

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

OCTOBER 1994

RECEIVED

OCT 11 1994

DUNCAN & JONES

"The Future of Treasure Island: Planning Issues and Options"

Co-Sponsored by APA, AIA, and ASLA

This panel will address the full range of Planning issues on Treasure Island, including access, land use, safety, urban form, economic development, etc., and potential directions for solutions. The panel will begin with an update on the current status of base closure, reuse and related processes.

Welcoming Remarks: **Captain T.H. Burns**, Commanding Officer, Naval Station, Treasure Island.

Moderator: **Paul Sedway**, Principal, Sedway Cooke Associates

Panelists: **Larry Florin**, Mayor's Office of Economic Development, San Francisco; **Joe Bodovitz**, Chair, San Francisco Bay Area Military Base Reuse Forum; **Sunne Wright McPeak**, President, Bay Area Economic Forum, and Chair, Bay Area Defense Conversion Action Team; **Tom Cooke**, Project Principal, University of California at Santa Cruz Fort Ord Science and Technology Park Project.

Date: October 13

Time: Reception: 5:30 PM
Program: 6:15-7:15 PM

Location: AIA Headquarters
Conference Room
130 Sutter Street, San Francisco

Registration Fee: \$5 (payable at the door)

RSVP: 415/ 281-0195

GIS Applications for Planning: BAAMA Technical Tour

NSCCAPA is co-sponsoring this event with BAAMA, the Bay Area Automated Mapping Association, which is a chapter of URISA, the Urban and Regional Information Systems Association. The tour will feature presentations of GIS applications being used at UC Berkeley and San Jose State University to solve problems of land use management, emergency response, strategic planning, and socio-economic equity conditions of ethnic groups. Presentations will be followed by a demonstration of the tools and technology being used.

Prof. John Radke will describe an alternative approach to emergency response: the use of GIS to plan and manage strategies for fighting fires in the East Bay hills.

Prof. John Landis is updating the Futures 2000 project, where GIS is being used for urban spatial analysis and presentation graphics.

Prof. Robert Twiss will describe GIS for multi-agency planning: the SF Bay/Delta example, with GIS modeling of the 14-county area for regional planning and management.

Prof. Earl Bossard will describe the use of PC-based GIS and spreadsheet systems to analyze census data for assessment of the housing and transportation needs of specific ethnic minorities.

Ken Gardels is updating Sequoia 2000, a \$1.5 million research effort to construct a database management system for handling spatial data.

Date & Time: Wednesday, October 19;
9:00 AM - Noon.

Location: UC Berkeley, Wurster Hall.

Cost: Free for APA members; \$10 for non-members.

BAAMA membership is available for \$20/year.

RSVP/Info: Bruce Joffe, 510/238-9771; or
Patrick Crevelt, 510/484-8046.

(more events on page 5)

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BOARD MEMBER BIO

Position: Treasurer

Name: Curtis Banks, AICP

Age: 34

Education: Master of Urban and Regional Planning, CSU, San Jose (1992)
B.A., Political Science (emphasis Public Administration) CSU, Hayward (1987)

Experience: City of Campbell, Community Development Department
1990 to present
City of Cupertino, Planning Department
1990

Curtis Banks' initial involvement in the American Planning Association (APA) was as a South Bay Liaison working to bring more APA events to the South Bay where he lives and works. Curtis hopes to increase the number of events for continuing education and professional development in the South Bay. His appointment as Treasurer is a reflection of his commitment to the profession and to Northern Section activities.

Curtis' original exposure to the profession was the result of a Public Administration class taken at Hayward that addressed issues relating to regional planning. The idea of having a role in the development of a city, and being able to affect the built environment and how people interact with it, intrigued Curtis enough to earn a Master's Degree in Urban and Regional Planning and to pursue a career in the planning profession.

In his spare time Curtis enjoys golfing, running, barbecuing with friends and exploring the Bay Area's multitude of diverse amenities.



DIRECTOR'S COLUMN

by Steve Noack, AICP

In the September newsletter, I promised to drop my appeal for volunteers to fill vacant board positions, however I neglected to ask for a volunteer for Student Representative. This position was not filled last year which places the board in the difficult position of making sponsorship decisions without direct input from the student community. If you are an APA member, and are enrolled as a student in a planning program in a school within the Northern Section, please call Jim Walsh at 510/670-6509 to discuss the Student Representative position.



NSSCAPA now has a voice mail box where you can access information on upcoming events and other Section activities. The number will be listed in the 707, 408, 415 and 510 white pages for membership information. For information, call

415/281-0195

NEWSLETTER INFO

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in the Northern News is the
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to publication.*

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312/955-9100

Membership Drive Underway – Help Build the Profession!

by Steven Buckley, AICP

national APA membership drive competition has been in effect for some time, and Northern Section has been in a good position based merely on our large existing membership and ease in adding relatively large numbers of new planners to the ranks. (We haven't even announced the drive before, so I really can't explain the recent membership increase.) Now, however, a move is afoot at some bureaucratic level to change all of this, with the winner based on *percentage* increase, or some other standard of success. We've got to get moving, to protect our reputation if nothing else.

We all know of co-workers, friends, and even employers (!) who are not members of APA. These individuals represent our best opportunities for adding members, since they are people that we can turn to at the coffee machine, pub, or juice bar (as the case may be), slip a piece of paper (see the insert in this issue of *Northern News*) and say, "Hey, why don't you fill this out and send it in. It's easy, and you get all kinds of great stuff." Then you can loan them your copy of the Northern News and show them what a great newsletter they'll get, and all of the events they could be going to if only they knew about them. (Of course,

they might balk at the dues, and you don't want to tell them about all of the other "junk" mail they'll be getting. But hey, "no pain, no gain.")

Seriously, though, the APA is the only professional organization for those involved in the planning field. You may belong to other groups that focus on resource management, urban design, transportation, economic development, and other specialties, and that's great, but where do you turn when you want to know what's going on locally, state-wide, or nationally in the *planning* field?

Likewise, your non-APA co-workers, friends, and employers may be great at what they do, but wouldn't they be even better at it if they were tuned in to the professional discussions and trends through APA? Besides, you get to go to great conferences like the one in San Francisco!

Other benefits of getting more members in the ranks: more public recognition for APA and planning (i.e., Dolan v. Tigard, and the Wise Use movement); more revenues for all levels of the APA, leading to more lobbying (i.e., ISTEA) and services (i.e., co-sponsoring events); and *the opportunity to say "Northern Section is still the best!"*

Ad Hoc Ethics Committee Available for Northern Section Planners

by Steven Buckley, AICP

Don Bradley, AICP, has been offering workshops and encouraging APA members to become certified by the American Institute of Certified Planners for several years here in the Northern Section, and elsewhere around the nation before that. The local results have been remarkable, with a high pass rate and increased professional awareness and standing.

A major responsibility of those who are "AICP" is adherence to the Ethical Principles, Code of Ethics and Professional Conduct, and Advisory Rulings. These three elements identify a planner's constituents and responsibilities, as well as offer practical advice and guidance in particular situations. However, the standards are not static, but require aspiration and continuous effort to achieve. APA members and others involved in the planning process are also encouraged to abide by these standards.

Northern Section has recently established a local ethics committee that will be available to answer questions about the code,

offer advice for particular situations planners may find themselves in, and to review complaints. For instance, there may be questions about the occasional conflict between a client and a public interest group an individual is volunteering with. Situations may arise where an individual is not sure of the professional standards that might apply, due to the influence of political and economic factors. There may also be cases where a co-worker appears to be using the AICP designation incorrectly, or is misrepresenting co-workers or others. Each of these could be addressed informally at the local level by the Ad Hoc Ethics Committee.

Don Bradley, AICP and June Catalano, AICP will be the primary contact people on the Northern Section's Ad Hoc Ethics Committee. Their names and phone numbers will continue to be listed in the Directory, on page 2 of the *Northern News*, for future reference. Please note: this committee is not intended to replace the role of the AICP Executive Director, Ethics Committee and Commission, in Washington, DC. The formal channels for seeking advice, rulings, and review of complaints will continue to be in effect.

One More Reason to Attend the Cal Chapter APA Conference

By Steve Matarazzo

This will be the first time in many a year that I will not be able to attend the Cal Chapter APA Conference, and I'm grieving about it. Instead, I will be at the League of California Cities in Long Beach, which is scheduled at about the same time; but I'll be thinking about you "GUYS" (Generalists, Urbanists, Yuppies, and Senior members there of). I really look forward to our annual meetings, not only for the conference content which generally updates me on current trends within the Planning profession, but also as a way to schmooze with associates from the many jurisdictions in which I once worked.

Not only will I miss the conference, but one of my long time friends within the profession will also be missing it - a guy who's shared in my adventures and misadventures (remember the

boat ride at the last San Diego conference?) at these things ever since I was a young kid in this game. That guy is Chuck Myer, formerly Gilroy senior planner, and now a consultant somewhere in the Sierra foothills. While his wife plans for the spiritual well being of her new congregation (she's a minister in Colfax), Chuck will be drumming up business in one of the fastest growing areas of the state. Take care Chuck, and good luck.

To all of you going to the conference, all in all I'd rather be in San Diego; and if attendance reaches an all time high at the planning conference, there is absolutely no correlation with the absences of Chuck and me - no one has taken my articles seriously yet.

Steve Matarazzo is the Director of Community Development for Sand City.

Associate Transportation Planner

City of Hayward

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Responsible for transportation planning studies and analysis, travel demand forecasting using an EMME-2 model, review of development projects and reports, transportation demand management and congestion management programs. Requires Bachelor's degree and 3 years of professional experience. Deadline: October 28, 1994. Contact: Personnel, City of Hayward, 25151 Clawiter Road, Hayward, CA 94545; or call 510/293-8669.

Buzz Words

by David Winterbottom

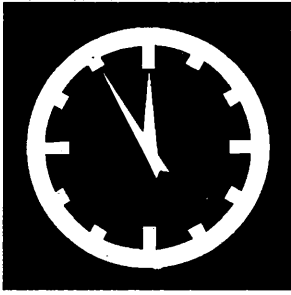
I have come across an exquisite piece of silliness which I think is worth sharing with you. The idea came from a public health service worker named Philip Broughton. He developed a system for converting frustration into fulfillment and called it the Systematic Buzz Phrase Projector. I have converted it for your delight.

It consists of 30 carefully chosen buzz words which form the Planners' Buzz Word System (PBWS). They are arranged in three columns, as follows:

- | | | |
|-----------------|-----------------|-----------------|
| 0 Integrated | 0 Management | 0 Options |
| 1 Regional | 1 Planning | 1 Flexibility |
| 2 Equitable | 2 Monitored | 2 Connection |
| 3 Quality | 3 Community | 3 Audit |
| 4 Functional | 4 Digital | 4 Impact |
| 5 Responsive | 5 Neighborhood | 5 Concept |
| 6 Optional | 6 Environmental | 6 Statement |
| 7 Comprehensive | 7 Sustainable | 7 Participation |
| 8 Compatible | 8 Consultative | 8 Recycling |
| 9 Balanced | 9 Policy | 9 Strategy |

Using this system is quite simple. Think of any three digit number, then select the corresponding buzz word from each column. These phrases can be dropped into virtually any planning report with that ring of decisive knowledgeable authority. No one will have the remotest idea what you're talking about, but the important thing is that no one will be willing to admit it. Isn't that terrific - and doesn't it work splendidly?

This feature is excerpted from AustPlan, the national newspaper of the Royal Australian Planning Institute (RAPI).



JOIN APA TODAY

NATIONAL AND CHAPTER MEMBERSHIP

Includes full chapter membership; Planning magazine each month; support for APA's lobbying and public information programs; discounts on books and reports, national APA conferences and workshops, and group insurance programs.

- I want to join National APA and the California chapter. Check the dues category that applies:
- Member. National dues (from table below) \$_____ plus chapter dues \$50. Enter total under **PAYMENT** below.
- Student member. Dues \$35* (national dues \$25; chapter dues \$10)
- Planning board member. Dues \$56* (national dues \$41; chapter dues \$15)

*Verification of status required

NATIONAL DUES TABLE

Check the range that includes your salary plus other profession-related income. Records are confidential.

Salary Range	Dues	Salary Range	Dues
<input type="checkbox"/> less than \$20,000	\$ 62	<input type="checkbox"/> \$45,000-\$49,999	\$ 93
<input type="checkbox"/> \$20,000-\$24,999	\$ 68	<input type="checkbox"/> \$50,000-\$54,999	\$ 97
<input type="checkbox"/> \$25,000-\$28,999	\$ 72	<input type="checkbox"/> \$55,000-\$59,999	\$104
<input type="checkbox"/> \$29,000-\$31,999	\$ 77	<input type="checkbox"/> \$60,000-\$64,999	\$110
<input type="checkbox"/> \$32,000-\$34,999	\$ 79	<input type="checkbox"/> \$65,000-\$69,999	\$115
<input type="checkbox"/> \$35,000-\$37,999	\$ 84	<input type="checkbox"/> \$70,000 and over	\$121
<input type="checkbox"/> \$38,000-\$41,999	\$ 86	<input type="checkbox"/> You may pay flat due of	
<input type="checkbox"/> \$42,000-\$44,999	\$ 88	<input type="checkbox"/> \$121, plus chapter dues.	

CHAPTER MEMBERSHIP ONLY

Includes chapter publications and entitles you to participate in all chapter activities.

- I want to join the California chapter (dues \$75).

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STUDENT STATUS VERIFICATION

I certify that the student named above is currently enrolled as a full-time student and expects to continue as a student for six months or more

Signature of head of department or program _____

School/Date _____

PLANNING BOARD VERIFICATION

I verify that I am a current member of _____

Name of board or commission _____

and that I do not earn my living in planning _____

Signature/Date _____



The San Diego Section would like to invite members of the California Chapter to attend sessions which are part of the 1994 State Conference in October.

You've seen these sessions discussed in the CalPlanner. Here's your opportunity to attend part of the conference, even if you can't make it to the whole thing.

Resolving Land Use Disputes: Negotiation and Facilitation Skills and Training for Planners and Planning Officials

This 3½ hour session will be an interactive training experience designed to leave attendees with concrete negotiation and dispute resolution skills. Facilitation and consensus building is currently employed by many jurisdictions for a variety of projects. This seminar will give you basic knowledge of what dispute resolution is, of using facilitation to reconcile divergent points of view, pre-empt stifling disagreements, and how to use mediation techniques to respond to confliction positions. The session is produced by Susan Quinn, the director of the Center for Municipal Dispute Resolution operating from the University of San Diego Law School. The Center has worked extensively with the City of San Diego in its update of the Zoning Code and with its historic site preservation task force, and has provided training at the League of California Cities Planners Institute. Thursday morning, October 20, 8:30 A.M. to 12:00 noon. \$75.

Merging Onto the Information Superhighway: Innovations in the Use of Information Systems for Planners

This 4 hour seminar will focus on new frontiers in the use of information systems in the planning field. Geographic information systems, PC based information systems, and other new innovations in the field will be explored. Policy issues associated with gaining access to the "information superhighway" will be discussed, as well as the computerization of permitting systems and customer service programs. This seminar is sponsored by the California Planning Foundation which annually sponsors a seminar at the state conference providing cutting edge topics and perspectives. Thursday afternoon, October 20, 1:00 to 5:00 P.M. \$75.

Planning and Economic Development

This 3 hour session will focus on how statewide economic trends are affecting land use planning. A variety of public and private sector perspectives will be offered by a panel comprised of: State Senator Marion Bergeson; Lee Grissom, Director of the Governor's Office of Planning and Research; Clifford Graves, Executive Director of the San Francisco Redevelopment Agency; Marney Cox, Senior Regional Planner, San Diego Association of Governments; Marlon Boarnet, Assistant Professor of Urban & Regional Planning, U.C. Irvine; and David Wilcox, Senior Vice President of Economics Research Associates (ERA) in Los Angeles. William Anderson AICP, of ERA in San Diego will moderate. Sunday morning, October 23, 9:00 A.M. to 12:00 noon. \$75. (Included in the fee is a continental breakfast and table discussions on various planning issues, including 1994 California Chapter award winning planning projects, beginning at 8:00 A.M.)

Keynote Luncheon Speaker: Ray Bradbury

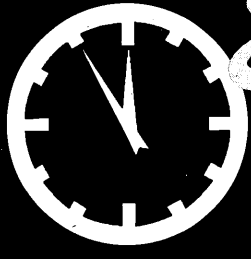
Ray Bradbury, a distinguished science fiction writer and no alien to the world of planning will be the keynote lunch speaker. Mr. Bradbury was the idea consultant and wrote the basic scenario for the U.S. Pavilion at the 1964 N.Y. World's Fair, he conceived metaphors for Spaceship Earth, EPCOT, Disney World, and contributed to the conception of the Orbitron space ride for EuroDisney in France. During the 80's he was creative consultant at the Jerde Partnership, the architectural firm that blueprinted the Glendale Galleria, the Westside Pavilion, and Horton Plaza. Mr. Bradbury's topic will be the "Great Years Ahead." Saturday lunch, October 22, 12:00 noon. \$40 (includes lunch).

City of San Diego Planning Department • LG

You may register for any or all of the above sessions by mailing a check for the registration fee(s) to:
CCAPA 1994 c/o Susan Baldwin, SANDAG, 410 B Street, Suite 800, San Diego, CA 92101.

Name & Organization: _____
Complete Address & Phone: _____
Session(s): _____
Amount Enclosed: _____
Registration Postmark Deadline: October 10, 1994

More



Architectural and Landscape Design of the 60's: A Critique by Three of the Leading Practitioners of the Era

Joseph Esherick, FAIA, Gerald McCue, FAIA, and Peter Walker, FASLA, will present a discussion on contemporary architectural and landscape design, as seen through the media of landmark projects which each designed in the 1960's. Following a "group show" of work from this era, each designer will compare this initial vision with how he would approach the same problem today. The discussion will wrap up with an interactive critique of the work presented.

Date & Time: Thursday, October 20; 6:45 - 8:00 PM
Location: Great Hall, The Faculty Club, UC Berkeley
Cost: Free
RSVP: 510/642-0831

Designing With Nature: The California Conference on Ecosystem Management

UC Davis' University Extension is offering a three-day conference on management of California's land and resources in light of ecological, social, and political realities. Six one-day field trips are also available on a fourth day. Practical management issues will be addressed, including the relationship between public and private lands, fostering institutional changes, and improving relations between agencies and their publics within current economic and budgetary constraints. Speakers will be from governmental agencies, environmental organizations, and the professional resources management community. Course materials, a poster session, and a reception are included.

Dates: Tuesday - Thursday, October 25 - 27.
Location: Hilton Inn Convention Center, Sacramento.
Cost: \$150 before October 7; \$170 after.
Info: 800/752-0881, or 916/757-8777.

How Buildings Learn...

A Presentation by **Stewart Brand**, author of *How Buildings Learn, What Happens After They're Built*.

October 25.

Call AIA for more information at 415/ 362-7397.

Upcoming

NOVEMBER 17

– **Great Streets and Beyond**, an after work presentation and book signing by **Allan Jacobs**, author of the recently published *Great Streets*. Mr. Jacobs will discuss his past and current research on what brings streets and communities to life, including specific information on the physical qualities of the best streets in the world. Plan now to attend and learn more about what is essential to revitalize cities. Location: San Francisco AIA offices.

DECEMBER 2

– **In-Fill Development and Transit Oriented Design, Realistic Approaches for Built Communities**. This full day seminar will feature **Shelly Poticha** and **Matt Taecker** of Peter Calthorpe Associates who will lead the morning's discussion and presentations relative to design theory, concepts, and strategies for transit and pedestrian oriented development for small and in-fill parcels. The afternoon session will be devoted to implementation and zoning strategies, as well as a panel discussion by a planner, neighborhood activist and developer who have all been involved in the development of an in-fill project.

The seminar will be held at the City of Mountain View Recreation Center (Cal-Train accessible). The cost for the full day seminar is \$60, and includes materials and refreshments. Space is limited and paid registrations must be received no later than November 23, 1994. For further information please call Mark Rhoades or Curtis Banks at 408/ 866-2140.

Ecological Design Course Offerings

The San Francisco Institute of Architecture is now offering a Certificate program in Ecological Design. This program integrates various aspects of ecological design. Topics include Urban Ecology, Energy Cycles, Natural Landscaping, Water Use, Community Planning, Permaculture, Ecological Architecture, Bioregional Planning, and more. For a catalogue of these and other classes, contact the San Francisco Institute of Architecture, Information Office, PO Box 749, Orinda, CA 94563; 510/254-9395.

Award-Winning Miles Inc. Master Plan Projects Underway

Lyndon/Buchanan Associates were designers, in collaboration with GEZ Architects/Engineers, for two recently completed projects at Miles Inc. in Berkeley: A 13,000 square-foot research and development facility and a 20,000 square-foot pharmaceutical production facility. Lyndon/Buchanan Associates, in collaboration with Life Sciences International, also designed two pharmaceutical production facilities either nearing completion or in the construction documents phase, totalling 150,000 square feet.


These are the initial major building projects undertaken on the site since Miles adopted a Master Plan and Design Guidelines prepared by Lyndon/Buchanan Associates for the company's 30-acre facility in Berkeley, as part of the Development Agreement between Miles and the City of Berkeley, which received a 1992 Urban Design Award of Excellence from the American Institute of Architects.

Locally Designed Christmas Cards to be Offered By the Museum of Modern Art

Robert Sabbatini, AICP, ASLA, is pleased to announce that his design for a Christmas card will be available this year from the Museum of Modern Art, New York. At Sasaki Associates, Inc. in San Francisco, he is responsible for the California State University, Monterey Bay campus master plan and phase I improvements. Located on 1,300 acres at Fort Ord, the CSUMB campus is the first phase of the conversion of the 20,000-acre military base to public and private uses. Participating on the CSUMB master plan are his partners Nelson Scott Smith, AIA and Owen Lang, ASLA.

Monopoly In the Park Opens in San Jose

Residents will now be able to take a ride on the Reading, pass GO, and collect two hundred dollars, on a life-sized granite game board amidst a beautiful park setting. In a highly touted design competition spearheaded by the non-profit "Friends of San Jose Beautiful," the Costa Mesa-based landscape planning and design firm NUVIS was selected from among 14 entrants to design the city's anxiously-awaited "Monopoly in the Park." NUVIS was selected because they were best able to capture the whimsical nature of the project. Picnic benches will feature built-in Monopoly Boards, while elements of the game will also be incorporated into park benches, topiary walls, and landscape design. The game will also provide sponsorship opportunities for local businesses, enabling the city to collect necessary maintenance fees for the park and game board. The actual 30 square-foot granite game board was designed and built by Cypress Granite and Memorials.

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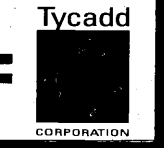
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October

- 13 The Future of Treasure Island, APA Event
- 19 GIS Applications in Planning, BAAMA Technical Tour
- 20 Architectural and Landscape Design of the 1960's: A Critique
- 25-27 California Ecosystem Management Conference, UC Davis Extension

OCTOBER

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November

- 17 Great Streets and Beyond, with Allan Jacobs

NOVEMBER

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December

- 2 In-Fill Development and Transit Oriented Design Seminar, City of Mountain View

DECEMBER

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