

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Northern Section CCAPA Awards Announced

by Wayne Goldberg, Awards Coordinator and John Cook, Editorial Assistant

JUNE 1996

RECEIVED
JUN 1 1996

The nominations are in, the jury of peers has completed its work, and we are proud to announce the 1996 winners of the Northern Section Awards Program. The awards jury has again completed the daunting task of picking the very best contestants in each category from the numbers of entrants. The Awards program is perhaps one of the most important events that the Northern Section puts together. It is the culmination of planning efforts in the Bay Area over the past year, and a time when those projects that are especially excellent receive the notoriety that they deserve. The awards annually honor the Northern Section's outstanding individuals and their contributions to the planning profession. Section winners will go on to compete at the California Chapter level this October; state level winners will be entered in the national competition, whose winners will be announced late in the year in Planning magazine.

And the winners are:

Comprehensive Planning: Large Jurisdiction
Awarded to Oakland Open Space, Conservation and Recreation Element

Award of Merit to Santa Clara County General Plan

Comprehensive Planning: Small Jurisdiction
Awarded to Dixon Downtown Revitalization Plan

Award of Merit to Sonoma General Plan

Planning Implementation: Large Jurisdiction
Awarded to San Jose Five Year Housing Implementation Plan, City of San Jose

Award of Merit to Poco Way Neighborhood Revitalization Strategy, City of San Jose

Planning Project

Awarded to San Jose Historical Museum Master Plan

Focused Issue Planning

Awarded to Montecito/Happy Valley Neighborhood Plan, City of San Rafael

Award of Merit to Santa Clara County Trails Master Plan

Advocacy Planning

Awarded to Belmont House, Belmont

Education Project

Awarded to East Bay Watershed Master Plan, East Bay Municipal Utilities District

Academic Award

Awarded to Keller Canyon Landfill Property Valuation Study, Sonoma State University

Award of Merit to Agnews Development Center Reuse Plan, San Jose State University

Distinguished Leadership Award-Professional Planner

Awarded to Gary Schoennauer, City of San Jose Planning Department

Distinguished Leadership Award-Elected Official

Awarded to Sandy Ellis, City of Cotati

Distinguished Leadership Award-Agency

Awarded for the Collaborative Subregional Planning Program, Association of Bay Area Governments

Distinguished Service Award

Awarded to Dee Murray, Santa Cruz County

Individual Journalist

Award of Merit to Will Harper of the *Berkeley Voice*

Please join us, along with Chronicle columnist Bradley Inman, at the Annual Awards Banquet on June 28 at the Fort Mason Officer's Club in San Francisco. See the Events section of the newsletter for information on attending the banquet. Please join your friends and colleagues to review the projects and celebrate their success.

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DIRECTORS COLUMN

by Wendy Cosin

It has been a good year for the Northern Section. New, old, and returning Board Members have worked together to increase services to members. Beginning with our Fall, 1995 retreat, we have been focusing on taking actions to sponsor more events, improve student support and increase member participation. Roberta Achtenberg was the featured speaker at the UC Berkeley Spring Forum and Job Fair. The RAC's have proved to be an effective way to involve members in geographically distant areas. Deborah Ungo-McCormick and Kathleen Kovar have energetically created an active South Bay RAC that recently sponsored a sell-out event on virtual reality and how it can be used to visualize development proposals. Lia Sullivan gathered the Far North planners for a well attended CEQA workshop. The Section's PDO, Patricia Jeffery, organized numerous events, including the very successful *Red Car Mysteries*.

The other RAC's have also been working to provide events in their areas. Additional RAC members are needed in the East Bay, Central Bay and North Bay. One of the purposes of the RAC is to provide opportunities for planners to get together within specific geographic areas. In fact, the Board has talked about splitting the Central Bay RAC into SF/Peninsula and East Bay groups. Call any Board member to get involved.

Another focus at last year's retreat was to take steps to improve the image and public perception of planning. We had hoped that the golf tournament would provide an opportunity to increase our visibility by mixing with other professionals, however, either planners just don't play golf, or we need to do a lot more work for people to want to play with us. Tennis anyone?

The State Board recently took several actions to bolster our image, thereby providing more political and community support for planning. A public relations strategic plan has been adopted which includes items such as planning resource kit for reporters, to assist with and encourage reporting on planning issues. The Cal Chapter is the first APA Chapter on the world wide web, with a site that includes information about planning, legislation, APA, the State Conference in Palm Springs, and even an on-line bulletin board "*Urban Scrawl*." Keep your ears tuned to local radio stations where public service announcements will be played on what planning is and why people should get involved. For any of us who want to know more about what planning is, Frank Wein, California Planning Foundation President, is organizing a New Millennium Symposium for Spring 1997. Twenty-four planners and constituents will be invited to a three day symposium, the purpose of which is to push beyond the edge of the envelope to create a new vision and definition of planning. Ideas for participants should be sent to Frank at:

Harland Bartholomew Associates, 199 South Los Robles Avenue, Suite 300
Pasadena, CA 91101.

And if all of this isn't enough, the Section's Awards Banquet, which will be on June 28, has been expanded and moved to Fort Mason. Local newspaper coverage is anticipated for the first time. Finally, for those of you who really plan ahead, we can look forward to hosting yet another national APA convention in San Francisco in the year ... 2005. Hope to see you at an APA event before then.



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prior to publication.*

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Northern Section Elections

The board did not receive any qualified nominations to oppose the current incumbents for the positions of Director Pro Tem and Administration Director. It is the Northern Section Board's pleasure to announce that **Bonnie Guttman** will continue as the Administration Director, and **Larry Cannon** will continue to serve as Director Pro Tem.

Design Competition: Burton Federal Building Plaza

The General Services Administration is sponsoring a redesign competition for the plaza fronting the Philip Burton Federal Building on Golden Gate Avenue in San Francisco's Civic Center. Open to planners, architects, artists, and creative thinkers (or any combination thereof), the competition seeks to enhance the image and improve the usefulness of this significant public open space. A jury of planners, architects, and designers will choose a winning plan, which will be awarded a stipend for the further development of the project and be exhibited at the San Francisco Museum of Modern Art. For more information, write or fax:

Paul Andrade,
Competition Project Manager
General Services Administration 9PCE
450 Golden Gate Avenue
P.O. Box 36083
San Francisco, CA 94102
fax: 415-522-3316

Dark and Stormy Planning Prose Contest

The Inland Empire Section of the California Chapter of APA announces the first annual Dark and Stormy Planning Prose Contest to recognize creative and humorous planning writing. The contest seeks entries in three categories: fictional planning prose, actual official plannerese, and a planning short story. Entries will be judged for humor, creativity, style, and theme. Cash prizes, including \$200 for first prize, will be awarded to winning entries. The deadline for entry is July 1; winners will be announced on July 20. Some entries will be posted on the internet newsgroup alt.planning.urban after July 1. For more information, contact:

Ric Stephens,
Inland Empire Section Director
Keith International, Inc.
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Moreno Valley, CA 92553
909-653-0234
netzwerk@ix.netcom.com

Cal Poly Pomona Expands Graduate Planning Program

The Department of Urban and Regional Planning at California State Polytechnic University, Pomona, will expand its masters program, with a new format featuring specializations and interdisciplinary options starting in the fall of 1996. The new specializations are Land Use Planning and Design, Transportation Planning and Policy, Environmental Planning and Policy, and Housing and Community Development. Cal Poly Pomona offers the only accredited masters degree in Urban and Regional Planning in Southern California in which all required classes are held in the evening. For more information on the expansion of the program, contact Jerry Mitchell at 909-869-4656 or see the department's web page: www.csupomona.edu/env/urp.

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 510/227-4362.



A Jurassic Event

by Deborah Ungo-McCormick

The South Bay RAC held its first event on Thursday, May 17th at the Silicon Graphics, Incorporated (SGI) headquarters in Mountain View. Don Jung, SGI Facilities Manager, treated a sold-out house to an evening displaying SGI's state-of-the-art "Virtually Real" imaging technology and demonstrating its application to planning and urban design. SGI has successfully blended the science of high-speed computers and the art of graphics to develop a real-time imaging/modeling program which has proven to be an invaluable tool, both to SGI's designers and the City of Mountain View's Development Review Process.

We were taken on a "virtual stroll" around the SGI headquarters building at Bayshore Freeway and Shoreline Boulevard in Mountain View, and a tour of St. Peter's Cathedral in Vatican City, complete with Michaelangelo's "Pieta," all without leaving our seats! Other demonstrations included real-time views of the construction of the remainder of SGI's Mountain View campus and an SGI production facility in Switzerland. Both can be viewed on SGI's World Wide Web site (<http://www.sgi.com>). In addition, we participated in a sampling of an almost vertiginously real flight simulator program that had heads swiveling (and stomachs turning over!) throughout the room. An updated version of the imaging program that allowed our views of the current SGI Headquarters is being utilized in the planning and master design of the new SGI campus – a successful, creatively realized public/private venture between SGI and the City of Mountain View.

The new campus is a unique example of how this creative interactive process between public and private bodies has benefited both. SGI is financing the construction of the facility on land leased from the city, which will adjoin a new 5-acre city park. SGI is participating in the design and construction of the public park and they will contribute to its maintenance after it is opened. Randy Tsuda, City of Mountain View Zoning Administrator, presented an overview of the City's successful relationship with SGI: weekly meetings, constant communication between key players and an ongoing, dynamic interaction between the City and SGI that began very early in the design stage (...the cocktail napkin stage, as Randy called it). From SGI's point of view, the main benefit of this interactive process was working in a supportive, cooperative environment which will allow them to complete the development, review and construction process of a major facility project in a record-breaking 18 months.

After Mr. Jung and Mr. Tsuda's presentations the evening was capped off with a walking tour of the interior of the building – a well thought out, stimulating work environment which displays cost consciousness without being utilitarian (we passed two cappuccino bar/break areas!), it was designed to enhance as well as complement the creative achievements of the people who are keeping SGI on the leading edge.

We thank Messrs. Jung and Tsuda for participating, and for their time and effort in presenting and explaining this unique partnership.

Deborah is the South Bay RAC Coordinator, and a Senior Associate with Pacific Municipal Consultants.

Far North CEQA Workshop

by Lia Sullivan

How much can one learn about CEQA in six hours? Quite a bit, as demonstrated in a May 21 workshop in Eureka, entitled CEQA: Nuts, Bolts, and New Stuff. Ron Bass of Jones & Stokes managed to cover a tremendous amount of information on the fundamentals of and more recent issues in California environmental law. He was especially helpful in addressing the concerns of

planners in the redwooded regions of Del Norte, Humboldt, Lake, and Mendocino counties. The workshop was especially valuable in light of the relative scarcity of continuing education programs for planners in the region. Thanks Ron!

Lia is the Far North RAC Coordinator, and works for the City of Arcata Planning Department.

JOB

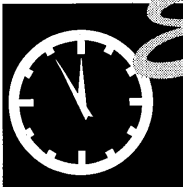
Environmental Services Director

City of Simi Valley

Salary: \$6,290 to \$8,029/mo + benefits

Simi Valley is seeking a director of environmental services. Desirable characteristics include strong customer service orientation, sensitivity to community needs, experience with balanced growth issues, leadership and inter-personal skills with demonstrated ability to work with elected and appointed officials, staff and the public at a variety of levels.

Qualified candidates will possess a Bachelor's degree in business administration, public administration, or a related field. A Master's degree is desirable. Interested individuals should also have a minimum of six years of progressively responsible local government experience, including three years in an upper level management position in a planning department. Applicants should send a cover letter, resume, and the names of five professional references to Clay Brown at Ralph Andersen and Associates, 1435 River Park Drive, Suite 400, Sacramento, CA 95815, phone 916-929-5575. Closing date is June 14, 1996.



Crissy Field Restoration Plan Presentation

Stand along the Presidio's northern waterfront and enjoy the world famous, spectacular views of the Golden Gate, Alcatraz, and the San Francisco Bay. Step back from the shore and cast your eyes down, and today you're looking at nearly 100 acres of asphalt, concrete, chain link fences and weeds. Soon Crissy Field, the old Army post's industrial back door, will be transformed into San Francisco Bay's green and welcoming front yard. To find out what it will look like, join project manager Michael Holand of the Golden Gate National Parks Association, park planner Nancy Horner of the National Park Service, and landscape architect George Hargreaves for a preview of the Presidio's Crissy Field Plan.

This noontime forum will be presented by SPUR, and co-sponsored by AIA/SF, APA, and ASLA.

Date: Tuesday, June 18, 1996

Time: 12:30 - 1:30 p.m.

Location: SPUR offices at 312 Sutter Street, 5th Floor, in San Francisco

Access: Montgomery BART, parking at Sutter/Stockton Garage

UC Davis Extension Courses

The University of California at Davis, University Extension Program is offering the following courses in June and July.

For course information call toll free (800) 752-0881.

Infill Development Strategies: Recreating Communities, June 21, UC Davis Campus.

Subdivision Map Act: An Advanced Seminar, July 11, UC Davis Campus.

Surface Mining and Reclamation Act, July 12, UC Davis Campus.

Legal and Ethical Obligations in Land Use Planning, July 22, UC Davis Campus.

Developing Land-Use Plans: The Collaborative Process, July 23, UC Davis Campus.

Public/Private Partnerships in Real Estate Development, July 24, UC Davis Campus.

Negotiating Development Agreements, July 25, UC Davis Campus.

Dispute Resolution: Negotiating Land Use Conflicts, July 26, UC Davis Campus.

NSCCAPA is proud to present...

Awards

1996 NORTHERN SECTION ANNUAL AWARDS BANQUET

Please join SF Chronicle columnist Bradley Inman and a host of your colleagues in a unique setting and learn about some of the excellent planning efforts conducted in the Northern Section during the past year. Northern Section award winners will go on to compete at the state, and if successful, national levels. In the past the Northern Section award winners have been very successful, with a host of state and national awards. After many years at the UC Berkeley Faculty Club, the Awards Banquet has been moved to the **Fort Mason Officer's Club** on the beautiful San Francisco waterfront. A social hour and no host bar is scheduled to begin at 6:15, with dinner and presentations to follow at 7:15, on **June 28th**. With the change in venue, the Northern Section Board expects to exceed the 80 to 90 individuals that generally attend this event each year, so sign up soon as space is limited.

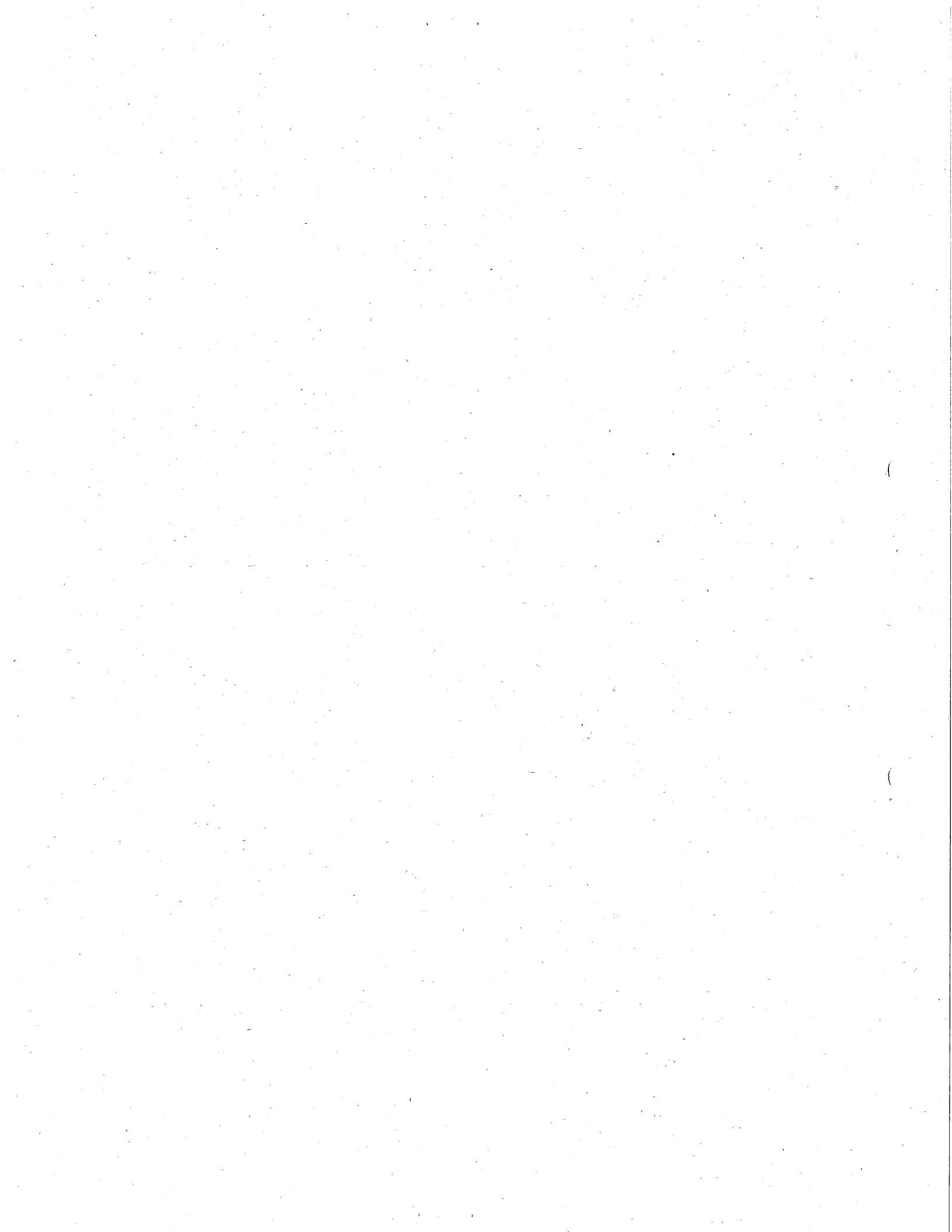
To secure your reservation, mail this form for delivery by June 21st, with a check for \$32 per person to:

Wayne G. Goldberg
Director of Community Development
P.O. Box 1678
Santa Rosa, CA 95404

Please reserve _____ seats for me at the 1996 Northern Section Awards Banquet

Name _____

Address _____



**Environmental Specialist**

East Bay Regional Park District

Salary: \$49,085 to \$62,638
+ benefits

The Park District is seeking an Environmental Specialist to prepare and review environmental documents, conduct site investigations, and manage consultant contracts for environmental studies. A Bachelor's degree in environmental studies or biological sciences, plus a minimum of four years of related professional work experience is required. To obtain an application packet, call (510) 635-0138, extension 2160 or 2154 or write the East Bay Regional Park District, 2950 Peralta Oaks Court, Oakland, CA 94623. Application deadline is July 3, 1996, 5:00 p.m.

Planner

Pacific Municipal Consultants

Salary: DOQ

Growing municipal planning and environmental consulting firm is seeking an energetic assistant planner to work out of our Monterey and San Jose offices. Candidates must have a degree in planning, environmental studies or landscape architecture, a minimum of two years experience with a municipal orientation, and excellent writing and communications skills. Environmental analysis, grant application preparation experience and graphic skills are all considered pluses. Qualified candidates should send a resume, including salary history and professional references to: Pacific Municipal Consultants, 225H Cannery Row, Monterey, CA 93940. Open until filled. EEO/AA.

It's a Wrap*by Patricia Jeffery, AICP*

Our professional development program series will be taking a break over the summer months. We will be back this fall with a program series that is certain to grab any planner's attention and interest! We could not offer professional development programs to our members without having the space to house them. I would like to thank Fergus Hill, Director of Member Services, San Francisco Chapter of the AIA and Jim Chappell, Director of SPUR, for their generosity in making their facilities available for our programs. The Northern Section will continue to work with these organizations and we hope to offer joint programs reflecting topics of interest to all of our members.

The two May programs were both successes. The Silicon Graphics, Inc. (SGI) event was a sellout and well-received by those in attendance. Our thanks to Don Jung, Corporate Facilities Manager with SGI for putting the program together and arranging for the food and beverages as well as a tour of their award-winning building. Thank you also to Randy Tsuda, Zoning Administrator for the City of Mountain View, a featured speaker. In spite of the unseasonable downpour, we had a good turnout for our program on the San Francisco General Plan. Lu Blazej, past Director of San Francisco Planning Department, and staff members including Peter Albert, Amit Ghosh, Inge Horton, Eva Liebermann, and Evan Rose provided an interesting history of the City's General Plan and brought us up to date on changes in the Charter that will be affecting planning efforts in San Francisco.

Transit is a topic of great interest to planners as demonstrated by our sellout April program featuring the *Red Car*

Mysteries video (renamed *Taken for a Ride*) produced by Martha Olson and Jim Klein. Thank you to our speakers Sue Olive, Jim West and Ken Norwood for their insights on current transit issues facing San Francisco and the Bay Area, and special thanks to Ken for alerting us to the video and suggesting we include it in our program series. Other programs we put on this year included Urban Design in Indonesia: Jakarta Waterfront Development Plan, The Bay Trail: Developing a Multi-Use Trails System Around the Bay, Cohousing: The Community Approach to Revitalizing Urban Neighborhoods, and Designing for Urban Agriculture and Social Ecology. Thank you to all of the speakers for sharing their project experience and planning insights with our members.

We will continue to bring you professional development programs that address current planning issues. We hope to offer programs at convenient locations throughout the Northern Section to encourage more of our members to attend Northern Section events. Please continue to consult your newsletter for information on next season's program series. Your ideas for program topics as well as your comments and suggestions are always welcome. Please give me a call at 510/524-7980 or e-mail me at Pjeff85233@aol.com.

Patricia is the Northern Section's Professional Development Officer, and is the Principal of the planning consulting firm Placemakers.

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 510/227-4362.

Are you a closet cartoonist or a humble humorist with some anecdotal planning material? If so, break the bonds of anonymity and submit your material to the Northern News! Give it a try, what's the worst that could happen?

MEMBERS**On the Move**

Jeff Maxtutis, formerly with DKS in Oakland, will be going to work for Rizzo Associates in Natick, Massachusetts.

Mystere Sapia has joined the EMC Planning Group, Inc., in Monterey, as a Project Manager. Mystere will be responsible for land use and environmental planning projects.

Delvin Washington is now with Pacific Municipal Consultants' East Bay planning and environmental services operation. Delvin was formerly a planning consultant with the City of San Anselmo.

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NORTHERN SECTION CALENDAR

June

- 18 Crissy Field Restoration Plan
- 21 UCD Extension: Infill Development
- 28 1996 Northern Section Annual Awards Banquet

JUNE						
S	M	T	W	T	F	S
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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						

July

- 11 UCD Extension: Subdivision Map Act
- 12 UCD Extension: Surface Mining Act
- 22 UCD Extension: Legal/Ethical Obligations in Planning
- 23 UCD Extension: Developing Land Use Plans
- 24 UCD Extension: Public/Private Partnerships
- 25 UCD Extension: Development Agreements
- 26 UCD Extension: Dispute Resolution

JULY						
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			



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