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# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

## ANNOUNCING... The 1995 Northern Section Award Winners!!

JULY/AUGUST 1995

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In June 16th, 55 planners gathered at the University of California at Berkeley Faculty Club to honor the awards recipient's in this year's program. The award's jury consisted of Shiela Delimont of San Rafael, Barbara Kautz of San Mateo, and Bill Emlin of American Canyon. The jury thoroughly reviewed each of the 17 nominations that were submitted and acknowledged seven projects and programs to receive awards and honorable mentions. This year's award recipients are:

**The San Jose 2020 General Plan** for Comprehensive Plan of High Merit

**Colma BART Station Specific Plan** for Program of High Merit

**Sonoma County Aggregate Resources Management Plan** for Program of High Merit (Honorable Mention)

**Tower Apartments** (Rohnert Park) for Project of High Merit

**Downtown Berkeley Design Guidelines** for Planning Document of High Merit

**Improving Air Quality for Local Plans and Programs** (ABAG/BAAQMD) for Planning Document of High Merit (Honorable Mention)

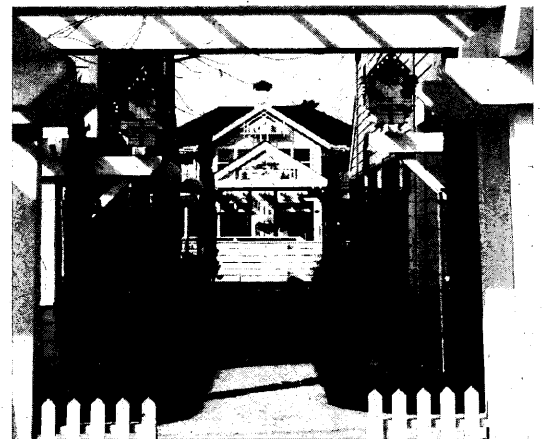
**Stana Hearne** for Distinguished Leadership by a Person not a Professional Planner

The pre-banquet gathering, the dinner, and the awards program gave those attending an opportunity to view the documents on display and to hear those involved in the programs summarize their efforts. Of particular note this year was the Distinguished Leadership Award given to Stana Hearne. Stana has been a citizen activist for decades in the East Bay working to further

the cause for parks and open space. She has been recognized as an asset and as a resource to several public agencies and citizen advisory groups.

The San Jose 2020 General Plan, which won the Comprehensive Plan Award, is the culmination of 20 years of experience in managing growth and development in California's third largest city. It refines a variety of land use and transportation policies designed to minimize the problems associated with rapid growth and sprawl, which characterized development in San Jose during the 1960's and 1970's. In 1976 and again in 1984, San Jose developed general plans that directed growth to areas of the city that were best suited to accommodate development, and limited fiscal and urban service impacts.

*(continued on page 5)*



*Tower Apartment Project, Rohnert Park*

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## DIRECTORS COLUMN

prepared by Mark Rhoades, Northern News Editor

At the Northern Section Awards banquet on June 16, Wendy Cosin was officially installed as the Director of the Northern Section, California Chapter, American Planning Association (NSCCAPA). Wendy has served the Northern Section Board for three years as the Professional Development Officer, and has over 15 years experience as a professional planner. Currently, Wendy is the Deputy Planning Director for the City of Berkeley.

At the same time we are forced to say goodbye to Steve Noack. The board would like to express thanks and gratitude to Steve for the dedication and effort that he donated as Director of the NSCCAPA Board. As the "Immediate Past Director," Steve has indicated that he will continue to stay involved in both section and RAC events.

I had an opportunity to spend some time with Wendy shortly after her installation to explore some of her ideas, relevant to her new position. She believes that part of our mission as a public service and educational organization is to provide the services that people (members) want. A professional organization should provide its members with exposure to different ideas, planners, and issues that are broader than those experienced on a day to day basis by individual members. Wendy stated that the American Planning Association, and specifically the NSCCAPA provides an opportunity for people to get involved even if they choose not to. She understands the resistance to getting involved in section events because of the time commitments necessary, and the need that people have to balance their activities. In her opinion the recent reorganization of the NSCCAPA Board was a positive step in getting more people involved in section events. The reorganization has allowed for an expansion of services to a broader geographic area, and that translates into better outreach for members.

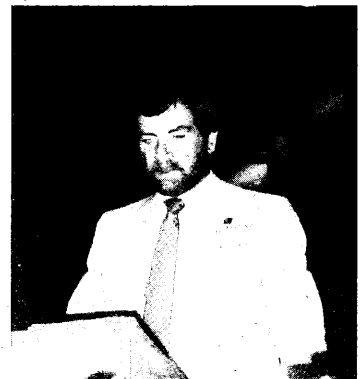
Some of Wendy's goals as Director include continued support for professional development and providing opportunities for both the Board and members to become more involved in promoting planning and planners through increased involvement in public relations, legislative review, and political action. The Northern Section Board welcomes Wendy to this position, and we look forward to working with her on what is sure to be a very productive term as Director of the Northern Section Board.



## BOARD MEMBER BIO

Wayne Goldberg, AICP, is the Awards Coordinator for the Northern Section; a post that he has held since 1987. Born and raised in Berkeley, Wayne received his Bachelor's and Master's Degrees from the University of Notre Dame, then returned to California. After a short period working as an aerodynamicist and involvement in the mathematical modeling of air pollution episodes, he began his planning career in Simi Valley. He has since served as Planning Director in Arcata, Simi Valley, and Santa Rosa. Wayne has been the Community Development

(continued on next page)



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## BOARD MEMBER BIO

(continued)

Director of Santa Rosa for the past 12 years. He is a past board member of the California Planning Foundation and a current member of the California Planning Roundtable.

Wayne enjoys planning because it involves just the right mix of technical and social skills. As a director for 22 years he has had the opportunity to watch young planners enter the profession and add their special skills and views to the arena of decision making. His position as Planning Director of Santa Rosa also involves responsibility for the engineering and building inspection functions, assuring that approved concepts can become reality. Wayne and his wife, who is also a planner, have an eight year old daughter and a four year old son. In his spare time Wayne likes to run, although he noted that it is becoming increasingly difficult to avoid the short legged dogs that he used to pass with ease. 

The Bulletin Board section of the Northern News is intended to provide a forum for individuals to provide the membership with information about events or current topics. If you would like to submit an item for the Bulletin Board section, contact the Newsletter Editor at 510/ 227-3214.

## Cal Chapter Board Elections

The Northern Section (NSCCAPA) Board is proud to announce that two NSCCAPA members, **Janet Gabriel Roche** and **George Foscardo**, are running for positions on the California State Chapter (CCAPA) Board. This provides NSCCAPA members with an opportunity to review candidates from Northern California. Of the eight CCAPA Board positions the NSCCAPA is not directly represented, however, Northern California is represented by two Central Section members (one from Folsom, one from Sacramento).

In addition, efforts are being made to provide more diversity on the CCAPA Board. Varied perspectives are needed on the Board to encourage a wider mix of planners and to better carry out planning services to the public. In particular, Janet (who is a Black professional) could help bring some of that diversity to the CCAPA Board. The following are brief descriptions of both candidates.

**Janet Gabriel Roche** is running for Vice President for Administration. The primary duty of that position is overseeing the CCAPA annual budget. Janet's background includes both the public and private sectors, and she has extensive budget experience with budgets ranging from \$100,000 to \$11

billion. She has been president of her own planning firm since 1982 and she has previously held high level positions with HUD, the City of Berkeley, and with the Speaker of the California Assembly. She has also served on several other professional boards.

**George Foscardo** is running for Vice President for Public Information. The primary duties of that position are to oversee the CCAPA newsletter and the CCAPA's public relations, outreach and marketing activities. George's many years of activity with APA include a position on the NSCCAPA Board as Administration Director in 1990 and 1991. He was also active in the planning of the 1994 National Conference as co-chair of the Portfolio Committee, and as a member of the Host Committee. George is currently the Planning Director of the City of San Bruno where he has extensive public relations responsibilities (including work with the proposed BART extension).

Ballots for the CCAPA Board elections will be mailed in early August. Please be sure to review all of the candidate statements when you receive the ballot and most importantly, VOTE!!

## BULLETIN BOARD

### 1995 State Conference in Santa Barbara

Another reminder to start planning now to attend the 1995 California Chapter APA Conference. This year the conference will be held in Santa Barbara at the Fess Parker Red Lion Resort from September 30 through October 3. The theme of the conference is *Redefining Paradise: California's Challenge*. This year's focus on the 21st century will include innovative and educational multi-track events highlighting California's changing planning environment. Featured speakers will include: Glen Hiemstra, a futurist and consultant to business, government and communities on vision based planning; J. Gary Lawrence, Director of the Center for Sustainable Communities and member of the faculty at the University of Washington, Seattle, Depart-

ment of Urban Design and Planning; and, Jon Clark, Executive Director of the Community Environmental Council.

Early registration fees for APA members are \$285 (does not include mobile workshops). Special travel rates for the conference have been arranged with both United Airlines and Amtrak. For more information call the conference hotline at (805) 961-2688. Registration forms are available in the *California Planner*.

### On The Move...

Brady and Associates has announced that David R. Clore, AICP, has joined the firm as Vice President. He will take on a leadership role in the management of major environmental planning projects. David was formerly a Vice President with Mundie and Associates.

## Rebuilding Community in America, Housing for Ecological Living, Personal Empowerment, and the New Extended Family

by Ken Norwood, AICP, and Kathleen Smith

Book review by Benjamin Murray and Mark Rhoades

In their 1995 collaborative book, *Rebuilding Community in America*, authors Ken Norwood, AICP, and Kathleen Smith respond to the widely perceived deterioration of community in America and suggest a holistic approach to building a new sense of community based on economic, environmental, and social sustainability. Both authors draw upon their training and experience in architecture, design, planning, and social organization in arguing that America needs a new way of living; that modern cities and auto-dependent lifestyles are alienating people from each other and themselves. Written in a non-technical style, the book should appeal to anyone interested in exploring "CoHousing," the "Urban Cooperative Block," the "Village Cluster" design and other ecologically sustainable alternatives to modern urban and suburban housing. Ken Norwood and Kathleen Smith have devoted themselves to researching and informing others about living alternatives that are environmentally responsible.

The organization of the book flows out of an historical perspective of community in the monasteries and convents of the Middle Ages, the Pueblos of New Mexico and Native American communities and, finally, the typical single-family tracts of modern suburbia. The authors charge the spread of single-family living units, the icon of suburban life, with limiting Americans' interaction with each other and weakening their sense of community. "The social isolation of the single-family house, apartment, and condo," the authors contend, "...have all contributed to the breakdown of social cohesion and of our capacity to solve

shared problems." [p.14] In answer to the social ills wrought by America's sprawling housing patterns, the authors present models of shared living that can rebuild community in an environmentally, economically, and socially healthy way and suggest methods of planning, designing, building, and even feeding these new communities.

The authors clearly define the issues, their models of "shared living communities," and conclude with several sections on the tools and approaches for building a community. While their points are well stated, they portray the condition of America as being more dire than perhaps it truly is. Among the many models of "shared living communities" shown in the book are the redesigned group house, the Octagonal Cluster House, The Village Cluster and CoHousing, the Urban Cooperative Block, Intentional Communities, and Eco Villages. The authors demonstrate how these models can be implemented in rural, suburban, and urban environments. The remainder of the book presents the reader with tools and ideas for successfully organizing a community, and beginning the planning and construction phases of a community project. The conclusion of the text demonstrates the worldwide growth of "shared living communities" and invites the readers to continue their involvement in rebuilding community in America.

*Rebuilding Community in America* presents a fine variety of examples of "shared living communities" effectively operating across the country. Although the book's appearance and structure are somewhat informal, the text is supplemented with an extraordinary number of illustrations, plans, photos, and even some tasty recipes. This book should be used as a starting point; a reference for further studies. It is not a technical manual and while it provides an ample overview of "shared living communities,"

(continued on next page)

### Associate Planner

City of Watsonville

\$37,767-\$48,201

Watsonville is midway between Santa Cruz and Monterey along the scenic Pacific Coast within driving distance of San Francisco. The position performs a variety of difficult assignments in the preparation and presentation of planning reports to the Planning Commission and City Council. The position will require the ability to review and evaluate land use and permit applications, environmental issues, and construction projects. The ideal candidate will speak English/Spanish, possess advanced educational training in regional and urban planning or a related field, with three years of increasingly responsible professional planning experience. The required application may be obtained from the second floor Personnel Office, 215 Union Street (PO Box 50000), Watsonville, CA. 95077-5000. Filing deadline is August 31, 1995, at 5:00 p.m. EOE/AA/M/F/D.

The Commentary section of the newsletter is intended to provide a forum for members to express their views relative to planning related topics, or to express an opinion relative to articles printed in this newsletter. If you would like to submit an article, contact the Newsletter Editor at 510/ 227-3214.



## Upcoming East Bay RAC Event

Viticulture is literally a growing concern in the southern Alameda County, and so is building a consensus about planning for the future of the Tri-Valley. Ceil Scandone from ABAG, and consultant Marjorie Macris will tell us about why elected officials from Danville, San Ramon, Dublin, Pleasanton, Livermore, and Contra Costa and Alameda Counties are working hard this summer to draft a subregional planning strategy for this area.

The East Bay Regional Advisory Committee will be hosting this early evening event in mid-September. Come join your colleagues and friends to sample Livermore wines and hear about the groundbreaking planning going on in the Tri-Valley area. Watch your September Northern News for more details.

## California Wetlands Conference

Continuing Legal Education International (CLE) presents the second annual "Conference on Critical Land Use and Development Issues." The CLE is presenting this two-day seminar on California wetlands, topics will include: The Clean Water Act; Wetland Regulations; Regulatory Takings; Relationships with Other Programs; Mitigation Banking; and other important issues.

**When:** August 24-25, 1995

**Where:** San Francisco

**Cost:** \$395

**Info:** Call CLE International  
(800) 873-7130.

## AIA Diversity Conference

The Institute's Diversity Committee and AIA San Francisco have announced the second annual diversity conference, "Building Bridges: Diversity Connections," to be held August 11-13 in San Francisco. Building Bridges will focus on forging the links between the design professions, genders, cultures, experiences and individuals required to move design into the next century. The conference aims to educate and equip the participants with the knowledge, skills, and tools necessary to be design professionals in our multicultural society.

**When:** August 11-13, 1995

**Where:** San Francisco

**Cost:** \$230(AIA)/\$260(non-AIA)/  
\$95(student)

**Info:** Call the PIA information line at  
(202) 626-7482

## UC Davis Extension— Upcoming Courses

Internet and the Web: Specialized training for environmental professionals. September 6-7 or 20-21, or October 18-19, Sacramento \$295

Environmental Planning and Site Analysis. September 28-29 and October 19-20, UC Davis Campus. \$445

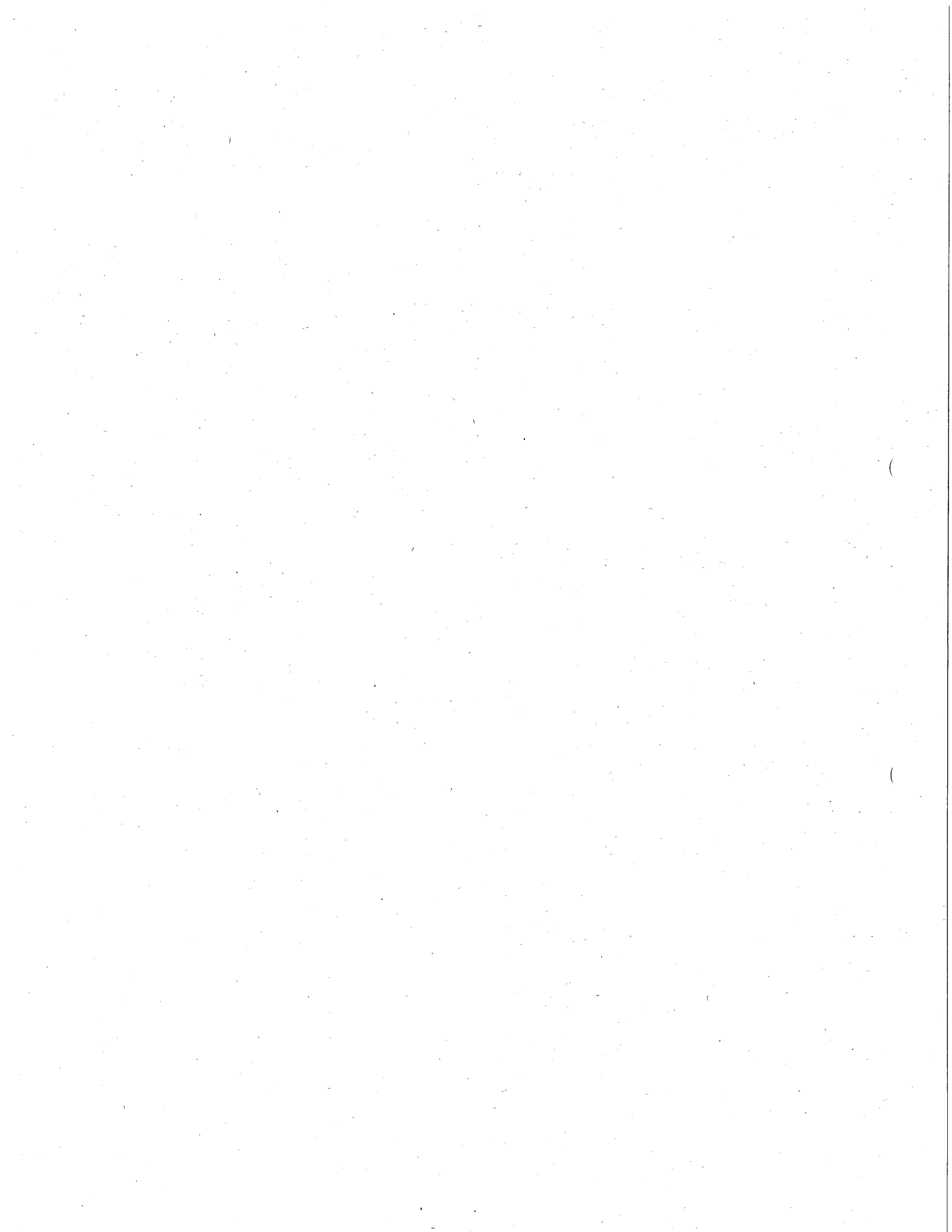
Internet Homepage Design for Resource Management Agencies: Build Your Own Exit Off the Information Superhighway. October 4-5, Sacramento. \$385

Subdivision Map Act. October 13, UC Davis Campus. \$235 (\$170 for AEP/APA members)

Affordable Housing Conference. October 17, Sacramento. \$170

Erosion Control and Land Restoration. October 18, UC Davis Campus. \$235 (\$170 for AEP/APA members)

**Info:** UC Davis Extension,  
(800) 752-0881



## Bring the Trophy to the Northern Section!!



### AICP College Bowl at the '95 CCAPA Conference

You are sitting around the table with a few friends from the office and the conversation turns to – Planning trivia! Does the name Burnham mean anything to you? What notable court case was decided in 1926? Where is Tigard, and why should you care? When do NIMBYs go BANANAs?

Too easy?? Well let's see how you do when the lights are up and the pressure is on – at this year's inaugural AICP College Bowl! Each of the CCAPA sections have been invited to field a four person team (three starters and one alternate) to answer questions designed by a distinguished panel of judges. Does the Northern Section have what it takes to bring the first AICP College Bowl Trophy home?

If you are interested in participating or would like further information, please contact Don Bradley, AICP (AICP Coordinator) at (415) 592-0915 or Bonnie Guttman, AICP (Administration Director) at (510) 238-3941. You do not need to be AICP to participate.

## AWARD WINNERS... (continued from page 1)

San Jose's General Plan builds on that effort but focuses more attention on guiding new development to occur within the City's existing Urban Service Area and along identified Intensification Corridors (transportation corridors with light rail lines) to encourage and support greater transit use. This directive is a continuation of the City's infill development strategies, and its policy of discouraging new development at the fringes. The Plan identifies seven major strategies that are intended to create development patterns where housing, jobs and shopping are within reasonable walking distance to each other, or that are close to transit facilities. These strategies are mutually supporting and generally describe where San Jose wants to go, and how it intends to get there.

The Award for Project of High Merit was presented to both the City of Rohnert Park, and the Burbank Housing Development Corporation for the Tower Apartments project. Conceptually, the Tower Apartments were designed as a compact infill development of high density affordable housing. This project, intended for suburban Rohnert Park, met every criteria for a typical "NIMBY" or "NOPE" (Not On Planet Earth) neighborhood reaction. Fortunately, due to the excellent design, public artwork, creative financing and an excellent planning process an award winning project was completed on time. The project provides 50 units of affordable housing on 1.75 acres for large families whose income is below 50% of the median. A representative of ABAG at the awards banquet was impressed by the project, and indicated that it would be used as a text book example for the ongoing campaign to advocate compact infill developments.

This year's awards were presented to projects of exceedingly high quality. The quality of the award winners and of all those nominated provide examples of the high

caliber of planning work that is being completed in the Northern Section, even in this period of fiscal constraints. Last year, several Northern Section award winners went on to be acknowledged by the state, and even the national APA award programs. We wish the 1995 award winners the same good fortune.

Contributors to this article include Wayne Goldberg, AICP (NSCCAPA Awards Coordinator and City of Santa Rosa Community Development Director), Michael Bethke, AICP (NSCCAPA Director Pro-Tem and private planning consultant), and Mike Flores who is a planner for the City of San Jose.



## COMMENTARY

(continued)

the text lacks specificity in the policy and economics of widespread implementation of the models demonstrated in the book. Readers will benefit from the book's accounts of thriving "shared living communities," the detailed index, and the extensive Resource Guide which will provide direction for further research relevant to specific policy and economic implementation strategies.

*Rebuilding Community in America* is an excellent resource for people who are interested in finding out more about "shared living communities" and ideas for responsible development patterns.

*Benjamin Murray is an urban and environmental planner with Pacific Municipal Consultants.*



by Steve Matarazzo, AICP

# The Privatization of Public Planning: One Small Agency's Experience

Design review, environmental analysis of development projects, redevelopment planning, development application processing and long-range community planning take a lot of time and staffing capability. Combine these everyday public planning tasks with pent-up demand for development on the Monterey Peninsula and you have the need for a large municipal planning department to handle these items... or do you? Here's a quick profile of one planning department in a small town that adequately gets by on a permanent staff of two planners, supplemented by assistance from the private sector.

Welcome to the Planning Department of Sand City, California. This small city (less than one square mile in area) is abuzz with development related activity, and redevelopment projects of significant scale including the development of a major power center. Although the "permanent" (a relative

term in the planning profession) staff consists of only two planners, the planning department is significantly supplemented by a master developer and his staff working on a redevelopment project, and a contract planner whose time is reimbursed to a large degree via developer pass-through agreements that pay for her time. With a staffing budget under \$130,000 per year this city has managed to employ the following professionals on a supplemental, as needed basis: 1 biologist; 3 contract planners; 2 coastal engineers; 1 architect; 1 landscape architect; 1 real estate appraiser; 1 civil engineer; 2 traffic engineers; and, 3 environmental planners. That adds up to 15 additional planning related professionals. Welcome to the future of California public sector planning.

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



Richard Hedman  
"Stop Me Before I Plan Again"  
APA Press, Chicago

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# NORTHERN SECTION CALENDAR

## August

- 11 - 13 AIA Diversity Conference
- 24 - 25 California Wetlands Conference

## September

- 6 - 7 UC Davis Extension, Internet and the Web
- 28 - 29 UC Davis Extension, Environmental Planning and Site Analysis

## October

- 4 - 5 UC Davis Extension, Internet Homepage Design for Resource Management Agencies
- 13 UC Davis Extension, Subdivision Map Act
- 17 UC Davis Extension, Affordable Housing Conference
- 18 UC Davis Extension, Erosion Control and Land Restoration

### AUGUST

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### SEPTEMBER

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### OCTOBER

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