

# NORTHERN NEWS

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

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## ALERT!

### International Planning Event Postponed

The international planning event announced in last month's *Northern News* has been postponed until February. The topic will remain focused on Asmara in the newly formed nation of Eritrea, Africa. Watch for more information in the February issue for details.

## South Bay Environmental Agenda, 1994 Conference

Businesses in California are subject to a bewildering array of laws, regulations, and agencies. Much of this regulatory arena is relatively new and appears to be in a constant state of change. Most regulators and environmental professionals agree that the environmental regulatory agencies have trouble communicating among themselves, let alone with the business communities.

To address these issues and to facilitate communication among these agencies and businesses, UC Santa Cruz Extension is sponsoring a special summit conference on the South Bay Environmental Agenda for

1994. This conference is for environmental regulators, regulated businesses and anyone else who is interested. It is intended to help achieve the positive objectives of environmental regulations through better communication and cooperation among all those involved.

**Date:** Wednesday, January 26, 1994.

**Time:** 9 AM to 5 PM.

**Location:** Westin Hotel, 5101 Great America Parkway, Santa Clara.

**Cost:** \$75, including lunch.

**Info/Enroll:** UC Extension, 408.748-7381.

## Don't Miss the Holiday Party

This year's APA Northern Section Holiday Party will be held at the Museum at the Treasure Island Naval Station in San Francisco Bay. The island is located at the geographic center of the Bay and features spectacular views of San Francisco, the Golden Gate, and the Marin Hills. The museum itself is an historical landmark and is one of the only remaining structures from the 1939 International Exposition.

The Naval Station is scheduled to close during the next few years and plans and proposals for its re-use have already begun to generate controversy. Will it become an "ecopolitically correct" city linked by ferries to the mainland? A casino and berth for cruise ships? A center for science and technology? Come see for yourself the site that's been touted as the potential model for military base conversion. The APA has arranged to have the entire Treasure Island Museum to ourselves for an evening of fun, food, drink and music.

The party will take place on the evening of **Thursday, December 16, from 6 PM to 9 PM.** The party offers an opportunity to meet other planning professionals, chat with friends and colleagues after work, and enjoy good food

and drink in an historic setting. Our caterers are promising a great spread of light hors d'oeuvres and snacks. Arrangements for music are also being made. In addition, Northern Section's National Conference Wine Glasses will be on sale. Be the first in your office to have one!

**The cost for the party is \$10 in advance, \$15 at the door.** Students and planners "between jobs" will be admitted for \$7.50 if payment is received in advance. To make your reservations, clip the form below and mail it with your check to the address shown. You can also **make reservations by leaving a message for Barry Miller at 510.845-2404.** Please act quickly so that we can make appropriate catering arrangements.

To reach Treasure Island Museum, take the Bay Bridge from either end and take the "Treasure Island" exit at mid-span. Coming from either direction, the exit is in the left lane (if coming from the East Bay, bear right at the first fork). The Museum is just beyond the guard station at the bottom of the hill. Parking is available in front of the museum. To reach the island by transit, take the "T" AC Transit bus from the TransBay Terminal in San Francisco, or from 14th/Broadway in downtown Oakland.

### HOLIDAY PARTY RESERVATION FORM

es, I will be attending the APA Northern Section Holiday Party

Mail check to:

**APA Holiday Party**  
3871 Piedmont Avenue, Box 205  
Oakland, CA 94611.

\_\_\_\_ Persons, Advance Admission \$10.00  
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Enclosed is my check for \$  
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## What's Happening in the Central East Bay:

by Brian Millar, Senior Planner at the City of Orinda,  
and Central East Bay Liaison

**Gateway Valley Update.** As many readers know, the Gateway Valley west of Orinda has been the subject of development interest for many years. On November 2, Orinda voters denied Referendum Measures "N" and "O" by a 54 percent vote, overturning the City Council's May, 1993 approval of a General Plan Amendment and the Gateway Valley Specific Plan.

The project would have provided for a mixed-use development on 1,000 acres of vacant land located south of SR 24 between the City of Orinda and East Bay Regional Park lands. The Specific Plan included a 400,000 square-foot conference center, golf course and driving range, single- and multi-family residential uses, limited commercial development, a 30-student elementary school, parks, trails and open space lands. Some housing was to be dedicated to use by the University of California.

Citizens also voted overwhelmingly against advisory Measure "P", which asked if they would support issuance of general obligation bonds to acquire Gateway Valley for open space, park and recreational purposes (denied by a 89 percent vote). Advisory Measure "Q" also was denied, by a 77 percent vote. It asked if the City Council should allow development of the Valley based on the underlying Agricultural zone, carrying a five-acre minimum lot size.

No further action is planned at this time by the City Council. The developer of Gateway Valley has publicly stated that they may seek legal recourse as a result of the referendum vote. The saga continues...



## Tell Us Your Favorite Restaurant or Night Spot!

The 1994 APA National Conference Portfolio Committee invites Northern Section members to contribute to the Dining and Entertainment Guide now being assembled for next April's conference in San Francisco. For several months, the Portfolio Committee has been cataloguing our favorite eating and drinking establishments, scouring our collective guidebooks, and clipping restaurant reviews. Now it's your turn.

The Conference Dining and Entertainment Guide is organized by neighborhood and cuisine and features establishments that can be easily reached by conference attendees, or that may be of special interest to planners. If you have a favorite place you think should be in the guide book, send a postcard with a brief review to: APA Portfolio Committee, 3871 Piedmont Avenue, Box 205, Oakland, CA 94611.

There's one catch, though. To simplify the task of editing, we ask that you use the following format: 1) Name of Restaurant/Club; 2) Address; 3) Hours; 4) Phone Number; 5) Price Range; 6) Highlights/Review. We also ask that your comments be no more than 25 words.

Here's an example:

**PLANNERS-A-GO-GO.** 100 Variance Drive, Zoningtown. Open 24 hours, 7 days a week. Entrees \$7-10 (cash only). A converted diner with a sophisticated look. Diverse menu, outdoor seating. Must try the tough beans and sour grapes lunch special!



### CHANGE OF ADDRESS

Please send all information concerning changes of subscription address to:

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### SUBMITTAL DEADLINE

Materials for the February issue must be received no later than January 19:

Steven Buckley  
3871 Piedmont Avenue, Box 9  
Oakland, CA 94611  
Phone: 510.654-4181  
Fax: 510.428-9132

# The 1994 AICP Exam Preparation Workshops

by Don Bradley, Northern Section AICP Coordinator

**Why Does Certification Matter?** Less than half of the practicing urban planners in the U.S. are members of APA. Of those 30,000 APA members, only one quarter have been certified by the American Institute of Certified Planners (AICP). This minority relationship hurts our profession, since certification signifies education, experience, continuing education, ethical behavior, and overall professionalism to others in and outside of the planning field.

Let me encourage you to make a New Year's resolution to help represent your own personal commitment to our profession, its future, and your career by becoming certified. There are only a few steps to take, but you must act soon.

**Steps to Becoming Certified.** You have already passed the first step if you are a **member of APA**.

Next, you must meet the **required education and experience levels**. Basically, these are a BA/BS from an accredited school and three to four years of full-time experience in professional and comprehensive planning, or an MCP and two years of experience. The *education* must be completed by the time you file your application, and must be from an approved school during the approved time period (a list is included with the application packet). The *experience* must be full-time equivalent, and be of a "professional" nature. It may be your current occupation or completed in the past. (Again, more specifics are provided in the application packet.)

Next, you need to **apply by the deadline, Friday, January 7, 1994**. This is the *absolute latest date* that the application can be received in Washington, D.C. The application involves documenting your qualifications, including a short description of your professional experience, and paying a \$40 fee. AICP will notify you if you are eligible to sit the exam by March, 1994.

Membership in AICP is only by **written exam, to be held on Saturday, May 14, 1994**. The exam is given every year at sites within about an hour's travel time for most people. The exam is written by planners and administered by the Educational Testing Service. A second fee of \$215 is required to register.

**What's on the Exam.** The exam is meant to evaluate your ability and maturity in the broad and technical areas of planning. It is designed to test your knowledge, thinking and memory, and is fair, reasonably difficult and very comprehensive. It takes three hours, and has 150 multiple-choice questions covering planning theory, history, law, ethics, statistics, research, administration, management, practice, and other relevant topics.

For a little history, oral exams were given in the late 1960's and early '70s, and were found to be less fair and standardized and embodied some inevitable conflict of interest situations. Essay questions and answers on physical design, planning problems and quantitative calculation have been suggested, analyzed and discarded due to their difficulty in grading and prohibitively high cost.

**Exam Preparation.** Although the applications are due in January and you won't know for sure if you're eligible until March, it is best to start studying soon if you want to pass the May exam the first time out.

Exam preparation is given by all eight California APA sections at many different times and places. Last year I had over 100 workshop attendees at Stanford and UC Davis pass the exam. The four years prior to 1993 I had about the same number for the whole span. People these days seem to think it will give them more job security, the competitive edge, and/or some recognition which they deserve.

Participants have historically had higher pass rates than non-participants. The workshop also may be supplemented by a study group. Talk to your friends and colleagues about the AICP exam experience if you wish. One hint here: If you tell people you are going to take the test, you are more apt to actually fill out the forms, send in your money, attend the workshops, join a study/support group, study, and pass it.

The Stanford and UC Davis Extension AICP exam prep workshops have evolved over four years out of UC Berkeley sessions, and include practice in such areas as law, statistics, and ethics, as well as several visiting speakers who passed or failed at the most recent sitting. This year we will meet once a month on Saturdays. We usually set up study/support groups of three to seven people based on where you live or work to help each other by sharing book and article summaries and giving advice, consultation and support.

There is a manual put out by the Chapter President's Council of the national APA which is updated every two years. We purchase these in bulk for the workshops. You may get one there or order it on your own from the State APA office after January. We also have computer software which generates hundreds of sample questions, and I will be developing an audiotape or two this year.

**Further Information.** If you have questions or wish to register for the workshops, one of which will begin in December at Stanford, call soon: Don Bradley, AICP, 2995 Woodside Road, #400, Woodside, CA 94062. 415.592-0915

**Applications are available from:** American Institute of Certified Planners, 1776 Massachusetts Avenue, NW, Washington, D.C. 20036. 202.872-0611.

**AICP Study Guides and the CCAPA Supplement** are available at the workshops, or can be ordered by mailing a check for \$25 (payable to "CCAPA") to: AICP Exam Study Guide, California Chapter APA, 1333 36th Street, Sacramento, CA 95841.

## California Planning Documents Database

by Marc A. Levin

Institute of Governmental Studies  
UC Berkeley

Since its inception in 1921, the Library of the Institute of Governmental Studies (IGS), located on the Berkeley campus of the University of California, has specialized in collecting documents issued by California local governments. The Institute Library continues to serve the interdisciplinary information needs of academics and government practitioners engaging in problem-solving research. A cornerstone of the Library's collection is its depository status for California local documents.

To manage the complex acquisition of the planning publications, the IGS Library developed a new in-house database for its vast collection of California general planning documents. The new database, written as a dBASE IV program, is designed to handle the over 1,600 document records held by the library issued by 520 planning agencies.

The Library has a CD-ROM workstation at which the database can be accessed. It has a powerful menu-driven search and retrieval system that allows users to manipulate the documents by the following access points: by jurisdiction or place name, by elements, by year adopted, and user-defined, or a combination of any or all of these options.

This new database supplements the exiting MELVYL on-line public catalog system, providing an innovative approach for researchers interested in comparing lessons learned, local experiences, or "state-of-the-art" approaches to planning problems (e.g., growth controls, waterfront development, housing density, etc.). For more information, contact the Institute of Governmental Studies Library, University of California, Berkeley, 109 Moses Hall, Berkeley, CA 94720; 510.642-1472.

## Events

### National Park Service Releases Draft Plan for Presidio

The National Park Service released a far-reaching plan for the Presidio of San Francisco, calling for the 217-year old military post to become a spectacular urban park and a center of research and education on global environmental, social and cultural issues. Under the plan, the Presidio's conversion to a national park in September 1994 will result in protection of the post's renowned historic, natural and recreational resources and ensure productive re-use of the area.

The 146-page plan is the product of three years of intensive public input, dozens of technical studies, and the work of a team of nine NPS planning professionals, aided by an extensive amount of pro-bon advice. The public planning process has sought to create a vision worthy of this magnificent site. Equally important, it has sought to ensure that the Presidio can fulfill its purpose as a national park in a manner that is fiscally responsible.

For a copy of the draft Plan and EIS, telephone 415.556-3111; write to Presidio Information Center, P.O. Box 29022, Presidio of San

## Season's Greetings

from

the 1994 California Chapter APA State Conference Committee in San Diego

While you're making your holiday plans, the San Diego Conference Committee continues to work on putting together a great State Conference to be held October 20 – 23, 1994 in San Diego at the Princess Resort. The Conference Committee has already started making a list of New Year's resolutions. The first resolution is to do outreach to APA members and colleagues. Next month there will be an RFP for topics, speakers, and moderators based on the conference theme, "Borders, Edges, New Frontiers" in the CALPlanner. Please make responding to the RFP one of your New Year's resolutions.



*The San Diego Conference Committee hopes that the holiday season is a time of joy and celebration for you, your families, and friends, and that the New Year brings you peace and contentment.*



## Events

Francisco, CA 94129; or visit the center in Building 102 on the Presidio's Main Post. Written comments on the draft plan may be submitted through December 21, 1993 to: Superintendent, Golden Gate National Recreation Area, Fort Mason, Bldg. 201, San Francisco, CA 94123.

### Oak Woodland Planning Workshop

The California Board of Forestry has responsibility for protecting the State's forest, woodland, and rangeland resources. Following a recent hearing, the Board concluded that development pressures pose the greatest threat to oak woodland sustainability and took action to support oak woodland protection through local or regional efforts and conservation planning and education.

This workshop is designed primarily to address questions facing professional planners and developers working in oak woodland. Local resource representatives, environmental consultants, ranchers and local organizations with an interest in oak woodland conservation would also benefit from this program.

Speakers will address the following topics: The status of oak woodlands in the central coast; Local oak woodland issues and concerns; Ecology of oak woodland; The biology of the oak woodland and its relationship to environmental design; Literature, maps, GIS information, technical and financial assistance available; Case studies of successful oak conservation programs.

The Oak Woodland Planning Workshop is offered by the Integrated Hardwood Range

Management Program of the UC Cooperative Extension. A registration fee will be charged for lunch and educational materials.

Date: January 19, 1994.

Time: 9 AM to 4 PM.

Location: Salinas Community Center,  
940 N. Main Street, Salinas.

Info: Bill Tietje at 805.781-5940; or  
Marion Stanley at 408.385-3618.

### Hazardous Materials Management Certificate Program Offered this Winter

UC Santa Cruz Extension is offering this widely acclaimed program for the winter quarter. The certificate consists of five core classes and two electives. Classes meet during the day and evening, and will include *Principles of Hazardous Materials Management, Regulatory Framework for Toxic and Hazardous Materials, and Fundamental Chemistry for Hazardous Materials Specialists.*

For further information or to enroll, call UC Extension, at 408.748-7380.

### Putting Our Communities Back on Their Feet

A conference on land use planning for more livable communities will be held February 3 and 4, 1994 in San Francisco. It is sponsored by the Local Government Commission and other public agencies, businesses and organizations. Call 916.488-1198 for more information.



## JOBS IN PLANNING

**BASELINE Environmental Consulting** is seeking a person with a Masters degree and four or five years of exper. in the preparation of EIR/EISs in the Bay Area. We are looking for someone with project management exper. as well as a tech. background in acoustical and/or air quality analyses. BASELINE is an 18-person firm working both with CEQA/NEPA and haz. mat. management. Please send resume to: Yane Nordhav, BASELINE, 5900 Hollis Street, Suite D, Emeryville, CA 94608.

### SENIOR CONSULTANT

Crain & Associates, an established SF Bay Area consulting firm, is expanding its practice and seeks prof. with expertise in one or more of the following areas of public transport. planning: operations, service design, finance, management info. systems, technology assess., market research, or related fields. Must have good proposal writing and presentation skills. Send resume in complete confidence to: Tracy Cox, Crain & Assoc., Inc., 120 Santa Margarita Ave., Menlo Park, CA 94025; 415. 323-3444. EOE.

### POSITION WANTED

*Community Planner & Designer/Landscape Architect* with twenty years exper. seeks senior position with consulting firm, public agency or foundation in SF Bay Area or Northern California. CA Licensed Landscape Architect; prof. MLA and BLA degrees (UC Berkeley and SUNY); 10 years exper. as principal of own consulting firm. Managed large projects in US, Asia and Middle East. Worked with cities, boards and commissions, regional and federal agencies. Please contact Clay at 510.540-0373. Resume and references avail. upon request.

### ADVANCE PLANNER

City of Glenwood, Colorado.

\$25,000 + benefits.

One or two year contract position, resp. for developing community plan, development and zoning code revisions. Deadline: December 31, 1993. Contact City of Glenwood Springs, 806 Cooper Avenue, Glenwood Springs, CO 81601; 303.945-2575.

## HAVE YOU SLUGGED YOUR REALTOR LATELY?

During most of the 1970s, I was a planner in the San Francisco peninsula area. At that time, especially during the latter part of that decade, home prices were escalating so fast that average people were buying second homes and selling them within six months and making a handsome profit by leveraging to the max. I knew several nincompoops that made small fortunes in this way (I'm probably just jealous).

Now, however, things have changed. At least during the last three years, home prices have stabilized, and even suffered some significant declines in parts of Southern California. While declining home prices and the lowest mortgage rates in a generation have combined to bring the "affordability index" to its best performance in years, many people who bought homes in the early 1990s are not rejoicing, at least not yet. Furthermore, according to a newsletter I received from my realtor recently, California has "suffered" (probably not the appropriate term) a 35% loss in the number of realtors since 1990.

Anyway, based on the current economic environment, I think I have discovered one sure-fire way to supplement my income. Have you seen my bumper sticker on many cars yet?

by Steve Matarazzo, Zoning Administrator for Santa Cruz County

## PLANLINES

by Chuck Myer, AICP

### TO B & B OR NOT TO B & B



**L**est we San Francisco-centric types forget, our APA section encompasses a lot more than just the Bay Area; it actually stretches for five counties along the coast all the way

to the state border itself. And so, today we turn our attention not only to that border but to the town square just eleven miles beyond, where musicians play, where young girls sell their wares on the street, and where people on every corner are buying and selling tickets with total strangers.

No, Herbert, this is not Tijuana, this is Ashland, Oregon, the tiny hamlet (pardon the pun) where Shakespeare reigns supreme and pedestrianism is decreed as the mode of choice.

But, forsooth! What is this? There, "bard"ering his wares in the town square, is past president of Cal Chapter APA, and former OPR honcho Ron Bass. Why, you ask, is the renown expert on CEQA now doing business across state lines? Because he and his wife Tracy decided to "chuck" bureaucratic California life and buy a bed and breakfast inn in Ashland.

The Oak Hill Country Bed and Breakfast, which was one of more than a half dozen (still) for sale, is a farmhouse built in 1910 and converted to a B & B in the 1980s. The Basses inherited the design and the names of the five rooms (Rose, Lilac, Fern, Iris, Lily), but are adding their own decor, most noticeably the stuffed fish dolls on the furniture (bass, get it?).

Since the structure is in a multi-family zone, there were no planning battles over its approval, like the ones I chronicled in my earlier articles on zoning for B & Bs. In

fact, Ashland boasts more than 40 inns, over half of which cooperate quite nicely in the Ashland B & B network.

Ron will be happy to direct you a nearby walking trail along the levee owned by the Talent Irrigation District. Although Ashland is overflowing with theatrical talent, in this case the term derives from the neighboring village. The trail offers "dramatic" views of Grizzly Peak and the valley.

Growth is definitely an issue in Ashland, as recent proposals for outlet malls (forsooth!), Albertson's and the like have shown. Ashland gained some notoriety in their attempt to ban McDonald's from city limits. Although the burgers did eventually make it in, the arches did not. Score one for Elizabethan design standards.

Two pro golf course proposals, including a major Marriott's golf resort are on the books and may make it ("since there's no CEQA here!", says Ron). One of Ron's regular guests teaches the "Zen of Golf."

When the planning director post opened up in Ashland recently, over 100 applicants tossed their hats in, and some of the interviewees stayed at Oak Hill for the inside scoop.

Ron is still doing some work for Jones & Stokes in Sacramento. His picture was in the July issue of PLANNING - page 35 (so was mine! - page 50). Ron wrote in to describe the pros and cons of telecommuting from a distance of 300 miles. He also helped coordinate the Oregon State APA conference held at the Ashland Hills Inn in March, with "vision planner" Anton C. Nelessen as keynoter.

Ron donated a free night at the B & B and auctioned it himself at the CPF auction in Modesto. From November to May, Ron and Tracy offer a 20% discount to APA members, but, alas, the play's not the thing in the winter of our discontent. The Oak Hill Country B & B is located at 2190 Siskiyou Blvd. in Ashland, OR 97520 or call (503) 482-1554.

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These spaces available.

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