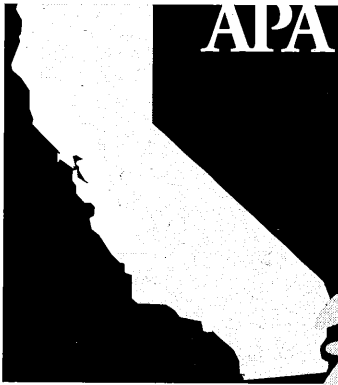


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MAY 1994

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

APA National Conference an All-Time Success

Based on total registration, quality of program, paucity of complaints, and general good feeling, the 1994 APA National Conference in San Francisco ranks as the all-time leader in the organization's 15 year history. Exceeding the New York registration of 3,550 by over 600 registrants, the conference will help the organization from financial and other standpoints.

The hard work of the Steering Committee, the subcommittees, and the many volunteers guaranteed success. I have now attended 25 consecutive AIP and APA Conferences, and this one certainly seemed special (in part because I could go home each night). But more than that, we were very fortunate in gaining an unusual measure of cooperation among the participants and the APA staff. And of course we were most fortunate to have Alec Bash to coordinate the myriad tasks involved. My other co-chairs, Lu

Blazej, Dean Macris, and Gary Schoennauer each contributed significantly to the event. Our only regrets were our inability to launch the conference video, which would have been produced by Hartmut Gerdes, and the cancellation of one of our major speakers Jaime Lerner, who was forced to remain in Brazil because of the party caucuses held on the same weekend; these to decide whether he would be running for Governor, Vice-President, or President! Hence, our disappointment was tempered by the potential of having a distinguished planner in a position of such political prominence in one of the largest countries in the world, and by our having Allan Jacobs fill in so well.

My own personal thanks to all of you who made our job in leading this effort so easy.

Paul Sedway

Awards Banquet To Be Held June 24th

Make your reservations now!

The annual APA Northern Section banquet will take place on Friday, June 24 at the UC Berkeley Faculty Club. This event continues to be one of the most popular put on by the Section each year. It presents an opportunity to acknowledge the significant professional achievements of our colleagues and recognize programs which have been particularly innovative, effective or unique. Thirty-two projects were submitted this year for review by the awards jury.

The program will begin with a no-host cocktail bar from 6:15 to 7:15 PM. Dinner and the awards presentations will run from 7:15 to 9:30. Awards chairman Wayne Goldberg and Section Director Steve Noack will host the event, and award winners will present brief summaries of their work.

This is the perfect opportunity to learn about some of the more exciting new programs in Northern California and to visit with your colleagues. Mail in your coupon now, and we'll see you on June 24th!

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RESERVATION FORM

YES! I would love to attend the Awards program!

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Conference Impressions

The opening bash was San Francisco at its best! Planners' and urban designers' subjects and concerns were very well covered, the breadth of which never ceases to amaze me. As we increasingly relate our work to the global environmental and socio-economic context, I noticed that subjects such as sustainability, transit-oriented planning/design, the city of Curitiba, Brazil, and computer-aided visualization drew big crowds. Interestingly, the country's conscience was represented by journalists (Page, Pearce) rather than by the professions' own philosophers, such as Eisely, McHarg or Mumford (Brower was a no-show).

Hartmut Gerdes, Square One Film & Video

Terrific! Great reception at Yerba Buena Gardens. Many thought-provoking sessions. I especially liked seeing the number of sessions related to sustainability, new technology, and the re-definition of planners' roles. I think it's an exciting time for planners, and this was reflected in the conference. *Bob Odland, Sedway Cooke Associates*

More dialogue and debate was needed to make the conference more than entertainment. Conferences can be more inspirational; technical education sessions would be helpful; and contrasting points of view would make panel discussions more interesting. The sign regulations session achieved this by including a representative of the sign industry on the panel, and the planning commissioners' workshop provided good audience participation with a national perspective. *Richard Morehouse, Morehouse Associates*

This was my first time attending an APA National Conference, and the experience

was generally a good one. I was most impressed with the sheer numbers — over 4,000 planners gathered in one location to talk about planning, share experiences, see some old friends and make some new ones. The "Merged Destinies" theme of the conference was well supported by the wide variety of mobile tours and sessions.

One criticism (which stems from the large turnout) was the lack of seating at some of the sessions, and I often found myself out in the hallways struggling to hear what was going on, despite having shown up early to try to get a seat. All in all, I found the conference a worthwhile, thought-provoking time. *Brian Millar, City of Orinda*

Catching up with old colleagues, meeting new planners, and learning about the latest trends in planning. The APA National Conference provided our fellow planners with an extensive array of professional development opportunities as well as an engaging assortment of social events and entertainment. From all appearances, planners had a wonderful time at the conference. This was plainly evident in observing the enjoyment of the crowds at the opening night reception, which was a definite hit! I think the reception highlighted the overall tone of the conference which was to welcome diversity, to encourage new approaches to problem-solving, and to establish opportunities for people to be engaged and to interact, and last but not least — to have a good time.

Patricia Jeffery, Placemakers

A few facts:

- * 4,171 persons were registered for the conference, 1,000 more than in Chicago last year.
- * The U.S., Puerto-Rico, and 12 other countries were represented.
- * 4,200 people took advantage of the mobile workshops to view and hear about the region.
- * There were 650 speakers at the Marriott in the various sessions.

NEWSLETTER INFO

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Phone: 510/654-4181
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Materials for the June issue of Northern News must be received no later than Wednesday, May 25.

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312/955-9100

Municipal Chairs

by Steve Matarazzo

There's a new game in town called "municipal chairs," and it goes like this: Planner A leaves job at fiscally-constrained Municipality A for better opportunity at Municipality B. Planner A's position at Municipality A is then "absorbed" in the popular movement of the time known as "downsizing" through attrition. Planner A then finds similar or worse fiscal problems at Municipality B and, through creative reorganization and cost-effective budgeting, another planning position (hopefully not Planner A's) is eventually eliminated at Municipality B. This domino effect, caused by one planner leaving, has, perhaps (a euphemism for "likely") permanently, eliminated two planning positions from the municipal employment ranks.

If you want to retain your chair in the game, here are some of the rules.

1. Keep up with the profession. Attend conferences from time-to-time; network with other planners for state-of-the-art information exchange. Acquire additional training, if necessary.
2. Learn associated technology applicable to the field. Improve your computer skills; learn aspects of civil engineering, traffic engineering and demographic analysis that will make you a better technician.
3. Improve your public speaking ability. The best method to do this is to address the public as much as possible.
4. Work hard. The hard work part is not that difficult if you know why you chose urban planning as a profession in the first place. If you enjoy the work, it won't seem like work.

And finally, make sure you work for a jurisdiction with a large auto mall and regional shopping center!

EVENTS

The Geography of Nowhere

Come and hear James Howard Kunstler speak on his latest book, *The Geography of Nowhere: the Rise and Decline of America's Man-Made Landscape*. Mr. Kunstler is the author of eight novels and has worked as a newspaper reporter and as editor of *Rolling Stone*. He is a frequent contributor to *The New York Times Sunday Magazine*.

In his most recent book, Mr. Kunstler talks about America's lack of vision in planning or non-planning of its suburbs and transportation systems. He characterizes our cities and countryside as a place where "everyplace is like noplac in particular" and argues that the result of this is a way of life that discourages civic involvement and imposes enormous social costs and economic burdens.

He also addresses the concept of community and explains how current zoning laws, building regulations, and the American infatuation with the automobile have worked against the development of coherent communities and, instead, led to an increasing sense of alienation in the day to day environment where most Americans live and work.

In *The Geography of Nowhere*, Mr. Kunstler puts the issue of how we actually live squarely at the center of our ongoing debate about the nation's economy and America's future.

Date & Time: Tuesday, May 17, 5:30 to 7:30 PM.

Location: AIA offices, 130 Sutter Street, San Francisco.

Cost: \$5 for AIA, APA and SPUR members; \$7 for non-members.

The Panel and The Dig

For those with a little free time during the lunch hour, the new video production of Richard Hedman's cartoons, *The Panel and The Dig*, will be presented on June 9 at SPUR, 312 Sutter Street, Suite 500, San Francisco, from 12:30 to 1:30. The video was produced by Hartmut Gerdes of Square One Film & Video. The event is free of charge, and no RSVP is required.



From the Far North

by Lia A. Sullivan, AICP

At least four Humboldt State University planning students made the trip to San Francisco, down nearly three hundred miles of winding roads, for the APA National Conference. Three went just for the Job Market. Hue Dang (the fourth) actually worked at the conference as a student volunteer and offers her impressions in the following article. (She also described the experience as "...somewhat like being a kid in a candy store.")

* * * * *

Last February when I found out that the APA National Conference was going to be in San Francisco, I debated about whether or not I should attend. It was scheduled on the same week I had a presentation to give, a bio essay to write, and a midterm and a quiz to take. No student in his or her right mind would even think about going any further from home than the library, much less San Francisco! Then I was given an offer I found very difficult to refuse. In exchange for volunteering to work at the conference for eight hours, I would get free registration to the conference. It was then that, being somewhat trained in this discipline called planning, I began to "plan" for the trip.

* * * * *

The first thought that entered my mind when I saw the conference site was: "Are there really that many planners out there to fill up this section of the Marriott?" I was equally amazed to see the diversity in the planning profession because I expected to see mostly urban planners. There were environmental planners, habitat restoration planners, and transportation planners just to name a few. Attending the workshops and talking to planners from the government agencies as well as the private firms gave me a better perspective on the planning profession. I found that most planners were very helpful in discussing the profession or in explaining the project he or she is working on.

* * * * *

In between workshops, I checked out the Job Market. Although I was disappointed by the number of jobs listed, especially in California, it gave me a good idea of what employers look for. I also met many students from different parts of the country and even some from India. It was interesting hearing about their planning programs and some of the projects they are working on. I also saw the exhibits and was impressed at some of the computerized permit processes and GIS technology.

* * * * *

I would encourage all planning students to take a break from school and attend planning-related conferences when possible. I think the interaction with professional planners and just being around the "planning" atmosphere can be an invaluable learning experience in itself. All in all, the conference put into perspective what the planning profession is about - people coming together to exchange ideas to make communities better places to live.



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News Releases

Local Board Member Elected Chair of National APA Committee

Robert Odland (Northern Section CCAPA's Legislative Liaison) has been elected Chair-Elect of the Environment, Natural Resources and Energy Division of the national American Planning Association. He will assume the role of Division Chair in April 1995.

Mr. Odland ran on a platform that emphasized: 1) planning for sustainability; 2) environmental justice and diversity, 3) increased attention to environmental problems within urban and suburban areas, and 4) better integration of energy and environmental issues. His organizational goals are to increase the participation of members, promote the use of electronic communications, and improve the readability and usefulness of the Division newsletter. Mr. Odland also intends to involve the Division in preparations for the UN-sponsored Habitat II Conference in 1996.

Mr. Odland is a Senior Associate with Sedway Cooke Associates, an urban and environmental planning and design firm in San Francisco.

Local Firm Selected to Prepare Final Base Reuse Plan for Mare Island Naval Shipyard

A consultant team led by Bay Area Economics (BAE), a Berkeley-based urban and real estate economics firm, has been selected by the City of Vallejo's Mare Island Futures Project Work Group to assist the City in preparing a Final Reuse Plan for the Mare Island Naval Shipyard, scheduled to close in April 1996. The Mare Island complex contains over 900 commercial, industrial and residential buildings containing approximately 7.1 million gross square feet.

The Mare Island Futures Project Work Group, established by the City of Vallejo in August 1993, completed a Conceptual Reuse Plan in November 1993 (approved by the City in December 1993). The Group is now scheduled to complete its final plan by June 1994.

Dena Belzer, a BAE principal, will serve as the consultant team leader. Joining with BAE on the project is Economic & Planning Systems, The Northridge Group, Applied Development Economics, Edgar (Ted) Rust, and John Lynch.

Obituary

Mercury News

As an employee of the Santa Clara County Planning Department for less than four years, Donald W. McGaffin had an "enormous impact" on the county's plan for housing, especially for agricultural workers, for the next 20 years. Mr. McGaffin was on a task force that met for three years in attempts to increase housing for agricultural workers in the county, and he prepared the state-mandated housing element of the county general plan, said the county's chief planning officer, Bob Sturdivant.

Beginning around Thanksgiving, Mr. McGaffin, 45, began experiencing severe headaches and was hospitalized. Early in January cancer was diagnosed, and he died of the disease on Friday, March 25, at a Santa Clara hospital. The son of a US Marine, Mr. McGaffin lived in several places following his birth in Oakland, including Marin County and Hawaii. He attended the University of California, Santa Cruz and received a master's degree in planning from the University of Hawaii.

He was in the Marine Corps himself from 1968 to 1972, including service in Vietnam, according to Mr. McGaffin's partner, Tom Bucchiere. Mr. McGaffin worked in the Seattle planning department from 1982 to 1988 and was named that city's employee of the year in 1987. Before joining the Santa Clara County department, he worked in the Fremont planning department, where his major focus was the housing element of the general plan.

Santa Clara County Supervisor Mike Honda said he worked with Mr. McGaffin for the past three years. "He was not just a planner; he was a person who could listen to people, understand what they were saying and inject that into the projects he was working on. He was the kind of person who gives the employees of our county a good reputation. He raised our standards. He was a person I trusted."

Bucchiere remembered his partner as "pure-hearted, honest and genuinely concerned for other people. He had a way of communicating with a wide range of personality types that instilled in them his sense of concern."

“PURGED DESTINIES”

2
 look like I've been run over by six horses and a chariot
 When all I tried to do was walk down the hallway at the Marriott
 My feet and brain are numb from five days of conferencing
 From microphones and experts (still debating and pretending)

From coffee mugs and sweatshirts and host festivity
 From message boards and JobMarts and receptions spread with brie
 From signs and walkie-talkies and conference personnel
 From queue lines and bus fumes and traffic straight from hell

Clarence Page spoke, and as a journalist he soon did
 Just what the press is known for (he came to shoot the wounded)
 And my life is still subjected to Calthorpe sabotage
 He says I must house my mother-in-law over my garage

When all the neo-traditionalism gave me neo-phobia
 (And Marina D and Sunset C gave me claustrophobia)
 I sat down in a chair amongst the ferns and nicety
 To order myself a “big box” lunch with a tall ISTEAA

And so I turned my thoughts from the windbags who bore me
 To the forty-two hundred planners who all passed before me
 I watched some folks from Iowa who looked like Harriet and Ozzie
 As they strolled on down Columbus into the Club Fugazzia

The Beach Blanket jokes were falling fast and quick
 (Faster than I could explain them to people from the sticks)
 Methinks they saw some things they don't have in Des Moines
 Like the witch doctor with the Afro and the banana in his groin

On Wednesday I escaped from the professional insanity
 To wield a humble hammer for Habitat for Humanity
 And as I pumped each penny nail into the wooden siding
 I knew somehow our efforts really are providing

A sense of place for people living in our cities
 And so I'll keep on planning (and thinking up these ditties)
 It's clear that it's a good thing that finally we're onto
 So I'll see you all next year in the hotel in Toronto


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NORTHERN SECTION CALENDAR

May

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

MAY						
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22	23	24	25	26	27	28
29	30	31				

June

- 1 Board Election Ballots Due
- 9 The Panel and The Dig Video
- 16 Board Meeting @ 500 12th Street, Oakland
- 24 Northern News Submittals Due
- 24 Awards Dinner

JUNE						
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July

- 21 Board Meeting @ 500 12th Street, Oakland
- 22 Northern News Submittals Due

JULY						
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