

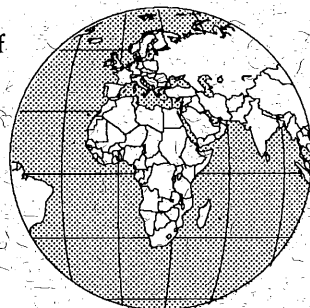
# NORTHERN NEWS

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

## International Planning Event

### Planning a New Capitol for a New Nation: Asmara, Eritrea (Africa)

In May and June of 1993, Don Bradley, AICP, Jacques de Brer, AIA, and Teclu Tesfazghi, MBA, worked on a land use plan and CBD and government complex plans for the city. Located in the Horn of Africa on the Red Sea, Eritrea is home to 3.5 million people, and had a 30-year war with Ethiopia to gain independence. Asmara was originally built for half a million people around 1900 during the time when it was an Italian colony.



Don, Jacques and Techu will present a slide show of the city; plans, drawings, and stories from their work; and native food and drink.

**Date:** Thursday, March 24.

**Time:** 6:30 PM

**Cost:** \$5, food and drink.

**Location:**

Woodward-Clyde Consultants  
500 12th Street  
Suite 100  
Downtown Oakland

**RSVP:** Don Bradley,  
415.592-0915.

## Co-Sponsored Event

### 2002 Airport Expansion Plan: Oakland's Role in the Regional Airport System

*Sponsored by the Women's Transportation Seminar and Northern Section CCAPA*

A panel discussion will consider the current expansion plans for Oakland International Airport. The Port of Oakland, which owns and operates the airport, has a development program aimed at accommodating growth in the air travel and air cargo industries. This program is hotly debated by noise and traffic-impacted neighbors, technical experts, and environmentalists. Panel participants will discuss overall growth forecasts for air transportation in the Bay Area, the Oakland Airport Expansion Program, and how this fits into regional airport system planning initiatives. Panel members will include the Director of Aviation for the Port of Oakland; Manager of Planning for the Metropolitan Transportation Commission; Manager of the Bay Area Airports District Office for the Federal Aviation Administration; and a representative from the airline industry. This program should generate lively discussion. Bring your questions and insights!

**Date:** Wednesday, February 23

**Time:** 11:30 check-in and buffet, 12:15 program.

**Location:** Port of Oakland Board Room

Jack London Square  
530 Water Street  
Oakland

**Cost:** WTS and APA Members, \$10.

Non-members, \$15.  
(May qualify for the member rate if you join at the meeting.)

**RSVP:** Marta or Adrienne,  
510.428-2550.

## Announcing the 1994 Northern Section Awards Program

Now that enough time has passed to have broken most of your New Year's Resolutions, it's time to begin thinking about your planning projects and programs and identify those of particular merit. Each year a panel of Northern Section planners selects efforts worthy of professional recognition. Selected endeavors are then acknowledged at the Northern Section awards banquet, tentatively scheduled for June 24th, 1994. Local winners are also sent on to compete for state and, possibly, national awards. Last year five section individuals and programs received Cal Chapter awards.

With all of the planning issues being faced in our area, there is some excellent work being performed.

Begin thinking about worthy people and programs now. There are award categories covering individual and agency leadership, comprehensive planning, planning implementation, advocacy planning, and other topics.

To obtain a complete listing of the award categories and application materials, please write or call:

Wayne Goldberg  
Community Development  
Director  
100 Santa Rosa Avenue  
Santa Rosa, CA 95402  
707.543-3220  
fax 707. 543-3218

The deadline for applications is April 15, 1994, but don't wait until the last minute. Plan!

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## DIRECTOR'S CORNER

by Steve Noack

After a long holiday lull, your Board is back in full swing. 1994 promises to be a watershed year for the Northern Section Board in our protracted effort to re-define our mission and provide better service delivery to the membership. At the January 20 meeting, the Board approved in concept a reorganized structure which is based on direct participation of five Regional Advisory Committees (RACs) representing (without specific boundaries) the following areas: Far North, Central Bay, East Bay, South Bay, and Monterey Bay regions. Each RAC will comprise one elected and two appointed representatives. The elected representatives will have voting authority on the Board while the appointed representatives will be responsible for coordinating regional events and contributing articles on regional news, people, and planning activities to the newsletter. Other changes will be highlighted in a special mailing in early Spring.

By now, you have received the preliminary program for the 1994 National Conference in San Francisco. While most of the initial planning is complete and many volunteers are lined up for the mobile workshops, opportunities do exist for membership participation. For additional information, contact the following individuals:

Merchandise: Paul Tuttle 510.653-9597  
Hospitality: Rick Wiederhorn 510.272-1579

Thanks to the efforts of Steve Preston, CCAPA President, and Nancy Willis, APA staff for the National Legislative Program, we now have a complete package of state and federal advocacy resources information available to us for individual or group lobbying purposes. If you would like to receive a packet, contact Bob Odland, Northern Section Legislative Liaison, at 415.495-2400.

## AICP WORKSHOP DATES

<b>Stanford</b>	<b>UC Davis</b>
Saturdays, 10 AM - 2 PM	Saturdays, 9 AM - 4:30 PM
February 12, March 12	February 26, March 26
April 2, April 23	April 30

### Remember these dates!

March 25: PAY \$215 EXAM FEE.  
May 14: EXAM DAY, 9 AM - Noon.

For more information, call Don Bradley at 415.592-0915.

### Editor's Note:

The Northern News is a communication device for use by all members. Articles, letters, and other materials must be accompanied by a name and telephone number in order to be printed. We also reserve the right to edit for style, clarity, and length. Please communicate with the editor for any special handling requests.

## CHANGE OF ADDRESS

Please send all information concerning changes of subscription address to:

Membership Department  
APA National Hqtrs.  
1313 East 60th Street  
Chicago, IL 60637  
312.955-9100

## SUBMITTAL DEADLINE

Materials for the March issue must be received no later than February 18:

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

## California Planning Roundtable Publication on Affordable Housing Now Available

The CPR recently released its annual publication at the Cal Chapter APA Conference in Modesto. This year's report focused on the issue of housing. The study, *Myths & Facts About Affordable and High-Density Housing*, examines eight commonly held beliefs about affordable housing. Citing data which indicates that in California "only one in five households can afford a typical home . . . and more than two million California households pay more than they can afford for their housing," the authors provide empirical and anecdotal evidence that debunks these myths and identifies resources available for those localities committed to ensuring the construction of new affordable and high-density housing.

The California Planning Roundtable is an organization of experienced planning professionals who are members of the American Planning Association and the American Institute of Certified Planners. Membership is balanced between the public and private sectors, and between Northern and Southern California. The mission of the CPR is to promote creativity and excellence in planning by providing leadership in addressing important unresolved planning issues in the State.

To receive a copy of the report, send \$2 per copy, payable to: The California Planning Roundtable, c/o The Planning Center, 1300 Dove Street, Suite 100, Newport Beach, CA 92660.

## PAUL HAWKIN TO SPEAK FROM HIS NEW BOOK "THE ECOLOGY OF COMMERCE"

*Sponsored by Urban Ecology, a non-profit organization dedicated to creating more sustainable urban environments.*

Paul Hawkin, co-founder of the mail-order firm Smith & Hawkin and author of a new book, will give a talk on the true environmental and social impact of the way we do business.

Hawkin believes our systems of business need to undergo a fundamental change in order to bring about sustainable commerce. Hawkin will describe a closed system, where nothing is wasted, and provide examples of what some companies are doing. "Conservation can be profitable," he argues, "we just need to aggressively pursue a more noble goal for capitalism."

**Date:** Tuesday, March 1.  
**Time:** Light refreshments at 6 PM.  
 Program from 7 PM - 9 PM.  
**Location:** PG&E Energy Center  
 851 Howard Street, SF  
 (Two blocks south of Powell Street BART. Accessible from all Market Street, Mission Street, and CalTrain bus lines.)  
**Cost:** \$5 - \$10 suggested donation.  
**Info:** 510.549-1724.

### ABAG Training Center Class Offerings

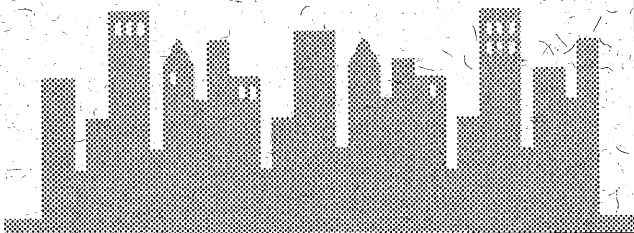
Annual Land Use Law Review and Update  
 Thursday, February 10

Winning CEQA Litigation and Bulletproofing EIRs:  
 An Advanced Seminar  
 Thursday, February 24

Military Base Closures: Environmental, Land Use and Financial Tools for Expedient Conversion to Civilian Use  
 Thursday, March 3

Advanced Subdivision Map Act  
 Thursday, April 14

All courses are offered in Oakland at the ABAG Training Center, Eighth and Oak Streets.  
 Call Debbi Nichols, 510.464-7964, to obtain more information.



# No Gardens in My Backyard

by Charles Simpson and Clif Carstens

*What has been will be again,  
What has been done will be done again;  
There is nothing new under the sun. Ecclesiastes 1:9*

Consider the case of impressionist painter Claude Monet. Had his Giverny garden pond project been proposed today, his planner or land use attorney would have assured him a Negative Declaration and a "slam-dunk" approval. Sadly, even Monet was destined to suffer the same fate as modern-day developers - at the hands of 19th-century NIMBYs.

Monet dreamed wistfully of a series of richly planted ponds which would enhance the Giverny gardens, already a rich source of subjects for his work. In a carefully reasoned application, Monet asked the town of Giverny for permission to construct a small ditch from the Epte waterway to the ponds (which would later become famous in his water lily series of paintings). Monet proposed no alteration to the Epte itself, and the diversion was to be operated only when needed to replenish the ponds.

Monet's diary reveals some of the history of NIMBYism, evident even in 1893. In spite of his polite application, and his, no doubt, extraordinary sense of aesthetics, the painter of placid, light-filled landscapes was battered by complaints from the Giverny townspeople. The rhetoric reached epic proportions when the villagers expressed fear that Monet's project would poison or eliminate the town's water supply. Monet first used the professional, reasoned approach, providing us with an apt example in environmental politics. In a letter to authorities, he noted: *I grow only such plants as water lilies, reeds, and irises of different varieties that generally grow wild along the river, and there can be no question of poisoning the water.*

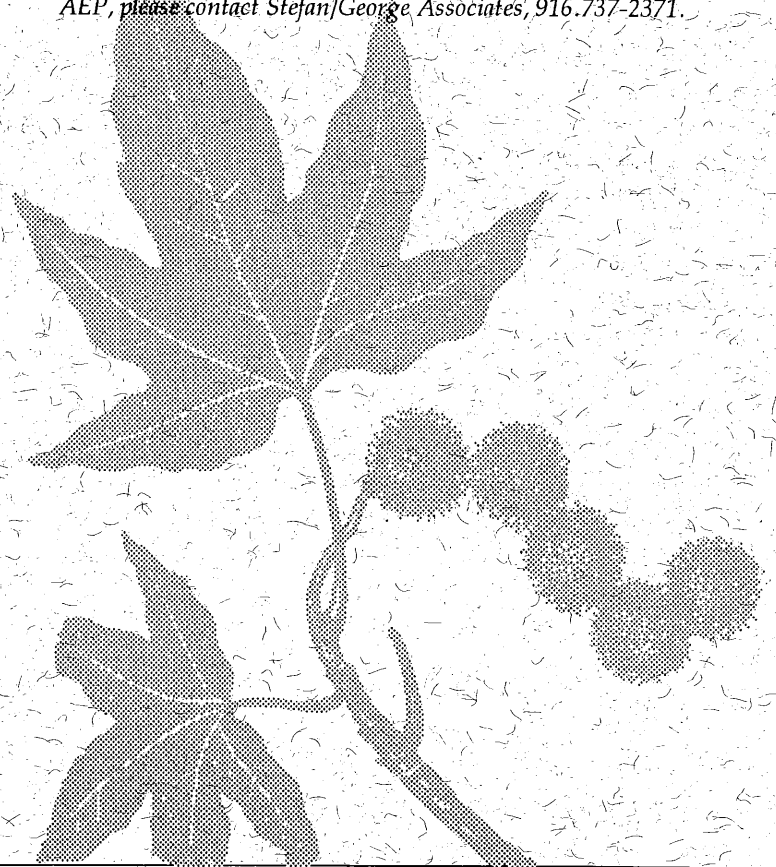
In an apparently good-will effort to resolve public concern, Monet offered this conciliatory note: *I will promise nevertheless, should the peasants continue in disbelief, to renew the water of the said pond only during the hours of night when no one uses water.*

Apparently, his efforts were not effective enough, and the protests continued. Monet, unable or unwilling to submit himself to the public involvement process, became convinced that his opponents were nothing but villagers he had either refused to hire or had fired in the past. Lacking the endurance of more weather-beaten developers, Monet revealed his secret but timeless frustration in a letter to his wife and proposed to abandon the project altogether. By this time, the engineers were included in the scope of his wrath: *This enrages me and I want no longer*

*to have anything to do with...all those people in Giverny. There is nothing but trouble ahead and, believe me, I give it up completely. Don't rent a thing, don't order any lattice, and throw the aquatic plants in the river; they'll grow there. I want to hear no more about it, I want to paint. -S— on the natives of Giverny and the engineers. I give the land to who ever wants it.*

Either reason or endurance prevailed, and Monet and the townspeople were reconciled. The record is not clear whether the town was won over by the aesthetics of the project, whether Monet was effective in negotiating a solution or, perhaps, whether the town council was wooed by a shrewd land use attorney. In any event, a conditional approval was granted. However, the precisely worded approval order included a revocation clause. No doubt, Monet's feelings have been shared by many since the 1800's. But, today he might face even *more* formidable challenges, finding the town council the easiest of the lot. Imagine his dismay at winning over the town only to face CEQA requirements, the Water Resources and Water Quality Boards, and the Corps of Engineers.

*With thanks and apologies to Claude Monet, and Robert Gordon and Andrew Forge, authors of **Monet** (1983): This article was originally published in the **Environmental Monitor**, Summer 1993. Reprinted with permission of the Association of Environmental Professionals (AEP). For information regarding membership in AEP, please contact Stefan/George Associates, 916.737-2371.*





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City of Salinas

Salary: \$3,055 - 3,714/mo.

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Apply by: **February 18, 1994.**

City of Salinas, Personnel Office, 200 Lincoln Avenue, Salinas, CA 93901. City Application Form required. Phone: 408.758-7254.

EOE/AA

### Project Director

Urban Ecology

Salary: \$35,000/yr. contract or commensurate salary.

Manage multi-phase project for non-profit organization. Blueprint for Sustainable Bay Area project, outlining development vision for the region.

Resume/cover letter to:

Urban Ecology, PO Box 10144, Berkeley, CA 94709.

Women and people of color encouraged to apply.

### Senior Planner

City of Campbell

Salary: \$4,169 - 5,067/mo.

Management position reporting to the Community Development Director. Responsible for long-range planning program including supervision of personnel and projects. Requires BA in planning or related field plus 4 years responsible professional experience. (Masters can substitute for 1 year of exper.)

City application due **March 1, 1994.**

City of Campbell Personnel Department,

70 N First Street, Campbell, CA 95008.

Phone: 408.866-2122

# Meanderings

by Steve Matarazzo

It is the end of 1993. I am finishing up my twentieth year in the planning profession. It also appears to be the end of fiscal good times for California communities. And, I thought it an appropriate time to jot down some of my thoughts connected to the nostalgia and reminiscences of auld lang syne.\* I am hoping that many of you will relate to the past milestones listed below, as many of us are "baby-boomers" having entered California land use planning during the decade of the 1970s, and being of an era sandwiched between the Love Generation and the Me Generation (although I believe it has always been the Me Generation).

A generation's distance reveals many landmarks along the way; here are a few that I've noticed, and they make me anxious for future generations:

- When I first started working in the public sector in 1972, Jobs Available was printed on standard 8-1/2 x 11 paper; now it is much smaller and thinner.
- Back in 1972 I was working for a small town in Southern California where an attractive condominium, near the beach, was selling for \$14,000, AND IT WAS NOT SUBSIDIZED! (No emphasis added, my word processing software capitalized that automatically.) The term "affordable housing" had not yet been coined since it would have been considered a redundancy at the time.
- I was about to complete my undergraduate training at UC Santa Barbara, where I attended all four years, defraying the cost with grants, low interest loans (3 percent) and by working part-time for that city's planning department. What a country! Now, even though tuition at UC is still a relative bargain, I seriously doubt I would find half the financing opportunities afforded lower-income students only one generation ago.
- "Peace", regardless of how it is spelled, was a lot easier to get (as in peace of mind), and no one that I knew carried one, or had one in the house. Now, "stress" appears to be the word of the decade, and urban violence has extended from the central city to suburbia and exurbia.

What really makes me nervous is that twenty years from now, these days will be considered the good old days.

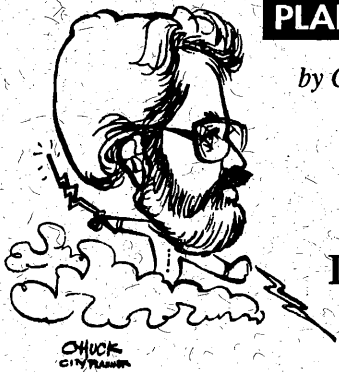
\* Scottish translation - "the good old times."

*It was the end of 1993 when Steve started writing this piece, and he apologizes for it now being somewhat belated.*



**PLANLINES**

by Chuck Myer, AICP



**A Private Tour**

In just a few short months, our colleagues from around the country will be descending on us like relatives to a family reunion. What local sites will we show them? What food will we serve? (Where will they all sleep?!?)

I've been writing articles for the public relations committee for the national conference at the San Francisco Marriott. As I write this it's not too hard to try to convince Midwestern and New England planners to come out to California for a week; to escape the sub-freezing weather many of them would come whether we had any events or not.

But the special attraction of the APA National Conference is always the mobile workshops; not just general sight-seeing tours (although those are available, too), but specialized trips with specific focus, guided by battle-scarred veteran planners who have walked the walk before they talk the talk.

One of the most intriguing additions this year are the "designer tours" available for our out-of-state visitors. Conferees with a specific interest are linked with local planners who have agreed to prepare individualized itinerary on Saturday, showing the guest the local hot spots for hiking, antiquing, golf course design, or whatever their inclination.

I wondered what I might be getting myself into if I volunteered, and what personal tour I might be asked to guide. My thoughts turned into daydreams:

I report to the tour booth, and Rick Wiederhorn, Hospitality Committee Chair, tells me, "Your visitor is the one standing over there by the pillar. She'll be with you all day."

"She?", I think. Then I see her. She is small, short, and ancient. Wrinkled skin around round black glasses with a Victorian hat. Probably one of the original Daughters of the American Revolution, I think to myself.

"So, where would you like to go?", I greet her. "What would you like to see?"

"Architectural history," she replies curtly. "I want to see the finest architecture in your area. It's been years since I've been in San Francisco. Who is your greatest architect?"

"Well, you might get some debate on that one. But for my money, it's Julia Morgan. C'mon, I'll show you..."

So I take her to see Morgan's remaining structures in San Francisco: The Residence, the Merchants Exchange Building, the Heritage.

"This is the Fairmont Hotel, which she had rebuilt after the first big earthquake."

"Oh, you had another one?" she asks quizzically.

Across the Bay, we see Morgan's first projects, in Berkeley: the Greek Theatre and the Hearst Mining Building. We marvel at the pools at the Phoebe Apperson Hearst gymnasium and the Berkeley City Club. In Oakland: the Gothic encrustations at the Chapel of the Chimes; the symmetry of the First Baptist Church; the majesty of the Campanil at Mills College; the surreal interior light of the YWCA.

"I'm sorry I can't show you the Red Gate, the 1911 Charles B. Wells house, or the 1916 honeymoon cottage for his daughter and son-in-law. Those burned down in the 1991 firestorm."

She seems pained to hear that.

"But I can show you many others," I quickly add. "She designed hundreds of private residences in a variety of styles and sizes."

"Yes," she quips. "Each was planned from the inside out; start with the plan, meet the needs of the client, then move out to the exterior..."

"You seem to know alot about it. Where were you trained?," I ask.

"Paris. Arts and Crafts. At the Ecoles des Beaux-Arts."

"Oh," I gulp. "Well, I'm sorry we don't have time to go down to Asilomar, now is not a good time to go there anyway... Hey. Where are you going?"

"I'm outta here. I'm catching the train south. For the weekend. I go every weekend. To San Simeon... It's not finished, yet, you know..."

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# CALENDAR

## February

- 10 ABAG: Land Use Law Seminar
- 18 Northern News: Submittal Deadline for March Issue
- 23 Northern Section and WTS: Airport Planning Event
- 24 ABAG: CEQA Seminar

## March

- 1 Urban Ecology: Paul Hawkin on "Ecology of Commerce"
- 3 ABAG: Military Base Closure Seminar
- 24 Northern Section: International Planning in Asmara, Eritrea
- 24 AICP: Exam Fees due in Washington, D.C.

## April

- 14 ABAG: Subdivision Map Act Seminar
- 15 Northern Section: Awards Nominations Due
- 16-21 National Conference in San Francisco

### FEBRUARY

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### APRIL

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