

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Call for Nominees

for 1998 Northern Section Awards Program

MARCH 1998

RECEIVED

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DUNCAN P. JONES

Each year, the American Planning Association, through its sections and chapters, conducts an awards program to acknowledge outstanding efforts in the profession. The Northern Section has been quite successful over the years in obtaining state and national recognition for its nominees who have been granted local awards. We encourage interested individuals, planning agencies, and consulting firms to submit applications.

Awards are granted in several categories, and in many cases, the categories include awards for both small and large jurisdictions. The categories are:

Award nominations are rated against criteria such as innovation, transferability, originality, quality, and implementation by a jury of planners from the Northern Section. Successful nominations are then forwarded to the state jury for consideration for state awards.

For further information and application materials, contact:

Wayne Goldberg

Northern Section Awards Coordinator

P.O. Box 1678

Santa Rosa, CA 95402-1678

phone: (707) 543-3220

fax: (707) 543-3218

Comprehensive Planning

Planning Project

Focussed Issue Planning

Contribution to Women

Academic

Distinguished Service

Distinguished Leadership

Media

Journalism

Planning Implementation

Innovative Use of Technology

Advocacy Planning

Education Project

Deadline for applications is April 10, 1998!

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Michael Neuman, AICP	510/548-7500
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Greg Mattson	510/254-8850
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Elizabeth Caraker	707/253-4417
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DIRECTORS CORNER *by Wendy Cosin, AICP*

Welcome New Board Members!

Congratulations to the recently elected Director-Pro Tem, **Mark Rhoades**, and our new treasurer, **Jeri Weiss-Ram**. Mark was the Newsletter Editor and Communications Director for several years before a stint in Cincinnati; he now is doing current planning for the City of Berkeley. Jeri Weiss-Ram took treasury duties over from Curtis Banks, who handled our bank book and budget for many years. Jeri works for the City of Dublin. Our next elections are in the fall, when the positions of Director and Administration Director will both be open.

Hing Wong from ABAG, has stepped in to help with the Administration Director duties. **Jerry Haag**, a planning consultant in Berkeley, has been appointed Communication Director. He will be responsible for press releases, publicizing events, and other activities to promote the Section. New people getting involved with the Regional Advisory Councils (RACs) include **Ann Jamison**, **Lori Neff**, and **Jon Holan**. Jon was a Board member a number of years ago and it is great to have him back.

Increasing participation in Board activities is crucial to our ability to function as an organization. There are a variety of ways to get involved--and it doesn't necessarily take a lot of time--call any Board member for more information. To make our meetings more centrally located, we have just moved our meetings to ABAG's Oakland office. 1998 meetings are scheduled for the following dates: 3/5; 5/7; 7/9; 9/3; and 11/5. Meetings are open to all members.

1997/8 Winter Retreat Thirteen of us met on the last Saturday of January to look back at our goals and activities since the last retreat in November 1996, and to look ahead to determine the direction we want to go as a Board. Our primary goal as volunteers on the Section Board is to provide services to members. The national and state APA organizations provide a variety of important services and functions, but it is through the local section that the most direct services are provided. Previous surveys have told us that communication with members is the most valued function of the section and that the newsletter and local events are what members value most about the section. At the same time, the Board continues to take a larger look at what we can do to promote planning and planners and to thereby help us do our jobs more effectively. We found that our goals for the coming year built on those that we previously identified.

Strengthening the Board's presence was one of the objectives from the last retreat — the idea was to be more visible and to provide more services both to members and to the larger community. Progress was made toward this goal through various events sponsored during the year and through our first steps to take positions on issues and to increase NSCCAPA involvement in other organizations. Formalizing advocacy positions was an objective that we are just beginning. Although the Board

(continued on page 6)

NEWSLETTER INFORMATION

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ADDRESS CHANGES

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APA National Hqtrs.
122 South Michigan Ave., Ste.1600
Chicago, IL 60603-6107
312/431-9100

The deadline for submitting materials for inclusion in the **Northern News** is the 16th day of the month prior to publication.

**Planning Manager**

City of Berkeley

Salary \$60,924 - \$73,560 + 7% PERS

The City of Berkeley is searching for a progressive and dynamic individual to provide leadership and direction for its Current Planning Division. The position also functions as Zoning Officer, supervises 12 professional planners and support staff, and reports directly to the Director of Planning and Development.

Berkeley is a city with a population of over 100,000 which has a rich diversity of residents, businesses, and planning issues. The Current Planning Manager will play a key role in providing guidance and leadership for the City's planning and development activities. The individual selected will work with the other disciplines that comprise the City's Planning and Development Department, including the newly established Permit Service Center, Advance Planning, Redevelopment, Building and Safety, and Toxics Management. Some of the key issues and topics facing the City today are the continued renaissance of the City's downtown and Civic Center, revitalization of commercial corridors with mixed uses and high density housing, historic landmarks preservation, adoption of a new General Plan and Zoning Ordinance, preservation of a manufacturing base, affordable housing, and maintenance of a balance of neighborhood and regional commercial activities.

Qualifications for this position include a four year degree in city, urban, or regional planning, plus five years of current planning experience (two of which involve direct supervision), and extensive work with citizen boards and commissions. This position is demanding, but challenging and rewarding as well. Interested individuals should apply immediately with the City of Berkeley. Application materials may be obtained by calling (510) 644-6460, or submit application materials to the Personnel Department at 2180 Milvia Street, Berkeley, CA 94704. EOE.

◆ more JOBS on pages 4 and 5 ◆

UCSC NEPA Workshop

UC Santa Cruz Extension is offering a one day NEPA workshop on March 30. This one day course is designed for individuals with all levels of NEPA experience and will provide practical advice on the nuts and bolts of working with this far-reaching environmental law. The course focuses on case studies of federal actions requiring NEPA review and provides practical lessons from the field. NEPA veterans share the lessons they have learned that can help sharpen your NEPA skills and the way you approach some of the common problems EIS preparers encounter. The cost is \$135 for agency employees, \$195 for nonagency employees. For more information, contact UCSC Extension at (800) 666-8639.

1998 AEP Conference

The Association of Environmental Professionals will hold its annual state-wide conference in Sacramento from April 24 through April 26. This year's conference will examine, in symposium format, the status of environmental planning in California today and will look at the changes in technology and demographics that the state will face in the coming years. Keynote speakers are State Senator Byron Sher and Carol Whiteside, President of the Great Valley Center. For more information, contact Brian Smith at (209) 577-5276 or Dwight Steinert at (818) 374-7034.

East Bay RAC Get-Together

The East Bay Regional Advisory Committee (RAC) of the Northern Section is holding a social get-together on Thursday, April 9, at the Black Diamond Brewery, 2330 N. Main Street in Walnut Creek, from 6:00 to 8:00 p.m. In addition to the opportunity to socialize with other East Bay planners, Val Alexeeff of the Contra Costa Community Development Department will share some of his experiences as a planner in communist Russia. Appetizers are complimentary. A no-host bar will be provided. For additional information, contact Steve Noack, Pacific Municipal Consultants at (800) 484-2620, ext. 7842 or Greg Matson, McGil Martin Self at (510) 254-8850.

Housing Forum

The upswing in the economy and increase in people moving to the Bay Area in search of jobs has resulted in increasing demands on the Bay Area housing supply. Housing costs are escalating and people are commuting greater distances to their jobs. The various housing interest groups, in many instances, are not communicating with each other and in some situations are working at cross-purposes. The challenge to provide housing in the Bay Area is daunting, but not insurmountable. However, it will require the cooperative efforts of all of the housing interest groups.

To address this issue, the Northern Section is sponsoring a forum on housing to be held in October 1998. The Housing Forum will bring together the various interest groups to initiate a dialogued and develop cooperative approaches to provide housing for Bay Area residents. The forum will present the opportunity to share ideas and resources, and hopefully will lead to collaborative efforts to enhance and expand the housing supply in the Bay Area.

A committee is now being formed to develop the program and organize the conference. If you are interested in joining our committee, or have ideas for topics or speakers, please contact Patricia Jeffery, Professional Development Director, at (510) 524-7980, e-mail PJeff85233@aol.com.

California Preservation Foundation Conference

Join the CPF for its 1998 Berkeley Conference, May 7 through May 10, co-sponsored by the CPF and the Berkeley Architectural Heritage Foundation. The theme of the conference, "New Perspectives on Preservation", focuses on how we can better link preservation to a broader spectrum of our communities. For more information on the conference, contact the CPF at (510) 763-0972.

(Bulletin Board continues on page 5)

Orange County to Host "Mirrors and Reflections"

The 1998 California State APA conference will be held in Costa Mesa, September 16 - 19, 1998. The theme for the conference, "Mirrors and Reflections", was chosen because Southern California, and Orange County in particular, can be seen as a microcosm of the planning issues found throughout the State.

Conference sessions will address "big picture" planning topics, such as transportation, housing, population growth, environmental issues, and the NIMBY syndrome in Orange County. All of these issues are significant throughout the state as well.

Transportation is a multi-faceted issue and one that Orange County, as well as many other communities statewide, is constantly dealing with. Highway capacity is one such issue. For example, the building of toll roads in Orange County reflects the growing need for new roads in a time when funds for building such infrastructure are in short supply. Since the population statewide is expected to increase dramatically, the booming housing and office markets in Orange County mirror what is happening or will soon happen throughout the state. Every community deals with its own environmental issues, and Orange County is no different. Base closures and re-use in Orange County mirror what is happening elsewhere in the state and throughout the nation as military installations close. The fight for open space is prevalent.

NIMBY issues in Orange County include airports, prisons, and base closures. Sound familiar?

To be sure, the planning issues found in Orange County "mirror and reflect" those faced by communities statewide. "Mirrors and Reflections" sessions will provide constructive information relevant to you and your community. For further information, please contact any one of the members of the 1998 Conference Committee listed below or visit the Conference website at www.rain.org/~calapa (click on the Conference logo).

See you in Costa Mesa!

1998 CCAPA Conference Committee Co-Chairs

Ted Commerdinger, AICP (714) 738-6837

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Section Director

Dan Fox, AICP (714) 573-3115

Past Section Director

Glenn Lajoie, AICP (714) 855-3663



Senior Planner

City of Livermore

Salary: \$5,095 - \$6,370 monthly plus PERS

Plans and supervises the work of a section of the Planning Division of the Community Development Department involving the development, interpretation, and application of land use policies and/or regulations necessary to implement regulatory and policy programs. Requires a Bachelor's degree in urban planning or a related field and five years of increasingly responsible experience performing planning, environmental contract management, and land use regulatory responsibilities or equivalent combination of education and experience. For application materials call: City of Livermore, 510-373-5100. Final filing deadline is 5:00 p.m., March 31, 1998. EOE.

The following two positions are available with the City of Berkeley:

Associate Planner

Salary: \$36,000 - \$48,000

Assistant project manager. Planning degree required. Advanced degree desirable. 3+ years planning experience including 1 year consulting. Excellent writing, research, and computer skills.

Senior Planner

Salary: \$49,000 - \$60,000

Project manager. Graduate planning degree required. 5+ years planning experience, including 2 years consulting/project management. Excellent writing and presentation skills. Undergraduate design degree desirable but not essential.

For both positions, send resume with references to Wagstaff and Associates, 2512 Ninth Street #5, Berkeley, CA 94710 or fax to 510-540-4788. Open until filled.

Assistant Planner

City of Half Moon Bay

Salary: \$2,945 - \$3,580/month + benefits

The City of Half Moon Bay is currently recruiting to fill the position of an Assistant Planner. The Assistant Planner is responsible for performing a variety of entry level routing and sometimes complex administrative, technical, and professional work in the current and/or long range planning programs of the city related to the development and implementation of land use and related municipal plans and policies. Submit a completed City of Half Moon Bay application and resume. Applications can be obtained by calling (650)-726-8250. Send materials to Planning Director, City of Half Moon Bay, 501 Main Street, Half Moon Bay, CA 94019. Final filing date: March 16, 1998. EOE.



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For up-to-date conference information, visit the APA Website often at www.planning.org, call 312-431-9100, or dial APA's fax-on-demand service at 1-800-800-1589 and request documents:

Conference General Information	2001
Boston General Information	2005
Child Care Information	2008
Scholarship Application	2009
Student Volunteer Application	2010

1998 Preliminary Programs detailing the conference program, housing options, and registration information will be mailed in December.

1998

APA

National

Planning

Conference



REVOLUTIONARY
IDEAS

APRIL 4 - 8, 1998



GIS DATA/METADATA WORKSHOP

**Introduction to the San Francisco Bay
Geospatial Data Clearinghouse
and the National Spatial Data Infrastructure (NSDI)**

Want to use the Internet to find environmental data but don't know where to look? This free workshop will introduce you to the federal government's online geospatial data search system, and demonstrate one local and one statewide gateway to the system. The workshop will also discuss why metadata (data about data) matters to you and how you can create or evaluate metadata. Real-life applications for environmental planners will be explored.

Sponsored by:
San Francisco Bay Conservation and Development Commission (BCDC) U.C.
Berkeley's Research Program in Environmental Planning
Geographic Information Systems (REGIS), and the National Ocean Service (NOS)

**March 11, 1998 ♦ 9:30 a.m. - 12:00 p.m.
Oakland MetroCenter**

Reserve your seat via e-mail (beckyb@bcdc.ca.gov) or phone (415) 557-0150

In the meantime, the SF Bay Clearinghouse can be found at:
<http://www.regis.berkeley.edu:80/baqis/zgate/>

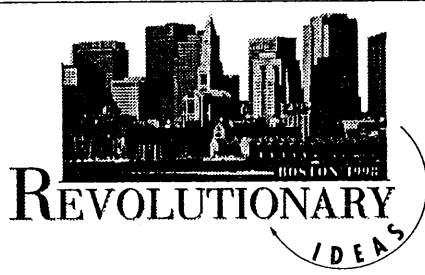
**Order the *Proceedings* of the 1998
APA National Conference for only \$25!**

Purchase the 1998 *Proceedings* early and save. This year you can order the *Proceedings* of APA's 1998 National Conference in advance for only \$25. The 600-page paperback compilation of session papers and other materials will be the best permanent record of the issues, values, practices, and priorities of the planning profession presented in Boston next April 4-8.

Two easy ways to order. If you're planning to attend the 1998 Conference, order the *Proceedings* when you register and pick up your copy(ies) at the registration area in Boston. If you can't attend, but still want to own this unique record of what was written and discussed, complete this form and mail it to APA with your payment (including \$4.95 per copy for shipping and handling). APA will mail your *Proceedings* after the conference, no later than May 8, 1998. All orders must be pre-paid by check, Visa, or MasterCard. Either way you order, respond by February 24 to guarantee availability and pay the special pre-conference price of only \$25 per copy.

Don't be disappointed—order today! By ordering early you benefit twice—you save money and are guaranteed availability. Take advantage of this revolutionary opportunity to reserve a written record of the best and brightest ideas from planners around the world. **Respond by February 24** to lock in your order and pay just \$25 for the *Proceedings* of the 1998 APA National Conference!

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Please use this form to order *Proceedings* for **mail delivery only**. If you plan to attend the 1998 Conference, order on the conference registration form in the preliminary program, to be mailed in early December. Either way, order by February 24 and save!



The following three positions are available at Nelson\Nygaard, a woman owned transportation consulting firm with a specialization in transit and other alternative modes. The firm performs a wide variety of transportation planning projects including corridor studies, long and short range transit plans, TDM studies, paratransit plans and transportation impact analyses. Nelson\Nygaard has offices in San Francisco and Portland. We are interested in filling these positions in our San Francisco Office with highly qualified candidates who can make a positive contribution to our diverse and talented team. Salary DOQ.

Senior Associate would assume responsibility for all phases of project management, project development and marketing on a wide range of projects. Minimum qualifications include at least five years related professional experience, including two years in project management roles. Advanced degrees may substitute for a portion of required experience.

Associate Project Manager would serve as Project Manager for small projects or as a lead planner for complex components of large projects. The successful candidate would work on a variety of assignments including survey supervision and management, data analysis and data integration, report writing and proposal preparation. Minimum qualifications include at least three years related professional experience. Advanced degrees may substitute for a portion of required experience.

Graphics Specialist would serve in a lead position to develop new and innovative graphics materials to support and enhance Nelson\Nygaard's reports, proposals and marketing materials. The successful candidate must have demonstrated experience producing technical graphics, and understand the discipline of transportation planning. Minimum qualifications include degree in Urban Studies, Graphic Design or related field and at least two years of experience in a graphic environment, including GIS.

To apply for these positions, contact Bonnie Weinstein Nelson, Senior Partner, Nelson\Nygaard, 833 Market Street, San Francisco, CA 94103

Associate Planner

Design, Community, and Environment
Starting Salary: \$40,000 to \$55,000, DOQ
Design, Community, and Environment, a planning and design firm located in Berkeley, is seeking an experienced Environmental Planner. DC&E offers consulting services to public and private sector clients in the areas of community planning, urban design, bicycle and transportation planning, environmental assessment, and community participation. Applicants should have a minimum of three years experience in CEQA, comprehensive planning and related fields, with some project management experience. Responsibilities will include client contacts, proposal writing, and preparation of environmental and planning reports. DC&E is a rapidly growing firm, with an open and friendly work environment. Benefits included in salary package. Send cover letter and resume to David Early, Design, Community & Environment, 2110A Vine Street, Berkeley, CA 94709. Resumes may also be sent via e-mail to david@dceplanning.com.

Associate Planner

City of San Rafael
Salary: \$4,300 - \$4,937/month; 37.5 hour week
Vacancy in Current Planning. At this full working level, the incumbent performs the full scope of professional planning duties, including but not limited to, interpret policy, data and legal descriptions, prepare and analyze planning studies, and prepare and present written reports and verbal presentations. Requires Bachelor's degree with a major in planning or related field and two years of full-time, paid professional work experience at the Assistant Planner level in municipal or regional planning. Apply by 5:00 p.m., March 12, 1998. For required application materials, contact City of San Rafael, Human Resources Department, 1400 5th Avenue, San Rafael, CA 94915-1560. 24 hour jobline: (415) 485-3433. EOE.

The South Bay RAC of the NSCCAPA and South Bay Chapter of the AEP Present:

3D Communication and Community

New Tools for Urban Designers and Planners

Public and private-sectors planners are increasingly called upon to use 3D visualization tools to communicate and evaluate development proposals. Join urban design visualization experts Hartmut Gerdes, AICP and Jeffrey Reichenberg of Square One Productions as they review and demonstrate currently available 3D visualization technologies, such as photomontage, animation and virtual reality. They will further illustrate how planners and designers can transmit such information via the Internet and video.

- Where: Chez Sovan, 2425 South Bascom Avenue, Campbell
- When: Thursday, April 2, 1998
- Time: 6:00 p.m. (dinner)
7:00 p.m. (presentation/discussion)
- Meal: Cambodian Feast
- Cost: \$10.00 APA/AEP members, students
\$12.00 Non-members
- RSVP: Deborah Ungo-McCormick
408-920-0900 or Tom Fitzwater
408-451-9260 by noon March 31, 1998

UC Berkeley Extension Courses

The UC Berkeley Extension program in Environmental Management will feature several noteworthy classes this spring, including a CEQA update (April 17), a seminar on preparing and updating a general plan (April 24), classes in GIS (April 22-24), and many, many others. For more information about course offerings, call (510) 643-7143.

GALIP

Gays and Lesbians in Planning is a national organization whose name is, well, pretty self-explanatory. Annual membership in the organization is \$10, which entitles one to the group's very well-written newsletter and affords one new national networking opportunities. Contact GALIP's national chairperson, Randy Gross, at rangross@aol.com or send inquiries to GALIP, 2422 Tunlaw Road, N.W., Washington, DC 20007.

has been active with issues such as the Bay Bridge and regional gas tax, we are still formulating the best way to manage future actions and activities; volunteers are still needed to work with Diana Elrod and others on this task. Outreach and partnership with the development community was previously identified as a goal which could help make planning more effective, however, this is not an area that we focused on and it is no longer identified as a specific goal, although it will remain a component of other strategies. Finally, making the organization economically self-sustaining was something that the Board has been concerned about. Thanks to the hard work of the Monterey Conference Committee and to participation by members from all over the state, the 1997 conference was a financial success. The money that comes to Northern Section will provide funding for section activities and savings to keep the section afloat until the next conference. More about our budget and where we are going next month (after the notes from the retreat are typed up!).

Monterey Conference Wrap-Up The Monterey Conference Committee celebrated the 1997 conference's success at an afternoon party in San Jose in January. Many people worked on the conference. Thanks again to the following people who did the lion's share of the work: Bill Wojkowski, Bill Fell, and Kim Cole (City of Monterey), Kent Edens (San Jose), Phil Carter (Pacific Municipal Consultants), Mike Ferry (Santa Cruz County), Nick Chiulos (Monterey County), Don Laursen (City of Santa Cruz) and Ernie Franco (Seaside).

It's Not Too Early to Think About the Winter, 1998 Holidays!

I know, it seems far too soon to deal with next December's holidays, but we are actually a bit late in planning our Holiday Party. After a great party in San Jose last year (with plenty of good food), we would like to return to San Francisco this year. Andrea Ouse, who just started a new job in Daly City, has agreed to be our organizing party animal, with assistance from Steve Noack, Gregg Mattson, and Steve Emslie. If you have any ideas about great party locations, call one of the committee members right away.

Northern News Seeks New Editor

After almost two years with the *Northern News*, I am looking to take on some different projects and challenges. So effective immediately, the NSCCAPA is seeking a new editor for the *Northern News*. This is an excellent opportunity to meet other active, involved planners, to think creatively, and to express your own and help shape others' opinions. It is a great opportunity I am giving up only very reluctantly!

The time commitment involved is flexible—usually about a couple of hours a week. Ideal candidates will be strong writers/editors, have some publication experience, and be privy to a full suite of communications media—computer, e-mail, fax, and so on.

Please call me, John Cook, at (415) 864-0443 if you or someone you know is interested in this exciting opportunity.

EIP
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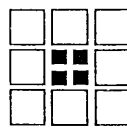
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NORTHERN SECTION CALENDAR

March

- 5 NSCCAPA Board Meeting, ABAG Headquarters, Oakland
- 11 GIS Data/Metadata Workshop (see insert for details.)

April

- 2 South Bay RAC Event, Campbell
- 9 East Bay RAC Get-Together, Walnut Creek
- 24-26 AEP Conference, Sacramento
- 25 UC Berkeley Department of City and Regional Planning Job Fair

MARCH

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29	30	31				

APRIL

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19	20	21	22	23	24	25
26	27	28	29	30		

◆ NEW MEETING LOCATION ◆

Beginning in March 1998, NSCCAPA Board meetings will move to ABAG Headquarters, located within the Bort MetroCenter at the intersection of 8th and Oak Streets in Oakland, adjacent to the Lake Merritt BART Station. Other 1998 meeting dates are: May 7, July 9, September 3, and November 5. All interested are welcome at these meetings!

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