review of the latest work on the California High Speed rail Project, *CalSpeed*, jointly funded by the USDOT and Caltrans, and performed by the Institute of Urban and Regional Development (IURD) at the University of California at Berkeley. Preliminary ridership and revenue projections have been developed and the first stage mainline proposal has been defined to relieve congestion on one of the world's densest air travel corridors.

Date: Wednesday, October 20.
 Time: 6PM for dinner, 7PM for program.
 Cost: \$14 members; \$15 non-members.
 Location: Mandarin Garden Restaurant, 2025 Shattuck Avenue, Berkeley.
 RSVP/Info.: Steve Gregory, Port of Oakland, 530 Water Street, Oakland, 94607. Phone 510.272-1363

JONES
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 AY ✓
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Management and Protection of Coastal & Near-Coastal Waters: Tools for Local Governments

A free two-day workshop designed to encourage comprehensive planning among public and private interests that will balance quality development and coastal resource protection will be sponsored by US EPA, SF RWQCB, and the SF Estuary Project. Topics to be discussed through interactive sessions and case studies include innovative zoning ordinances, land acquisition techniques and development rights transfers. Issues of special concern will include wetlands, non-point source pollution and watershed planning.

Dates: October 28 & 29.
 Location: Berkeley Conference Center
 RSVP/Info.: Kathryn Ankrum, 510.286-0734.

IT'S COMING!

The CCAPA 1994 Membership Directory is now in production!

This valuable resource tool will be produced without charge to CCAPA, and distributed free to all CCAPA members in January, 1994.



For information about the 1994 CCAPA Directory, and how your firm can benefit by advertising in it, please call either Mary Griffin or Don Milsap at Point West Print Services, Inc., at (916) 487-5500.

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DIRECTOR'S CORNER

by Steve Noack, Director

Notes from the East Bay: The 1993 Defense Authorization Act included a provision by Congressman Ron Dellums which directs the Department of Defense to develop and test new approaches to community adjustment in regions where the local economy would be significantly affected by the following: layoffs by defense contractors, changes in use of a national laboratory previously needed for the testing of nuclear weapons, and/or the closure of a military installation.

Congressman Dellums created the East Bay Conversion and Reinvestment Commission to carry out the pilot project in Alameda County. The Commission will determine needs as communities experience economic dislocation from military downsizing. In addition, the Commission will serve as the focal point for Office of Economic Adjustment (OEA) assistance locally by coordinating the expenditure of planning grants in Alameda County.

A number of committees have been formed to address specific aspects of the conversion process, ranging from environmental cleanup to education, job creation and human resources. Participation in the committees is voluntary, and open to the public. This process provides a great opportunity for planners to become involved in a local effort of regional significance.

For additional information, contact the East Bay Conversion and Reinvestment Commission by phone at (510) 834-6928, or by fax at (510) 444-6185.

Board News: The NSCCAPA Board has set October 23rd as the date for its annual retreat. Our goal this year is to bring closure to the reorganization issue; to discuss ways to improve the newsletter; to establish budget parameters for 1994; and to set the 1994 events calendar. If you have comments on any of these items, please contact me at (510) 874-3156, or at Woodward-Clyde Consultants, 500 12th Street, Suite 100, Oakland, CA 94607.

APA Holiday Party Set for December 16

Christmas may be ten weeks away but its not too early to mark your calendars for this year's Northern Section Holiday Party. This year's event will be held at the historic Treasure Island Museum on Thursday, December 16, from 6PM to 9PM. This is one event you won't want to miss! Watch for details in next month's Northern News.



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SUBMITTAL DEADLINE

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

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

Award Winner Profile



City of San Mateo Housing Program Distinguished Leadership by a Planning Agency

When the State awards are presented in Modesto on October 5th, San Mateo will be there because of their excellent efforts in providing affordable housing. San Mateo has already received recognition from the Northern Section, and the State jury concurred.

Notre Dame football coach Lou Holtz said: "When all is said and done, a lot more is said than done." Not so in the case of San Mateo. In a community of 85,000 people, almost built out, sporting a high median income, this community has still made substantial progress in

providing a range of housing opportunities. The City has approved 100 second units and in the last ten years 500 units have received rehabilitation loan assistance. There are also programs aimed at special housing needs, such as first time homebuyers.

The awards jury was impressed with the City's sustained efforts to address the affordable housing problem. Congratulations to San Mateo and its Community Development Department staff. And good luck in the national competition!

Also of note, of the thirteen state awards to be presented by CCAPA, five are from the Northern Section. (See the July/August 1993 issue of Northern News for a full listing.)

Congratulations to 81 New Northern Section AICP Members!

Northern Section had more planners taking and passing the 1993 AICP exam than any other section or chapter in the U.S. Those passing the test are listed here in a manner to encourage you to read the entire list. The first person to identify the pattern will receive a new study manual or workshop tape (1994). Hint: It has nothing to do with scores; only the ETS (Educational Testing Service) knows them.

The new Northern Section AICP members for 1993 are: Jurgen Aust, Elisabeth A. Brokaw, Christine A. Gimmler, Kateri A. Harrison, Peter A. Holton, Paul A. Jensen, Kathleen A. Kovar, Eric A. Rasmussen, Paul-Andre Schabracq, Jeffrey B. Allen, Curtis Banks, Catherine Bauman, Ricardo Bressanutti, Russell B. Leavitt, Mary Beth Ormsby, Frank C. Barron, Paul Cogley, Colin C. Jung, Anne C. Moore, Iris C. Starr, Cynthia C. Wordell, Michael D. Bethke, Darryl D. Boyd, Kellie D. Morgantini, Janet E. Coleson, James E. Gilliland, Fred E. Moseley, Marjorie E. Whitney, Kathleen Faubion, Michael F. Harris, Gerri F. Langtry, Jeffrey G. Schwob, Philip Gordon Wire, Scot H. Campbell, Loren H. Loo, Richard H. Sinkhoff, Robert J. Groh, Paul J. Heath, Clinton J. Loftman, Elizabeth J.

McElligott, Anthony J. Parker, Timothy J. Wilson, Bonnie K. Guttman, Masakane Kawai, Lisa Kranz, Thomas K. Lai, Edward K. Lorraine, Lu Lynn de Silva, Laurel L. Impett, Nathan Landau, Steve L. Stretchberry, Lynn M. Alexander, Daniel M. Bell, Robert M. Brown, Constance M. Frohling, Charmaine M. Geiger, Thomas M. Jacobson, Arnold Mammarella, Lauren McKean, Kathryn M. McKenna, Johanna M. Patri, Pamela M. Tsuchida, Brian M. Wiese, Michael Novo, Amy N. Rakeley, David N. Supornick, Michael P. Laughlin, Douglas P. Sibley, D. Paul Tuttle, Carolyn R. Cole, Scott R. Davidson, Deborah Raines, Ernie Ralston, Nancy S. Adams, Michael S. Ferry, Robert Sabbatini, J.T. Wick, Christopher Thray-Hu, Joel W. Galbraith, Mark W.T. Wolfe, and Pang Y. Ho.

If you detect any errors or omissions please notify us. The next deadline for application is the first week in January and the exam will again be held the middle Saturday in May. Information regarding the process and our test preparation workshop and materials can be obtained from Don Bradley, AICP, 2995 Woodside Road, Suite 400, Woodside, CA 94062, or at 415.592-0915. Congratulations, again, on your accomplishments.



PLACE YOUR ENTRY FOR DESIGN OF APA CONFERENCE MATERIALS!

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.



Attention Would-Be Restaurant Critics

The 1994 APA Conference Portfolio Committee needs you! Our committee is charged with the task of developing a visitor guide for the estimated 4,000 planners that will descend on San Francisco during the National Conference next April. We are seeking assistance from planners with a knack for offbeat restaurant reviews, night club guides, travel and transit tips, walking tours and Bay Area trivia. If you'd like to help, contact Barry Miller at 510.524-0941.



Monterey County News**Fort Ord Update****JOBS IN PLANNING**

The Cities of Seaside, Marina, Monterey, Del Rey Oaks, and Sand City, and Monterey County are working cooperatively through the Fort Ord Reuse Group (FORG) to coordinate basewide reuse planning activities. Some recent actions include:

The City of Seaside:

- Has completed an Initial Base Reuse Plan for Fort Ord and is now revising it based on the Army's review of the environmental impacts of the plan;
- Has made an offer to purchase the two tournament-class golf courses on Fort Ord - Bayonet and Black Horse - and will soon be in negotiations with the Army regarding them; and
- Is working with the California State University (CSU) system to develop a new campus at Fort Ord.

The City of Marina:

- Is seeking to acquire Fritzsche Army Airfield as part of its Economic Recovery program; and
- Is working with the University of California at Santa Cruz to develop a research park at Fort Ord.

Monterey County:

- Is seeking to develop a world-class agricultural processing center on Fort Ord;
- Is seeking to expand the world famous Laguna Seca Raceway through acquisition of adjacent Fort Ord property;
- Is working cooperatively with Seaside and Marina to establish the UC research park and the new CSU campus; and
- Has taken the lead in preserving health care services for the active duty and retired military personnel who will remain in the area.

For specific information regarding Seaside's involvement with the reuse of Fort Ord, please call Dennis Potter, Planning Services Manager, at 408.899-6223.

From the Far North**Ecological Tourism by Michael Sweeney**

The mission of the Institute for Ecological Tourism is to work with Humboldt State University faculty and students, state and federal natural resource agencies, Native American community groups, local government, and private business to promote destination class ecology-based tourism along the North Coast of California.

Ecological tourism is a form of tourism inspired primarily by the natural history of an area, including its indigenous cultures. Ecological tourists represent the fastest growing segment of world-wide travel, increasing at an annual rate of 30 percent. Ecological tourists are motivated by personal growth and seek active learning experiences in undisturbed, natural settings. The ecological tourist practices a non-consumptive, sustainable use of natural resources which the motto "Take only pictures, leave only footprints" best describes.

The goal of ecological tourism is to capture a portion of the enormous tourism market by attracting visitors to natural areas and using the revenues for funding local economic development and conservation projects.

The North Coast is blessed with a large and diverse system of protected natural areas that include over 10 state parks and recreation areas: Redwood National Park (a United Nations-designated World Heritage Site and Biosphere Reserve), the King Range National Conservation Area, Humboldt Bay National Wildlife Refuge, the Smith River National Recreation Area, Wild and Scenic Trinity, Eel and Smith Rivers, Siskiyou and Trinity Alps Wilderness areas and the current and ancestral homes of Hoopa, Yurok, and Weott peoples.

The Institute for Ecological Tourism advocates a new view of how natural resources can be utilized for economic benefit, while conserving the diversity of species and ecosystems, and protecting essential ecological processes.

Michael Sweeney is Director of the Institute for Ecological Tourism, Humboldt State University, NR200, Arcata, CA 95521

**Assistant Port Transportation Planner***Port of Oakland***\$43,440 - \$47,904**

plus PERS and benefits

Duties include organizing & carrying out planning programs for land use, facility develop., access studies and rel. work in support of Port commercial real estate, maritime and aviation activities and programs. **Min. req.:** Masters degree in planning, transport. related engr., architecture, or related field, plus two years of relevant exper., or Bachelors degree and three years of exper. **Deadline:** October 15, 1993. **No resumes.** **Phone:** 510.272-1142.

Associate Planner*City of Santa Cruz***\$38,952- \$49,704**

Plans, implements and presents special studies and reports incl. land use, general plan elements, zoning, demographic and economic data, social and cultural needs, historic preserv., and housing; assists in processing permits and applic. **Min. req.:** Bachelors degree in planning or rel. field from an accredited college or univ. and three years of prof. exper. A Masters degree may substitute for two years of exper. **Deadline:** October 22, 1993. **Applications:** City of Santa Cruz, 337 Locust Street, Santa Cruz, CA 95060. **Phone:** 408.429-3616.

Intern/Volunteer*Delta Protection Commission*

The Delta Protection Commission seeks interns or volunteers to assist in preparing research materials for a land use plan for the Delta area. Topics for research include agriculture, planning, marine patrol and others. This is a unique opportunity for students to participate in a new program. This service may qualify for independent study credit. Please contact Colleen at 916.776-2290.



Environmental Management Courses to be Offered by ABAG Training Center

Erosion Control and Land Restoration
Two-day courses, November 1 & 2, 1993, and March 1 & 2, 1994.

Biotechnical Slope Protection with Woody Plants
November 4, 1993.

Excavation and Grading Code Standards
Two-day course on November 29 & 30, 1993.

Hazardous Waste Operation Courses:

8-Hour OSHA Annual Refresher
December 2, 1993.

24-Hour OSHA Hazardous Waste Operations
October 25-27, 1993.

40-Hour OSHA Hazardous Waste Operations
October 25-29, 1993.

For information, call Debbi Nichols at 510.464-7964.

Call for Submissions, UC Berkeley CED Alumni

CED alumni in all disciplines - Landscape Architecture, Decorative Arts & Design, City and Regional Planning, and Architecture - are invited to submit their concept schemes, proposals, and projects (formal and informal) in the Hills Firestorm Area for inclusion in the CED Alumni Association Newsletter Special Issue, "The Berkeley/Oakland Firestorm: CED Alumni Response."

Each entry will be allotted a half-page to showcase the breadth and excellence of work done by CED alumni and its impact on the quality of the rebuilding effort. More than one entry may be submitted, but there is a fee for each panel (\$40 professional projects, \$30 pro-bono or non-commissioned).

Contact Gabriella Judd at 415.737-7827. Deadline for submissions is October 31, 1993.

Professional Training Courses:

Using Principled Negotiation Techniques to Resolve Environmental and Public Policy Disputes

Using a dynamic mix of short lectures, role-playing simulations, and discussions, this workshop will show you how to:

- Prepare for a complex negotiation by identifying preferred, acceptable and unacceptable outcomes;
- Design a negotiation process that uses a series of simple, step-wise agreements to produce concrete results;
- Analyze issues to identify possible tradeoffs for mutual gains;
- Deal constructively with complex technical and scientific information by narrowing areas of disagreement;
- Translate informal agreements into formal, binding agreements;
- Avoid entrapment and escalation when dealing with difficult people and difficult problems; and
- Apply techniques for better policy making to disputes within your organization.

Dates: October 29 & 30.

Time: 9AM - 5PM each day.

Cost: \$350, includes course manual, worksheets, simulation materials, two catered lunches, refreshments, and parking.

Location: University of California, Berkeley
Clark Kerr Campus
2601 Warring Street, Berkeley

RSVP/Info: CONCUR, Scott McCreary, PhD, and John Gamman, PhD, 510.649-8008, or (408) 457-1397.

Using Facilitation and Mediation Skills to Resolve Environmental and Public Policy Disputes

CONCUR's advanced course builds on the skills taught in the introductory course. This workshop is designed to meet the needs of professionals who are considering using facilitated or mediated processes, but have limited experience in applying these tools to public policy decisions. Each participant in the workshop will have an opportunity to facilitate or mediate a simulated public policy dispute.

Using a dynamic mix of short lectures, simulations, debriefing, and group discussion this workshop will show you how to:

- Design and carry out a complex negotiation;
- Frame an agenda for effective negotiation;
- Conduct a stakeholder analysis and conflict assessment for a case you are handling;
- Use a negotiating single text to produce a specific agreement to a simulated complex dispute;
- Use a joint fact-finding process to help resolve technically complex disputes;
- Link informal negotiation processes with formal agency and legislative decision making;
- Create suitable auspices for a mediation;
- Examine the benefits of building a mediation team;
- Draw lessons from case studies to increase mediation effectiveness.

Dates: November 19 & 20.

Time: 9AM - 5PM each day.

Cost: \$400, see above.

Location: See above.

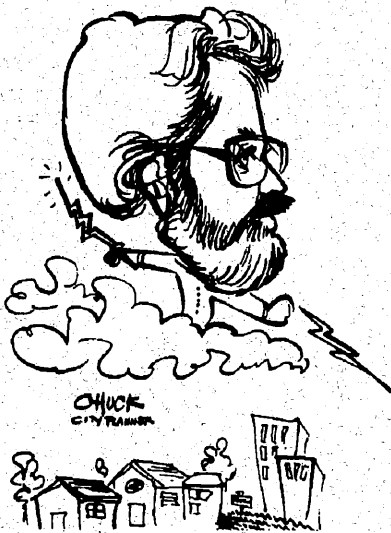
RSVP/Info.: See above.

PLANLINES

by Chuck Myer, AICP

Confessions of a Peridromophile

Now that I have your attention, let me redirect it to the word in question. A peridromophile is not a member of NAMBLA, but is a person who collects streetcar transfers.



Coined in 1926 by William Sidis, the word stems from the Greek peri- (around), -dromos (running track) and -philos (loving). Sidis and the purist peridromophiles collected only transfers from streetcars, the type now best preserved in Rod Diridon's trolley barn at Kelley Park in San Jose. Modern purveyors mix tickets and transfers from several forms of transit: light rail, "hard" rail, and buses.

I have loved riding public transit since boyhood. When a BART station was built within walking distance from where I lived during my learner's-permit teen years, it was like the whole world was being opened up to me with a red carpet.

To this day, 95 percent of my trips into San Francisco are on some form of transit. I virtually never rent a car or take a cab, and the times I have I regretted it. In another state or even another country, I make a game out of figuring out the local transit scene. European cities have such marvelous transit systems that it would be sinful to use anything else. In the four days of the national APA conference this year, for example, I took a different mode of transit into downtown Chicago each day: commuter railway train, elevated train, local bus, and express bus.

I used to work for a regional transportation agency serving the greater San Francisco Bay Area (which shall remain nameless). This agency planned highways and transit systems for 4 million people. There were over 100 of us in the agency - planners, administrators, clerical, bureaucrats. How many do you think took public transit to work? One. Me.

Note: That was before this nameless agency moved its office immediately above the Lake Merritt BART station. In those days, their offices were in Berkeley at the


Claremont Hotel, at the top of "cardiac" hill at the intersection of Ashby Avenue and the Hayward Fault. Taking transit meant competing in a triathlon of a BART ride, a transfer bus ride and a steep walk to the finish line.

It became an office joke. I was the only person not expected to arrive on time. I'm sure they visualized me running along the linear park beneath the aerial tramway, madly trying to buy a ticket while the 15-minute headway train above was rolling out of the station.

The truth was, in those years (I still didn't own a car) I found public transit to be quite reliable. The East Bay's AC Transit bus system often allowed overlapping alternatives. If I missed one bus, there would be another line a block away that would still point me in the right general direction. Also, BART and AC duplicated service so if I missed one mode, I could take the other. I also learned the judicious use of tickets and transfers, (including a few high-tech BART ticket scams which, of course, I never used).

William Sidis also developed his love of transit systems as a child. He was one of America's greatest child geniuses, graduating from Harvard in 1914 at age 16. Thereafter, it seems, he used his magnificent brain only to memorize transit systems and routes of virtually every American city, and spent most of his adult years collecting thousands of streetcar transfers, and organizing associations of other like-minded hobbyists. His 1926 book on the subject, "Notes on the Collection of Transfers," was, in the words of his biographer Amy Wallace, "arguably the most boring book ever written, and as every bibliophile knows, the competition is fierce."

Today the most notable peridromophiles are the homeless who try to resell transfers to unwitting tourists at the Powell Street turnaround. Yet our transit systems are still our best hope in reducing dependency on the auto. And whether the appeal is collecting transfers, enjoying the scenery, or people-watching, it's a great way to preserve the past and improve the future.



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MORE EVENTS

Creating Communities for the 21st Century in Silicon Valley

A symposium, sponsored by the Housing Action Coalition and Northern Section APA, will be held in San Jose to challenge government, community, and business leaders to plan for and develop the kinds of innovative communities Santa Clara County will need to provide for the well-being of its social fabric, its economy, and its environment in the 21st Century.

Date & Time: Friday, December 3, 8AM - 6:30 PM
Location: San Jose State University

1993 Legislative Update

Presented by CCAPA's indomitable lobbyist, Sande George: Was there really CEQA reform? Did growth management pass? What's happening with HCD's proposed Housing Element reform? How to implement new laws: Fish and Game fees, billboards, tree ordinances, endangered and threatened species, redevelopment, development fees, general plans, and inclusionary zoning. What's coming up next year: Taking bills, local permit streamlining, and much more! What are the courts doing to affect planning?

Date: Monday, December 6.
Cost: \$55 pre-registered, \$75 at door.
Location: ABAG/MetroCenter, 101 Eighth Street, Oakland
RSVP/Info: Wendy Cosin, 415.738-7341

International Healthy Cities & Communities Conference in San Francisco

Over 1,500 international, national and local leaders are expected to join with citizens from around the world to share and describe models for improving the quality of life through innovations in housing, transportation, education, economic development and other areas. Plenary sessions will address Healthy Societies, Changing Urban Patterns, Governance and Sustainability. Other highlights include a healthy cities exhibit area, and site visits to local healthy cities programs. The conference is being co-sponsored by over 100 international and local organizations.

Dates: December 8 - 11.
Cost: \$325 by Nov. 19, \$375 thereafter.
RSVP/Info: Healthy Cities Conference, 5900 Hollis Street, Ste. E, Emeryville, CA 94608.
Phone: 510.540-2412; Fax: 655-2971.



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