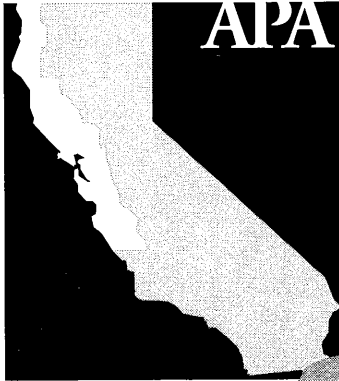


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Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Conference News

Volunteers Sought to Help Host the National Conference

by Alec Bash, Conference Coordinator

MARCH 1994

RECEIVED
MAR 5 1994
DUNCAN & JONES

Those who have helped plan the conference know how much you've accomplished.

For those not already active, now is your chance! Help host events and staff booths during APA's National Planning Conference, April 16-20 in San Francisco.

You could volunteer as a guide. Escape to Alcatraz, cruise and dine with Hornblower Yachts, enjoy a California Culinary Academy banquet and night life exploration, or eat in North Beach and laugh at Beach Blanket Babylon's antics! And get the pleasure of knowing you've helped others have a memorable time.

Help during the day at our Hospitality Booth. Answer any questions that get thrown our way

while giving a friendly face, warm smile, and good advice.

Join the fun selling conference souvenirs at our Merchandise Booth. Get out of your normal life, interact in a new way with planners from across the country, and develop practical sales skills for the '90s!

Match planners' interests with the many Mobile Workshops. Help everyone enjoy the many Bay Area excursions.

Volunteering is a great way to meet fellow planners, help others have a good time, and "host" some of the most helpful, interesting and fun activities of the conference. If you can contribute 3 or 4 hours toward the success of this conference, please call:

- | | | |
|-------------------------------------|-----------------|--------------|
| - Opening Reception | Rick Wiederhorn | 510/272-1579 |
| Escape to Alcatraz | John Hill | 415/738-7341 |
| Bay Dinner Cruise | Tom Conrad | 415/749-2492 |
| - North Beach/Beach Blanket Babylon | Diane Regonini | 415/363-1853 |
| Epicurean Dream and Exploration | Grace Hing | 415/558-6348 |
| Hospitality Booth | Greg Mattson | 510/254-8850 |
| - Souvenir Merchandise Booth | Paul Tuttle | 510/653-9597 |
| - Mobile Workshops Booth | Don Bradley | 415/592-0915 |
| | or Marge Macris | 415/381-6667 |

If you can't decide where to volunteer, or just want to help where most needed, call volunteer coordinator Bonnie Guttman at 510/238-3941.

This has all the makings of a great conference - with your help!

Let Them Eat Bagels!

The Student/Planner networking breakfast will provide an opportunity for students and professionals to meet informally during the upcoming national conference. Many students are expected to attend the event as a means of getting to know more about the "real world" of planning, as well as to make contact with potential employers. Professionals can help make the breakfast a success by participating as

an informal mentor, and by sponsoring a student's attendance with a \$15 contribution to offset the cost of the students' breakfast.

For additional information, contact Patricia Jeffery at 510/524-7980, or send your check payable to "Northern Section CCAPA," c/o Patricia Jeffery, Placemakers, 814 Solano Avenue, Albany, CA 94706.

Thank you for your support!

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NORTHERN SECTION

1994 BOARD ELECTIONS UNDERWAY

This is the first published announcement of the procedures and preliminary nominations for the Northern Section's annual elections, to be held in May.

The two seats up for election are Director Pro-Tem and Administration Director.

The procedure for elections involves the following:

- Formation of a Nominating Committee
- Publication of nominations and procedures
- Submission of nomination petitions by those interested in running
- Ballot distribution to the Section membership
- Tallying of the votes
- Installation of new Board members.

A nominating committee of at least three (3) Section members will be formed prior to April 1st to actively solicit nominations and to review nomination petitions for authenticity of signatures and compliance with minimum qualifications. At this time, the current Director Pro-Tem, Peter Gertler, and Administration Director, Bonnie Guttman, have expressed interest in continuing to serve in these roles. Others interested in serving in one of these capacities are encouraged to follow the procedure outlined in the next paragraph.

Nomination petitions may be required by the Nominating Committee. If required, they may be submitted by any Section member, including incumbent Board members. Petitions, if required, must be submitted no later than May 1st, and must include the candidate's name, address, work or daytime telephone number, position being sought, and signatures of five (5) Section members. Candidates may also submit for publication a candidate's statement not exceeding one page in length.

Ballots will be mailed to all Section members no later than May 15th. Ballots must be returned to the Section Board by June 1st. Write-in candidates will be considered legitimate so long as minimum qualifications are met. All candidates must be Section members in good standing.

A Tally Committee of at least three (3) Section members will be formed in June to count and verify votes. The winning candidates will be announced and installed at the Northern Section awards dinner, tentatively scheduled for June 24, 1994.

Please contact Steve Noack, Section Director, at 510/874-3156 for further details.



Design Competition Winners Selected

Congratulations go to Marshall Sanders and Jim Toomey for two designs that will be used on various conference materials. Mr. Sanders is a graphic designer with the San Mateo County Planning Department, and submitted a bold six-color design representing the Region and Cities: Merged Destinies theme. Mr. Toomey is a cartoonist in San Francisco, and presented a whimsical representation of the partnership between the built and natural environments. All manner of souvenirs will be available at the conference, and in advance as early as March 15.

Contact Paul Tuttle at 510/653-9697 to obtain an informational brochure and to order your caps, T-shirts, golf shirts, pins and flyers with the winning designs!

NEWSLETTER INFO

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Fax: 510/428-9132

*Materials for the
April issue of
Northern News must
be received no later
than March 23.*

*Please send information
concerning changes of
subscription address to*

Membership Department
APA National Hqtrs.
1313 East 60th Street
Chicago, IL 60637
312/955-9100

NORTHERN SECTION BOARD SELECTS PREFERRED REORGANIZATION STRUCTURE AND RELATED BYLAW AMENDMENTS

Your Section Board is at the end of almost three years of studying the possibility of "reinventing" the structure of the elected, appointed, and other special positions that make up the Northern Section "government."

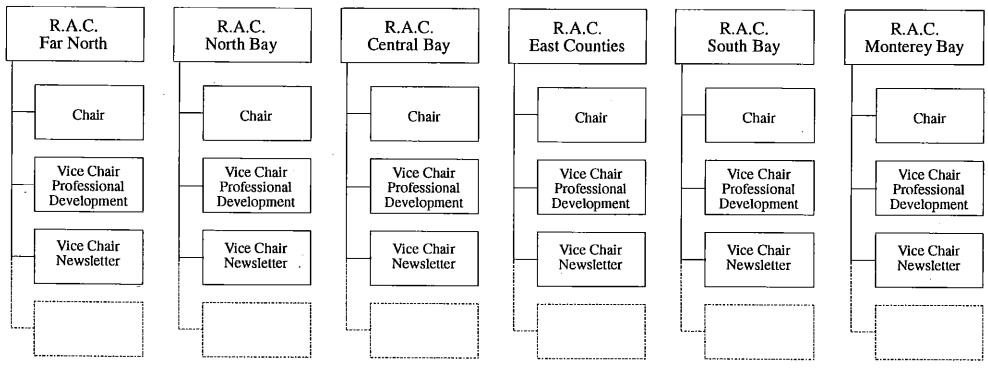
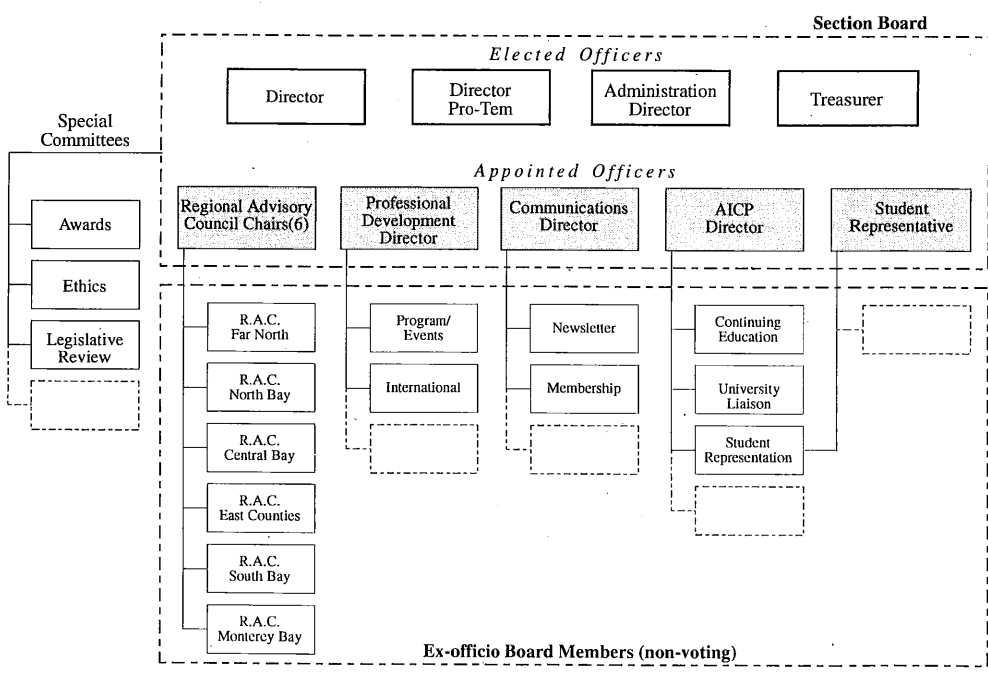
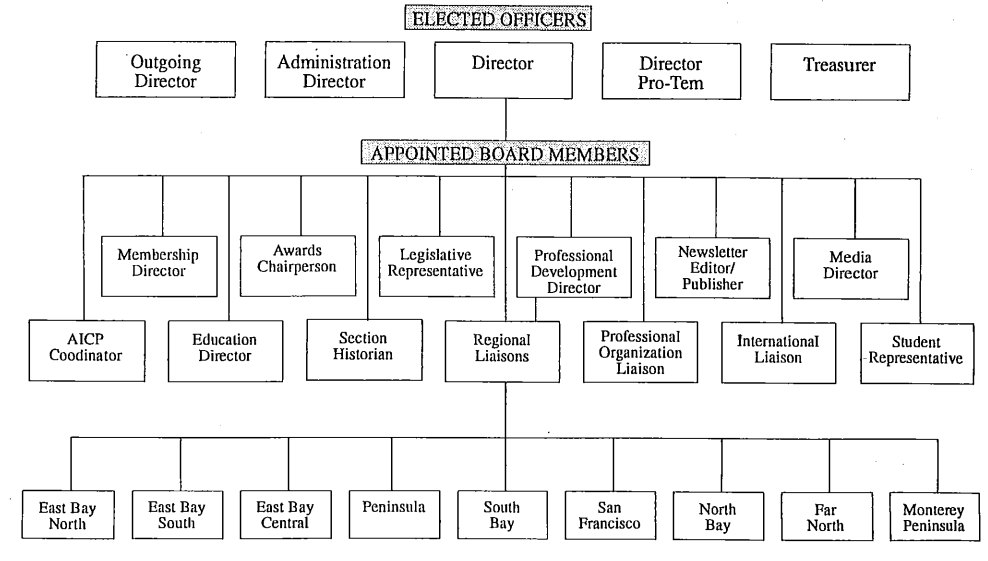
The top illustration on this page represents the existing Board structure.

The middle chart shows the amended structure that has been worked out to focus the elected and appointed Board positions, and to provide more opportunities for general member involvement on special committees, sub-section advisory councils, and other ad-hoc roles.

The lower figure shows the Regional Advisory Councils (RACs), which will provide the heart of the new membership involvement effort. Each of the six RACs will have local coordinators for networking, events and continuing education, and newsletter article submittals. These loosely defined RACs are needed to provide local representation for the largest Section/Chapter in the nation (1,400 members across 16 Counties, from Oregon to Big Sur).

Bylaw amendments to reflect the proposed restructuring were reviewed at the February 18 Board meeting. They will be reviewed again at the next meeting (March 17) and voted on April 21 (unless the meeting is cancelled due to the National Conference, in which case the vote will occur May 19).

Members are encouraged to obtain a copy of the draft amended Bylaws by contacting Peter Gertler, Director Pro-Tem, at 510/287-4981.





From the Far North

by Lia A. Sullivan, AICP

A number of groups and departments at Humboldt State University (HSU) pooled resources and efforts to sponsor the Sustainable Futures Symposium, February 11 - 12 at HSU in far north Arcata. The Symposium's vision: "...to examine the concept of sustainability; to explore ways to create a sustainable future; and to empower individuals to create change within themselves and their community."

The Symposium addressed three emphasis areas: sustainable resource use, sustainable communities, and alternative decision-making processes. Presenters were diverse, from backgrounds including forestry, community development, local government planning, mediation, economics and energy. Most of the participants were students, although community members and local decision-makers made a respectable showing.

The Symposium opened on Friday with an evening presentation by keynote speaker Naseem Rakha, an internationally recognized and locally involved ecologist, educator and facilitator. Ms. Rakha examined current culture-wide thinking and problem-solving, characterizing these as "mechanistic" - dealing with the world in parts. She contrasted "mechanistic thinking" with "holistic thinking," making the argument that sustainability requires a change in human thinking; that we consider things as a whole rather than in pieces.

With this thought to sleep on, participants returned the next morning to three sessions of workshops. Each session offered a choice of workshops in each of the three emphasis areas. I attended Collaborative Problem Solving and Creating Consensus From Diverse Ideologies, and presented a workshop on how cultural and personal attitudes shape land use.

Some of the workshops seemed to focus on understanding that there is a problem, and ways in which our society is not sustainable. Others focused on what individuals and groups are doing, or what can be or needs to be done to create a sustainable future.

The Symposium concluded with a Roundtable Forum, giving participants the opportunity to ask questions of the presenters, and providing the opportunity for discussion and airing ideas. This part of the Symposium began with each presenter being asked what a sustainable society would "look like ...feel like ...taste like ..." Responses covered a broad range, including:

"Each individual should be valued as having something special [to offer]."

"[There would be] multi-level riparian canopies."

"Death wouldn't be treated as something scary."

"A major newspaper headline would happily proclaim "A DECLINE IN PRODUCTION!"

"People would be conscious where their food, water, and consumer goods come from and go."

"Every individual would understand they are major contributors [to local and global problems, and potentially to solutions]."

"People [are connected with and] respond to their place."

The Symposium seemed to generate a feeling of urgency and crisis. Roundtable questions from the participants revolved around "what can I do? ..what happens next?" People attending only workshop sessions that focused on awareness of unsustainability seemed more troubled about what to do next than those who also attended workshop sessions dealing with decision-making and problem solving.

Participants seemed to "come from" a variety of places. Some had been thinking about the problem of non-sustainability for years and welcomed the opportunity to be with those similarly-minded. Others seemed to experience the symposium as new information, or be pleasantly surprised that so many others (approximately 150) are concerned about sustainability.

A number of concluding comments, from both presenters and participants, remain in my mind:

"Humans do not make a change unless their back is against the wall."

"If you find social solutions, ecological solutions will follow."

"Whatever you do, expect it to feel insignificant."

"We have moved from [involvement with] the concept of self-sufficiency to the concept of sustainability. Self-sufficiency is [only] for yourself. Sustainability is for the planet."

The organizing committee is preparing a video of the Sustainable Futures Symposium. Interested persons may contact Ron Sutcliffe at the HSU Campus Center for Appropriate Technology (CCAT), 707/826-3551; or Dr. Sue Lee, Department of Biological Sciences, 707/826-5553.



Monterey Bay

Ernie Franco, Monterey area liaison, will host an event on March 21 to review the latest information on ElectroMagnetic Fields (EMF) and the implications for planning decisions. Contact Ernie at 408/899-6223 for more information.

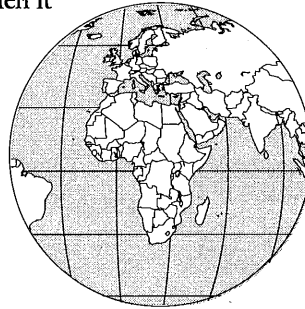


International Planning Event

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 Techu 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; share plans, drawings, and stories from their work; and provide native food and drink.



Date & Time: Thursday, March 24,
6:30 PM.

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

RSVP/Info: Please send a check for \$5
(non-members \$10) payable to:
"Northern Section CCAPA"
c/o Don Bradley, AICP
2995 Woodside Road, Suite 400
Woodside, CA 94062.
Or call 415/592-0915 for info.

1994 Northern Section Awards Program Put on Your Thinking Caps and Place Nominations

A "jury of your peers" will be selecting efforts of Northern Section planners worthy of professional recognition. Selected endeavors will be acknowledged at the Northern Section awards banquet, tentatively scheduled for June 24th, 1994. Local winners also will be sent on to compete for state-wide 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 Section, there is some excellent work being performed. Award categories cover individual and agency leadership, comprehensive planning, planning implementation, advocacy planning, and other topics. So think back over the past year and nominate your colleagues for the recognition they deserve!

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

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

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

EVENTS

ABAG Training Center Class Offerings

Thursday, March 3

Military Base Closures: Environmental, Land Use and Financial Tools for Expeditious Conversion to Civilian Use

Thursday, April 14

Advanced Subdivision Map Act

Courses are offered in Oakland at the ABAG Training Center, Eighth and Oak Streets.

Call Debbi Nichols, 510.464-7964, to obtain more information.

1993 Update on the Subdivision Map Act Offered by UC Extension

UC Santa Cruz Extension is offering an update course on the California Subdivision Map Act law which governs subdividing of land and the responsibilities and powers of local governments. The update will meet Friday, March 11, from 9 AM to 5 PM at 3120 De La Cruz Blvd. (Trimble at 101) in Santa Clara.

This course will focus on recent legislative amendments, including those passed by the 1993 legislature, and on recent court cases. The class also examines the relationship of the Map Act to General and Specific Plans, zoning, and CEQA. Topics will include the scope and purpose of the Map Act, procedures for filing maps, enforcement, the vesting tentative map law, problems of practice under the Map Act from both the local agency's and developer's viewpoint, and specific code sections.

For information, call UC Extension at 408/748-7380.

Forests Under Fire!

An assessment of fire prevention regulations and urban development on Central Coast Woodlands.

The Monterey Bay Chapter of the Association of Environmental Professionals (AEP) presents a discussion of the impacts of fire prevention regulations and urban development upon Central Coast woodlands. Foresters, California Department of Forestry and Fire Prevention (CDF) staff, and Central Coast citizens will discuss State fire protection regulations, fire management practices, urban development in woodlands, and the impact these activities have on the long term viability of our woodlands.

Date & Time: Tuesday, March 15, 7 to 9 PM.

Location: City of Seaside Council Chamber, Canyon del Rey Blvd. and Harcourt Ave.

Contact: Matthew Sundt, 408/373-4341.

TRF Presents Door-to-door Van Shuttle Service Survey Results

Dr. Eric Mohr will review a recent study at the next monthly meeting of the Transportation Research Forum, on Wednesday, March 16.

The TRF Northern California Chapter hosts monthly meetings at the Mandarin Garden Restaurant, 2025 Shattuck Avenue, Berkeley.

Located between University Avenue and Addison Street, the restaurant

is easily accessible from the Berkeley BART Station, as well as AC Transit and private vehicle. Programs include lunch, and are open to anyone interested. Cost is \$10 for TRF members, \$12 for non-members.

The typical meeting schedule is as follows: 11:30 to Noon, gather and meet others; Noon to 1 PM, lunch; 1 PM to 2 PM, program. For information on future programs, contact Bob Piper at 510/848-4134. For reservations, send a check to TRF, c/o Steve Gregory, Port of Oakland, 530 Water Street, Oakland, CA 94607; or call 510/272-1363.

State and Local Land Use Control: A Case Study of Alcoholic Beverage Sales Activities

The League of California Cities, together with the City of Oakland, will present a one-day symposium on local land use regulation of alcoholic beverage sales establishments and the current threat to local control pending in the State Legislature.

The workshop will describe:

- The Conditional Use Permit and other land use techniques to regulate public nuisance activities related to alcoholic beverage sales establishments;
- Ordinances in Oakland, Sacramento and Los Angeles which establish public nuisance performance standards for legal non-conforming establishments;
- Use of land use controls and data collection to assist law enforcement agencies;
- The status and outlook of preemptive State legislation sponsored by the liquor industry and proactive legislation sponsored by local jurisdictions.

Questions may be directed to the Oakland Office of Planning and Building, 510/238-3941.

Date & Time: Friday, March 18, 8 AM - 4 PM.

Location: Henry J. Kaiser Convention Center, 10 Tenth Street, Oakland, CA 94612.

Cost: \$50, government and non-profit groups.
\$100, all others.

Registration Deadline: March 8.

RSVP Contact: 510/283-2113.

Announcing the Planning Librarians' Annual Conference

The Council of Planning Librarians will hold its 35th annual conference in San Francisco, April 15-18, in conjunction with the APA National Conference. Sessions will include:

- Open house tours of a half-dozen institute and public agency planning libraries in the East Bay;
- Internet resources and electronic bulletin boards for planners;
- Planning libraries of the future; and
- How regional library resources fit in.

All APA members are encouraged and invited to attend. Pre-registration is required for some sessions.

For more information, contact: Elizabeth D. Byrne, Environmental Design Library, University of California, 210 Wurster Hall, Berkeley, CA 94720. Phone: 510/643-7323; Fax 510/642-8266.



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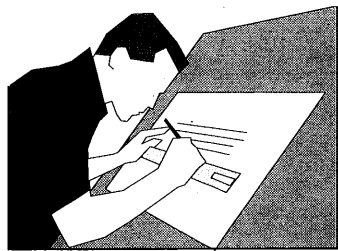
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Send resume to:

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BULLETIN BOARD

AICP Exam Study Guide Available

The APA Chapter Presidents Council publishes a *Study Manual for the Comprehensive Planning Examination of the American Institute of Certified Planners* for use in preparing for the annual exam for membership in AICP. The manual is updated every couple of years to reflect the experiences of recent exam takers and the anticipated emphasis of the exam. It represents the efforts of professionals from across the country, giving a "bigger picture" than what California planners regularly see.

Although the manual is not guaranteed to cover all of the topics or details that could be on the exam, it is a handy reference in getting started in your studies. Also recommended are *Planning* magazine and the *Journal of the American Planning Association*, classic planning theory and practice texts, and, most importantly, reflection on and understanding from your education and professional experience. Application of the AICP Code of Ethics is also strongly emphasized.

At a cost of \$15 for APA members, the 280 page tome is a real bargain. Those attending the local AICP workshops have already obtained a copy. Others interested in the material for use in professional development or for self-study this year or next may order a copy from Don Bradley, 415/592-0915, or from Sande George at the Cal Chapter, 906/444-6034.

AICP WORKSHOP DATES

Stanford

Saturdays, 10 AM - 2 PM
March 12, April 2, April 23

UC Davis

Saturdays, 9 AM - 4:30 PM
March 26, April 30

Remember these dates!

March 25: \$215 Exam Fee Due in Washington, D.C.
May 14: Exam Day, 9 AM to Noon, in Emeryville and Sacramento

For more information, call Don Bradley at 415/592-0915.

LETTERS



Dear Editor:

As a student in San Jose State's Masters of Urban and Regional Planning and a future planning professional, I would like to thank the APA/Northern Section for co-hosting the Silicon Valley 21st Century Housing Symposium and thought that the Northern News would like a student's perspective on the event.

I was very impressed with the large number of planners, corporate officers, activists, politicians, engineers, and student volunteers who attended. The members of the Urban Planning Coalition enjoyed the event, and for many of the students the ability to interact with members of the region's planning and development community was a very exciting, informative and invaluable experience.

The featured speakers (Andres Duany, Michael Freedman, Gary J. Schoennauer, Earl Blumenauer, J. Gary Lawrence, and Barry Boulton) provided fresh insightful perspectives on topics from design, to the actual realities of planning and implementation. These presentations gave students "possible visions" and ideas that they can incorporate into their careers once they enter the

field. In addition to these speakers, the city exhibits showcasing housing and redevelopment projects gave students a good look at what is currently being done and how they can direct their future careers toward these fields of interest. The highlight of the Symposium was the Bradley Inman moderated panel debate/discussion with developers, bankers, architects, commissioners, and planners. This event stole the show as panelists squared off against one another and the audience.

This Symposium was a unique glimpse at the realities of planning and development and a very memorable experience for the students who attended. The Urban Planning Coalition and I thank you, and hope that the Northern Section can continue to host these types of events in the future.

Erwin Ordenez, San Jose State University, APA Student Representative

Ed. Note. Northern Section CCAPA provided three partial scholarships to students in order to encourage attendance at the event, which was also sponsored by the Institute for Metropolitan Studies, Housing Action Coalition, Joint Venture Silicon Valley, and Santa Clara Manufacturing Group.

HUMOR IN PLANNING

I almost couldn't believe it when I was checking the agenda of workshops at the most recent State APA conference in Modesto. But there it was: "Humor in Planning."

First I had to stifle the tears of pain and rejection that came with the realization that I, the world's only planning humor columnist, hadn't been asked to serve on the panel for this discussion. Undaunted, I swallowed my pride and sat in the back row. The session turned out to be mostly an advertisement for the latest edition of Ric Stephens' "Plannerese Dictionary" (which is funny, by the way). Also featured in a sort of "grab bag" assortment were reminiscences of consultant Mike Multari's lost love, and former Palm Springs Planner Marvin Roos' mayoral malaprops from Sonny Bono.

We all had a good laugh or two, but I left feeling a little disappointed. I was hoping for a little bit more than planners doing stand-up routines. More beneficial would have been some practical tips on how to interject a little levity into public hearings, staff reports, documents, etc. to relieve the tedium of bureaucracy. For example, publishers of planning documents and periodicals might learn to make use of cartoons from Richard Hedman's "Stop Me Before I Plan Again" or other sources.

Too often in professional and political circles, "interjecting humor" means prefacing your remarks with a good joke you heard the other day. I suppose that's one way to put your audience at ease, as long as it's appropriate and they haven't already heard it. But to me, the best "jokes" are the ones born out of the situation at hand; the kind you can't repeat later without saying "You had to be there." We need to develop our own senses of humor so we don't take our profession and ourselves too seriously.

Meanwhile, humor continues to be used against us by our archenemy (the BIA). You might recall my "undercover" reporting of the Building Industry Association bash in 1992. Their "Southern Division of Northern California" puts on a dinner in San Jose and invites developers, local elected officials and bureaucrats to hear a hired comedian roast local planners.

Last year, comic Bob Weider really laid into Planning Director Gary Schoennauer, who was not in attendance. This year, when Weider learned Schoennauer was there ("Sit on a phone book so I can see you, Gary!") he asked Gary why review of the San Jose General Plan ("Which didn't even go into specifics") took 18 months: "A high school student can read "War and Peace" in a week! The review committee met only twice a month? That's a poker game. Couldn't they even meet as often as their bowling league?"

He "praised" Gary's design review of the new estates on Communication Hill, where earth tones are required with no reflective surfaces ("That's great! Hillside view homes with no windows!")

Weider suggested that the BIA banquet was paid for by the \$35 million overrun on the San Jose Arena ("Oh, did you want seats in it?"). He thought it was appropriate that the first act booked at the arena was a circus, which differs from the City Council only in the fact that "after they take your money they have the decency to leave town."

To really get at San Jose's goat, Weider reiterated the Clinton/Gore praise of the jewel of the South Bay: Sunnyvale. He said it was "Designed by: Ozzie and Harriet. Population: Refugees from San Jose. Principal mode of transport: The walker. City motto: "Sh! Grandpa's asleep!" Sister City: Forest Lawn."

He says even the names of our cities are lies: "There are no coyotes in Coyote Valley, no rich man in Richmond, no walnuts and no creeks in Walnut Creek, and no blacks in Blackhawk." Instead, he gives us his own definitions: "Open Space (politically correct dirt); Sidewalk art in Richmond (chalk lines); PG&E (Politics, Greed, and Extortion); and says Public Works is an oxymoron."

Moving to the national scene, he said, "Putting Democrats in charge of the economy is like putting Dr. Kevorkian in charge of the life support systems. Reinventing government? That's like asking Ford to reinvent the Edsel." Weider continued his lack of sympathy for disaster victims ("It's called the Mississippi Flood Plain - Get a clue!"). And about all the money going to fund seismic studies of geologic time: "What's two million years when you're on per diem?"

So you see, in the humor war, we're up against the pros. We need to polish our wits so we can fight fire with fire.

These spaces available.

Call Steven Buckley at 510.654-4181

for information.



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March

- 12 AICP Workshop @ Stanford
- 17 Board Meeting @ 500 12th Street, Oakland
- 21 Monterey Bay Event: Electro-Magnetic Fields (EMF) in Planning
- 23 *Northern News* Submittals Due
- 24 International Event: Planning in Asmara, Eritrea
- 25 AICP: Exam Fees Due in Washington, D.C.
- 26 AICP Workshop @ UC Davis

April

- 2 AICP Workshop @ Stanford
- 15 Awards Nominations Due
- 16-20 APA National Conference in San Francisco
- 21 Board Meeting (tentative) @ 500 12th Street, Oakland
- 22 *Northern News* Submittals Due
- 23 AICP Workshop @ Stanford
- 30 AICP Workshop @ UC Davis

May

- 1 Board Election Nominations Due
- 14 AICP: Exam Day
- 19 Board Meeting @ 500 12th Street, Oakland
- 25 *Northern News* Submittals Due

MARCH						
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