

DECEMBER 1996/JANUARY 1997

"In the past the Bay Area has won the respect of the rest of the country and the world by being innovative and successful in managing change. An unique pportunity to change the region's future is before us now."

# Northern Section, California Chapter, American Planning Association

# Urban Ecology Proposes Economic, Ecological, and Social Renaissance for Bay Area Cities in the 21st Century DEC 1 0 1996

🏾 🌈 by Marcia McNally

rban Ecology, a 21-year-old, Bay Area-based organization committed to building economically, ecologically, and socially healthy cities, has just released *Blueprint for a Sustainable Bay Area*. This 144-page book articulates a bold vision for Bay Area cities and presents a plan for action. Serving as an effective planning tool, the *Blueprint* shows through case studies

and policy recommendations how to balance natural beauty, economic vitality, and the creative, innovative spirit that drives the region. Using seven principles to frame the discussion of sustainable development, the *Blueprint* looks at how to make change at different scales: the home, neighborhood, urban centers, and regional systems.

#### Choice

Bay Area residents should have choices about where they live, work, and play. But this is tough to achieve especially in the Silicon Valley, for example, where in 1990 only 15 per cent of Santa Clara

County workers could afford the median home price. Recognizing that affordable housing is crucial to the Valley's competitiveness, a volunteer speaker's bureau from the Housing Action Coalition hit the road to get the word out. Central to their message: we need affordable housing and this effects everyone. Citing that Mountain View school teachers could barely afford the going rent caught audiences' attention. In a short time the Coalition has made over 150 presentations and successfully advocated for 7,000 new affordable units.

#### Nature

The Bay Area's natural resources are a source of immense beauty, instant orientation, and sense of place. Eighty percent of the region's 4.5 million acres is open space; the Bay-Delta estuary ecosystem covers 1,600 square miles; the Pacific coastline spans 188 miles — all supporting over 1,000 species of mammals, fish and birds. Sounds nice, but it is estimated that over the next 30 years the region's urban area will double if not redirected. And the health of many parts of the bay is seriously at risk.

Fortunately, there is a buzz of activity creating a strong sense of stewardship and commitment to these precious resources. The Port of Oakland has teamed up with public agencies and environmentalists to provide clean dredge material to develop new wetlands at the Sonoma County edge of the bay while sustaining its \$11 billion annual shipping business. Two 400-mile regional trail systems, the Bay Trail and the Ridge Trail, are underway, and when completed, will connect residents of our nine county region and protect valued open space in the process.

#### Justice

Although one of the Bay Area's most valued characteristics is its diversity, this rich cultural quilt is vulnerable. In Redwood City 50 per cent of public school children are on AFDC (Aid for Families with Dependent Children). But innovative programs are providing youth and adults alike with employable skills. One downtown restaurant now trains teens in the culinary arts. Canada College recently opened a downtown branch to bring business assistance to the folks who need it most. Offer-

(continued on page 4)

#### DIRECTORY

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e-mail: wec1@ci.berkele	ey.ca.us
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Pat Collins	707/575-1933
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Far North	· .
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Northern Section Void	cemail
	415/281-0195
Newsletter Editor	
	-E10/E10 0/EE

John Cook	510/540-0655
Advertising Coordinate	or
Chuck Lerable	408/758-7155
Newsletter Designer	
Juliana Pennington	415/824-4375
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Northern News

## PRESIDENTS CORNER

# What is AICP doing for you?

by AICP President William Bowdy

The AICP Commission has been very active during the past year, taking actions which are aimed at providing value and benefit to all AICP members and to the planning profession in general. The following is a brief summary of some of these actions and decisions, and their potential impact.

#### **Professional Development Efforts**

• Determined that the AICP Commission's continuing education/professional development efforts would be most effective by being provided in cooperation with chapter programs.

• Adopted a funding formula which assures more monies to each chapter to be used to assist with professional development activities. Even the smallest chapters now receive at least \$500 per year.

• Provided funds for 31 Chapter Professional Development Officers (PDOs) to attend the national APA/AICP conference—the largest number ever attended the PDO programs at the Orlando conference.

#### Publicity, Networking, and Membership Promotion Efforts

• Provided more funding to be used to promote the value and benefits of AICP.

• Acted to cooperate with ACSP in "The Best of ASCP" program—providing opportunities for planning educators to submit practice-oriented papers, three of which are selected to be presented at the national APA/AICP conference.

• Acted to sign a MOA with other professional organizations, through Interprofessional Council on Environmental Design (ICED), permitting professional planners to obtain CPDP credit for programs offered by other related professions (eg NSPE, AIA, ASLA).

• Provided funds to assist with the APA/AICP on-line program.

• Provided funds to assist with the APA/AICP Awards Program, recognizing valuable contributions to our profession.

• Received and acted on recommendations of a special Membership/Promotion Study Group, including providing additional benefit to stduents receiving graduate degrees from accredited university programs.

• Received and approved the 20/20 Visioning report from AICP's Visioning Task Force.

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Wendy Cosin's column will return in the February issue.

## NEWSLETTER INFO

John Cook, *Editor* 2836B Regent Street Berkeley, CA 94705 Phone: 510/540-0655 Fax: 510/642-1641 e-mail: jcook@ced.berkeley.edu

Chuck Lerable, Advertising Coordinator: 408/758-7155 The deadline for submitting articles, news, artwork, advertising and other materials for inclusion in the **Northern News** is the **16<sup>th</sup>** day of the month prior to publication.

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For membership, subscription information and changes of address please contact:

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### BULLETIN BOARD

# New AICP Members

In September's newsletter, we ran a list of Northern Section members who had passed the AICP exam—in May 1995. We are proud to now publish the names of Northern Section members who passed the May 1996 exam. Below are the Northern Section's new members, who may now include "AICP" after their names. Among other California sections, only the Sacramento Valley Section had a higher pass rate than ours. Congratulations to all!

Those interested in taking the May 10, 1997 administration of the test should contact Don Bradley at 415-592-0915.

Lewis T. Ames, San Francisco; Michael S. Asahina, San Francisco; Barbara U. Bacon, Walnut Creek; Sandy L. Baily, Campbell; Eva A. Bansher, Berkeley; Kathleen M. Barbaro, Santa Cruz; Valerie J. Barone, San Francisco; J. Graham Bice, Watsonville; Elizabeth Anne Borowiec, San Francisco; Mark M. Deming, Santa Cruz; David Dolter, Alamo; William F. Emlen, Vacaville; Richard M. Fahey, Moraga; William F. Fee, Mill Valley; Allen Folks, San Francisco; Vickie Lynne Germany, Walnut Creek; Matha Ann Goodavish, Lafayette; Phillip Gorny, Sausalito; Mark Griffin, Oakland; Marc. S. Grisham, Lafayette; Scott Harriman, Santa Rosa; Raymond T. Hashimoto, Santa Clara; Amy L. Herman, Berkeley; Martin J. Jacobson, Santa Cruz; Arun Jain, Piedmont; Robert C. Jones, Ukiah; Pamela Kershaw, Oakland; David C. Levy, San Francisco; Leo A. Lozano, Berkeley; Thomas A. McCue, Aromas; Andrea Ouse, Pacifica; Pete Parkinson, Santa Cruz; Denise Peter, Sebastopol; Jeffery Robert Redding, Napa; Tom Richman, Palo Alto; Jane A. Riley, Healdsburg; David A. Rizk, Fremont; Barbara Scholez Ryan, El Granada; Marlo D. Sandler, San Francisco; Joel Allan Slavit, Mountain View; Matthew G. B. Taecker, Berkeley; Dina Lei Tamura, El Cerrito; Andrew C. Thomas, Berkeley; Eleanor V. Tiglao, Berkeley; Delmar L. Tompkins, San Pablo; Chi Chung Wong, San Francisco.

# Exhibit: Hand-Drawn Illustrations

Francis Violich, Professor of City Planning and Landscape Architecture, Emeritus at the University of California, Berkeley, will exhibit a series of handdrawn illustrations from the forthcoming book *The Bridge to Dalmatia: A search for the meaning of place.* The exhibit is free and open to the public, and should interest anyone familiar with either Professor Violich or the art of illustration.

December 14 through December 17 Location: Wurster Hall, Main Lobby, UC Berkeley campus Information: 510-642-3256

# Seminar for Planning Leaders

The Northern Section is planning to hold an intensive one-day seminar for planning agency directors and planning consulting firm owners in March 1997 (date not yet set). The seminar is specifically designed for leaders of planning organizations. It fills the gap in our training and experience that often emphasizes functional and technical expertise at the expense of management and leadership development. Topics to be covered include management, strategy, personnel, empowerment, negotiation, and the design and use of processes and networks to make more effective and efficient use of the people, ideas, and resources available. Participants will collaborate with peers and seminar leaders Michael Neuman. Daniel Iacofano, and Paul Zucker to develop creative techniques to apply in their own work settings. For more information, contact Michael Neuman at 510-548-7500 (email mneuman@ ced.berkeley.edu), Wendy Cosin at 510-705-8108 (email: wec1@ci.berkeley. ca.us), or Patti Jeffery at 510-524-7980 (pjeff85233@aol.com).

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) 540-0655.

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# Renaissance...

#### (continued from page 1)

ing courses in computer, office, and entrepreneurial skills, low- and moderate- income downtown residents from diverse ethnic backgrounds are packing the classroom.

#### Accessibility

As the Bay Area grows, getting from point A to B becomes more complicated and more frustrating. Seventy percent of Bay Area residents live in non-transit supporting neighborhoods. It has been estimated that companies in the region are losing \$2 billion per year while employees sit in traffic. It is predicted that the average speed in Napa County during rush hour will be 18 mph by the year 2010 if current traffic patterns continue.

Reversing the trend, successful transitoriented projects are popping up in places like Pleasant Hill, which now has the highest concentration of high density housing within a quarter mile of any suburban transit hub in Northern California. Sixty per cent of its residents indicate BART was a major factor in moving there and forty per cent use it to get to work; demonstrating that people can get to work, shop and live in the same location.

#### Conservation

Bay Area cities can be reused and recycled. The alternative, greenfield development, just doesn't pencil out — while land and development costs may be cheaper in outlying areas, it is estimated that the costs to support sprawl are as much as 400 per cent over the long haul.

Bucking the political odds a number of communities such as Sebastopol, Santa Rosa, Cotati, Healdsburg, Rohnert Park, Pleasanton, Morgan Hill, and San Jose are delineating urban growth boundaries and have gained voter support. In Healdsburg, for example, local activists, joined by vineyard and winery owners, are at the center of this effort. They hope to fortify the historic downtown, which currently helps the town generate the largest per capita sales tax revenue of any community in the county, and redirect new development into their core.

#### Context

Planning, design, economic development, and decision-making must protect and enhance the special characteristics that make the Bay Area so appealing to so many. The East Palo Alto Historical and Agricultural Society, for example, is working to preserve the community's Weeks Neighborhood and promote economic development. Joining the ranks of 8,500 farms in the Bay Area, EPA-HAS has developed a community-based strategy to employ people using an urban pattern that weaves new housing, market gardens, and a shopping center into the historic fabric of this gem.

#### Community

The Bay Area is a remarkable community largely because it is a place people are drawn to and care about and for which they take responsibility. It is a place that can inspire residents to work together towards common goals. Sub-regional collaborations, such as the Tri-Valley Planning Committee, are providing evidence that we can think and act beyond our parochial interests. Officials from the Livermore-Pleasanton-San Ramon Valley area acknowledged that solutions to gridlock, affordable housing shortages, economic health, and environmental protection require cooperation, and forged a plan which included urban growth boundaries and transit-based land use strategies. A similar effort is occurring in southern Sonoma County. This process is part of the Association of Bay Area Governments' (ABAG) Collaborative Subregional Planning Program.

So what's next? Urban Ecology's agenda for 1997 is to inspire people and communities to act. To that end the Blueprint Team has initiated its 100 Talks program, which so far has included a panel discussion of sustainable development at the recent California APA conference in Palm Springs to a standingroom-only audience. If you belong to a group or work in a city that would like a presentation, please call (510) 251-6332. You may also call this number to order the *Blueprint*, which sells at \$13.50 to members of Urban Ecology; \$27.00 to non-members.

#### JOBS

# Director of Planning, Building, and Code Enforcement

#### City of San Jose

#### Salary: up to \$130,524

The City of San Jose, California's third-largest city, seeks a recognized leader in the planning and development field to serve as the Director of Planning, Building and Code Enforcement. The director is responsible for managing 225 employees within six divisions.

The ideal candidate will have extensive experience in a large, urban environment similar to San Jose, and must be familiar with both the technical and policy aspects of the planning and development process. Experience with long range planning, including the general plan re-( vision processes, the technical and political aspects of commercial and industrial development projects, and code enforcement and building code programs is essential.

This position requires a minimum of five years at the management and policy making level with direction over a professional staff. The salary depends upon qualifications and experience of the individual, and is expected to be approximately \$120,000 annually. Movement within the range (up to \$130,524) is based entirely on performance. The City provides an excellent array of benefits, including participation in the COSJ retirement program (reciprocal with PERS) and a 2.5% at 55 formula.

Brochure available. Submit resume and cover letter with current salary and three work related references by January 3, 1997 to: Shannon, Davis & Associates, 1601 Response Road, Suite 390, Sacramento, CA 95815. telephone 916-567-4280, fax 916-567-1220.

Marcia McNally is Urban Ecology's Blueprint Project Director. She was trained as a city planner and has 15 years experience in the field.

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#### JOBS

#### **Zoning Administrator**

City of Mountain View

Salary: \$62,000 to \$77,500 plus benefits

The Zoning Adminstrator in Mountain View reviews all development proposals within the City for compliance with city plans and regulations. The successful candidate must have a strong background in zoning and architectural design and interpersonal skills. Apply by Friday, January 17, 1997. To apply, submit a City application and resume to City of Mountain View, Employee Services Department, 500 Castro Street, Mountain View, 94041, telephone 415-903-CA 6309.

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) 540-0655.

## COMMENTARY

## To the editor:

eading the November Newsletter I am prompted to ask if the Section has recently paused to consider the type of feature articles it wishes to run on its front page. It seems to me that we should ask if these days the *Commentary* section actually starts on the front page.

In the lead article in the November issue Eric Parfrey discusses the recent Diablo Grande water decision. He provides information about the decision but then goes on to provide commentary regarding projects he personally opposes. In particular in the last two paragraphs where he describes "endless shopping centers" and "the inadequacy of the ... EIR" he gives us his opinion on projects in San Joaquin County and Contra Costa County which he has been opposing for years.

I personally do not support all the projects that Mr. Parfrey opposes. I also think he has a perfect right to crusade against anything he believes unworthy. I do however believe the editorial staff of the Newsletter should consider whether the first pages of the publication are the proper place for advocacy commentary. Thanks for considering my comments. *Bill Clarke* 

#### Eric Parfrey responds:

I quite agree with Bill Clarke. The editors should more closely monitor the articles that are submitted for publication, to ensure that all personal opinions, colorful anecdotes, and subjective analyses are banned forever from the Northern News. Why, there might be impressionable young planners who read these pages! Seriously, I hope that Bill and other local planners working "in the trenches" continue to take an interest in our modest newsletter, and submit articles of their own. Unfortunately, the Northern News does not receive such an overwhelming number of articles from local APA members that they can always afford to reject, accept, or edit, articles with possible political bias. We need more good articles from you, the readers!

# Toward City Beautification

by Steve Mattarazzo

rban planners can take on many roles during a career. And depending on your ability or proclivity to change locales from time to time, you may eventually wind up in a community that was not planned very well and is in severe need of redevelopment and beautification. Enter the planner as asphalt surgeon. With a little reconstructive surgery, even the most ill-conceived town can be beautified with the addition of a few key ingredients.

1. More trees. If you are able to do nothing else during your career, advocate the use of a multitude of street trees in redevelopment projects and new subdivisions. Nothing has a more significant effect upon beautifying a place, or indeed making it a place, than adding natural landscape materials.

2. Public investment in marginal locations. Cities should put their money where their redevelopment policy is. If redevelopment agencies are trying to entice private development efforts in marginal city locations, they should be willing to make commensurate investments in those areas. A good example of how this can work has been exhibited in downtown San Jose.

**3. Intially, concentrate on one "seed project."** The infusion of public funds at key points in time and location can cause a textbook reaction of private reinvestment following. Downtown Morgan Hill beautification took off in the 1980s following an initial city redevelopment investment in the form of street furniture and significant landscaping.

As a wise (and now retired) planning director of a well-known and now preeminent city of beauty recently told me: "It takes about three decades to really turn a city around if it has major redevelopment needs. The older I get, the more I realize that 30 years is equivalent to the blink of a planner's vision, and, coincidentally, the time it takes most trees to grow to maturity."

#### REARVIEW

# Book of Genesis — Chapter 1

Author Unknown

In the beginning God created heaven and earth. Quickly he was faced with a class action suit for failure to file an Environmental Impact Statement. He was granted a temporary permit for the project, but was stymied with the Cease and Desist order for the earthly part.

Appearing at the hearing, God was asked why he began his earthly project in the first place. He replied that he just liked to be creative.

Then God said, "Let there be light." Officials immediately demanded to know how the light would be made. Would there be strip mining?

What about thermal pollution? God explained that the light would come from a huge ball of fire. God was granted provisional permission to make light, assuming that no smoke would result from the ball of fire, that he would obtain a building permit, and (to conserve energy) would have the light out half the time. God agreed and said he would call the light "Day" and the darkness "Night." Officials replied that they were not interested in semantics.

God said, "Let the earth bring forth green herb and such as manyseed." The EPA agreed so long as native seed was used. Then God said, "Let waters bring forth creeping creatures having life; and the fowl that may fly over the earth." Officials pointed out this would require approval from the Department of Game coordinated with the Heavenly Wildlife Federation and the Audubongelic Society.

Everything was OK until God said he wanted to complete the project in six days. Officials informed him it would take at least 200 days to review the application and the environmental impact statement. After that there would be a public hearing. Then there would be 10-12 months before.....

At this point God created Hell.

One of the more humorous things to come into my emailbox recently for amusement only—Ed.



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# NORTHERN SECTION CALENDAR

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#### NEW BOARD MEETING LOCATION

Beginning in 1997, NSCCAPA Board meetings will take place in the brand new Berkeley Permit Services Center at the corner of Milvia and Center Streets in downtown Berkeley. It is approximately 3 blocks from the Berkeley BART, but there is also nearby parking. Bonus: our new meeting room has windows!

# APA Northern News EDITORIAL OFFICE

2836B Regent Street Berkeley, CA 94705

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