

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

CityVision: Citizen Participation at the Planning Table

by Sara Woodfield, AIA

JUNE 1998

RECEIVED

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DUNCAN & JONES

The City of Santa Rosa, in the heart of California's premium wine country, has discovered a unique way to involve its citizenry in the creation of a fresh self-image. As the county seat of Sonoma County, the city has taken advantage of a program offered by the American Institute of Architects (AIA), called R/UDAT ("Roo-dat"), or Regional/Urban Design Assistance Team, to instigate a grassroots approach to community development.

In spite of Santa Rosa's stature and size, most people do not have a memorable image of the city, and many residents insist that the downtown is dead. There have been at least 8 city-sponsored studies of downtown Santa Rosa in the last 30 years and 26 additional studies by the city's Redevelopment

Agency, yet Santa Rosa still suffers from an image problem.

Last year saw some major planning efforts: improving Courthouse Square; restoring the Santa Rosa Creek that runs along the south edge of downtown; identifying intersections in the core area to receive upgrades and obtain budgeting from the Redevelopment Agency; the possible widening of Highway 101. Consultants were retained to consider the economic strength of the area. There were concrete suggestions, but the conclusion was that, overall, downtown is in "pretty good shape, but the city and local businesses need to coordinate and work together." Beyond that, the city's consultants recommended a focused attempt to improve the image of Santa Rosa core area, giving it a "flagship goal," or defining statement that

highlights the unique and special features of the downtown area. This sounds like a marketing approach, and it is—it reflects how people think and remember a place. This goal would guide almost all planning decisions—urban design, economic development, public works, and zoning.

There clearly is interest in improving Santa Rosa's core area. Sonoma County is projected to grow steadily from 418,100 in 1995 to 559,500 in 2020, a 34% increase.

The question is—what is the vision? What truly represents this community and this location? There are many ideas, some conflicting, but no set of agreed priorities. No vision. No goals. No plan to get there. Yet.

Last fall the local chapter of the AIA introduced the R/UDAT process to the people of Santa Rosa as a way to focus this interest in improving their city. This process is offered as a community service by the AIA. As a grassroots approach to community development, the program insists that the community work together to submit a lengthy application, receive endorsements from as many organizations and businesses as possible, and raise money (\$40,000 or so).

The AIA has run 130 R/UDATs in the last 30 years, with great success. Healdsburg is a local example. Others are Hilton Head, South Carolina and Salt Lake City, Utah. The virtues of these unique design teams can be categorized in terms of:

- **Quality:** The team is comprised of highly qualified professionals selected for a wide range of expertise. The team composition varies—usually comprised of 8 to 10 members from architecture, planning, landscape architecture, developers, economic

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*We need long term thinkers,
creative ideas and solutions,
energy and personal pride.*

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DIRECTORS CORNER

by Wendy Cosin, AICP

The June 19 **Northern Section Awards Banquet** provides us with the opportunity to learn from each other and to celebrate our successes. Even more important, by inviting City Managers, Planning Commissioners and Council members, the Awards Banquet can promote the value of planning to the very people from whom we need support.

At the banquet, the award-winning documents will be available for perusal, presentations will be made about each project, and the award winners will be available to answer questions. To illustrate, consider what you, other staff members, and policy makers could learn from the following winners:

- Envision Oakland will be awarded the Comprehensive Plan Award. City planning staff developed an extraordinary process to extensively solicit and analyze public opinion. The plan contains new ideas on how to approach problems in a built out community. It provides a guide for future development, including information on issues that can be anticipated in various areas. Its linkage of transportation and land use elements can be a model for other jurisdictions, as can its user-friendly presentation.
- San Rafael's Affordable Housing Program wins an Implementation Award for its record in providing affordable housing. The City, housing developers and the Chamber of Commerce worked together to provide housing for local workers. The combined carrot (an open-ended density bonus provision) and stick (an inclusionary requirement) approach has resulted in construction of many affordable units. The City prides itself on successfully creating affordable units that blend in with established neighborhoods.
- East Palo Alto's "Dreams of a City" video captures the history and culture of the City. It provides a valuable reference for future planning processes and establishes a game plan to capitalize on what the community has learned. The video presentation transcends planning by going to the heart of a community wanting to be a city.
- In Arcata, the Holiday Gardens Motel Conversion transformed a dilapidated motel located on Highway 101 into an affordable housing complex. The visibility of the project and success of the public/private cooperation have had a big impact on the small community. Thirty-seven units, ranging from studios to three bedroom units, were created. Affordability was maintained by avoiding demolition of the motel.
- Santa Clara County's Urban Pockets Program involved a cooperative effort between the County and the City of Cupertino. Their approach to annexation

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NEWSLETTER INFORMATION

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The deadline for submitting materials for inclusion in the July/August **Northern News** is July 15th.



**Director of Planning and
Community Development**

City of Palo Alto

Salary DOQ

The City of Palo Alto currently seeks an experienced professional for this high-level management position. Reporting directly to the City Manager, you'll develop, recommend and administer proposals and procedures pertaining to community planning, housing, transportation, building inspection code enforcement and environmental planning and control. The duties of this department head will include: directing the overall operation and activity of the Transportation, Inspection Services and Planning Divisions (approximately 50 employees); implementing assignments from the City Manager and 9-member City Council; and assessing planning proposals and submittals to ensure they conform to City objectives. As a member of the City Manager's Senior Management Group, you will be responsible for discussing and reviewing City problems, priorities and personnel relationships. Position requires an MA in Planning, Architecture, Urban Studies, Public Administration or a related field and 8+ years of government planning experience or equivalent. We offer competitive salaries and fully paid benefits. For consideration, please send/fax resume to: City of Palo Alto, Attn: Adele Johnson, Human Resources, 250 Hamilton Ave., Palo Alto, CA 94301. Fax (650) 329-2696. For more information, please visit our Web site at: www.city.palo-alto.ca.us.

EOE M/F/D/V.

*(more jobs on pages 3 and 4)***East Bay RAC Event**

Date: Wednesday June 24, 1998

Association of Environmental Planners (AEP) and
American Planning Association (APA)

Topic: Bay Area Regional Water Recycling Project (BARWRP) Master Plan for maximizing water recycling in the Bay Area. Traditionally water used by residents and businesses of the Bay Area has been treated at local wastewater treatment facilities and discharged into the Bay or the Pacific Ocean. The technology is now available to treat that water so that it can be used again — recycled for use in parks, golf courses, greenbelt and agricultural irrigation, wetlands and streamflow enhancement, fire suppression and industrial processing. BARWRP is a consortium of local water and wastewater treatment officials and other interested agencies to bring water recycling to fruition in the Bay Area.

Why might I care?

While the 1998 El Nino makes it hard to believe, the droughts of the early 1990's in California are more the norm than the heavy rains of this year. As we learned in the early 1990's the water supply is limited, even though our communities continue to grow. Water recycling is an important way to supplement the current supply of water available to our communities. It also is an important tool in preserving the lake, stream, delta and bay fish and wildlife habitats. If you need more information before deciding to attend this event check out BARWRP website at: www.recyclewater.com.

Presentation By: Billy Romain, BARWRP Project Manager, CH2MHill

Socializing 6:30 pm (Light food, wine and sodas will be available)

Program 7:00 pm

(Contributions of \$5 to \$10 will be requested to offset the program costs.)

Where: CH2MHill Offices

1111 Broadway, 12th Floor

Oakland, California

(12th Street BART Station)

**South Bay RAC Dinner
Event**

Date: Thursday, June 25, 1998

6:00 to 8:00 p.m

Join the South Bay RAC and the South Bay Chapter of the Association of Environmental Professionals (AEP) as they host a fun, delicious and informative dinner event on June 25, 1998 at Chez Savon in Campbell. In addition to an exotic Cambodian feast and the opportunity to make new or renew old acquaintances, the evening will include a presentation by Ron Duke, President of H.T. Harvey Associates, on endangered species of Santa Clara County. The presentation will include a slide show and discussion of local species of concern and what planners need to know when endangered species are an issue in their communities.

Place: Chez Sovan

2425 S. Bascom Avenue
Campbell, CA

Meal: Cambodian Feast

\$15.00 APA/AEP member/students

\$17.00 Non-members

RSVP: Tom Fitzwater – (408) 451-9260

Deborah Ungo-McCormick –
(408) 297-8763

(more bulletins on page 5)

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) 642-3258.

CityVision ...

development specialists, transportation experts, environmental planners, etc.

- **Objectivity:** Team members are from outside the area and have little knowledge of, or connection to, the community they study. They bring new eyes, new viewpoints, and often see and discuss issues that local people cannot or will not discuss.
- **Participation:** The process demands active participation from the community. It must be the community's own vision and plan, developed with the help of the team's expertise and guidance. The community has to "own" it, and support it through the many years of implementation.

Santa Rosa citizens have come together and formed a group called CityVision, which has submitted the R/UDAT application, including background material and all previous reports. It has been accepted and a team leader selected. In early June the project leader and one team member will visit Santa Rosa for an intense orientation to the city and its people. After this orientation process, the leader will select the other professionals, based on the needs which have been identified during this visit.

CityVision is working to inform and involve as many people in this process as possible through outreach presentations, media stories and newsletters, and there is a continual fundraising effort, which is currently half-way toward the goal.

The culmination of this effort is an intense 4-day workshop with the team in September or October. The workshop will consist of tours of the study area and surrounding community, meetings with community leaders, and a town hall meeting where everyone is encouraged to speak. The team will then work privately to organize and analyze the issues, and craft creative solutions and implementation strategies. The recommendations will be primarily visual

(continued from page 1)

and people friendly, and will be published as a report on the last day and presented in a public meeting. Hopefully the public will be able to identify with this new vision of what Santa Rosa can be.

The vision is not enough however. After the team has left, the community analyzes the report to identify priorities and start an action plan. Some items may be achievable in the short term—others may take many years and require hard decisions. Implementation is the goal and the real work. It will be possible, if everyone owns the plan and wishes to see it come to fruition.

About 8 months after the workshop, team members will return to assess progress, evaluate the action plan, facilitate community partnerships, and raise public awareness of the process.

This summer we will continue to hold outreach meetings; in fact we shall be speaking in Santa Rosa at your APA meeting on June 18th, 1998. Later this month an invitation will be sent out with details. We need help to move beyond describing what the R/UDAT process is, to giving inspiration and information on what could be done in the community. CityVision invites you to participate, knowing that your expertise makes you uniquely valuable to this process. We need long term thinkers, creative ideas and solutions, energy and personal pride. Personally and professionally this is a wonderful opportunity to make a better community with our neighbors. We also need help in building a model of our project area, which consists of the downtown area, Santa Rosa Plaza, Highway 101, and old Railroad Square. We think this could be a great public awareness activity, and hope the model will be placed on public display and used in the future in the design review process as a tool to embody and enforce our vision. A new committee is about to be formed which is uniquely suited for planners—an

(continued on page 6)



JOBS

Planner I

City of Gilroy

Salary: \$35,304 to \$42,912 annually

The City of Gilroy is recruiting for the position of Planner I. This individual will be under general direction of the Planning Division Manager, and will perform most professional planning duties, using independent judgement in making decisions; may be assigned full responsibility for particular projects or phases of planning work; perform functions in all levels of the planning process. Requires Bachelor's in Planning or related field and one year of f/t planning experience. For an application and job flyer, call City of Gilroy Job Hotline, 408/ 848.7606. Deadline for applying is June 23, 1998 at 5:00 p.m.

NEPA/CEQA Practice Leader

EDAW, Inc.

Salary DOQ

EDAW, Inc, a leading international environmental planning and landscape architectural firm, is seeking a motivated and highly regarded individual to lead its San Francisco-based NEPA and CEQA practice. EDAW provides unique opportunities to integrate environmental planning and land use planning/design, and is an industry leader in large-scale resources management plans, regional water projects, federal environmental compliance, and general environmental planning and compliance. The ideal candidate will have 15+ years experience in the preparation and leadership of EISs, EIRs, and other related compliance documents, and will have a San Francisco Bay area client focus and following. Key skills will include high-level knowledge of NEPA and CEQA, demonstrated marketing skills, a desire for staff mentoring, and the desire to work in a local setting that also provides international opportunities. Send resumes to: EDAW, Inc., 753 Davis Street, San Francisco, CA 94111, Attn: Dept. J. FAX: 415-788-4875 EOE/AA



NSCCAPA is proud to present...

1998 Northern Section Annual Awards Banquet

The time of year has come to join your colleagues in honoring the excellent planning efforts conducted in the Northern Section. Northern Section award winners will go on to compete in the state, and if successful, the national levels. The Banquet affords you the opportunity to learn about these programs in a relaxed and enjoyable atmosphere.

For the third year the Awards Banquet will be held at the **Fort Mason Officers 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 19th**. Last year well over one hundred individuals attended this event, so sign up now.

To secure your reservation, mail this form for delivery by June 12th, with a check for **\$32.00 per person** to:

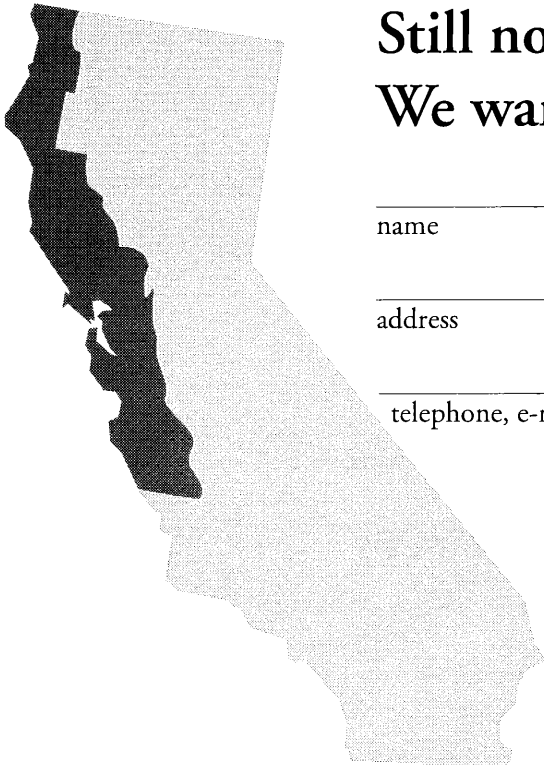
Wayne G. Goldberg
Director of Community Development
P.O. Box 1678
Santa Rosa, CA 95404

Please reserve _____ seats for me at the 1998 Northern Section Awards Banquet.

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Still not a member of the APA? We want YOU to join the Northern Section!

name

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e-mail: emslie98@aol.com

STATE CONFERENCE COMING SOON!

Mirrors and Reflections Plans Great Mobile Workshops

Greetings from the 1998 CCAPA Conference Committee. Don't forget to make your reservations now for this year's spectacular State Conference to be held at the Doubletree Hotel September 16-18 in Costa Mesa. The Conference (Mirrors and Reflections), will offer over one hundred interesting sessions and over a dozen fascinating Mobile Workshops. This month we would like to tell you about some of the Mobile Workshops we are planning.

Twelve Mobile Workshops cover a variety of topics and are sure to have something for everyone. Some mobile Workshops showcase Orange County amenities and planning issues, others cover planning issues for historic and cultural areas, while still other workshops will highlight transportation, environmental planning, wastewater treatment and reuse, and the world famous Irvine Spectrum. Specific Mobile Workshops include:

- Sports/Entertainment Facility Corporate and Civic Partnerships: an inside view of the new home of the *Angels* (Edison Field) and the old home of the *Ducks* (Arrowhead Pond)
- Disneyland Expansion and Renewal in Anaheim
- Old Towne Orange National Historic District
- Santa Ana Downtown Arts Community
- Irvine Spectrum and Entertainment Center
- Orange County Nature Reserve – Back Bay Newport Beach, Habitat Conservation
- Bolsa Chica Wetlands Restoration Project and Master Planned Community
- State-of-the-Art Water Reclamation and Recycling Facilities: Irvine Ranch and Orange County Water Districts
- Urban Public Open Space: finding room to breathe in the City
- Crystal Cove State Beach and Undersea Reserve: step back in time and 20,000 leagues under the sea
- Transportation: Orange County Toll Roads

These sessions are sure to be a highlight of this year's State Conference. Be sure to look for your early Conference Registration form in the May/June issue of Cal Planner. We'll see you in Costa Mesa!!

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Housing Forum

Housing in the Bay Area is hot! The economy is strong, interest rates are low, the Big One hasn't hit yet and people are clamoring for any kind of house. What's the future for housing and growth in the region? This is a topic that doesn't seem to go away. In recent weeks, the Tassajara Valley applicants withdrew their request for a 5,000+ housing development east of San Ramon. Newspapers report that eight out of the top ten communities in California with the highest price housing are in the Bay Area. Plan on attending the Northern Section's Housing Forum scheduled this fall to learn more about the housing crunch and what can be done about it. Patricia Jeffery, Professional Development Officer, is spearheading the effort to produce what will be a comprehensive look at regional housing issues. Watch this space for more specifics regarding the Housing Forum, including date, location and time. If you would like to volunteer time, call Patricia at (510) 524 7980 (e-mail Pjeff85233@aol.com). See you there!

In Memoriam

T.J. "Jack" Kent, Jr., 81, a powerful leader in the field of city planning, died April 26 as a result of heart failure and a long fight with Alzheimer's disease. He will be remembered for many accomplishments, most importantly as San Francisco's second city planning director under Mayor Roger Lapham, and for founding the Department of City and Regional Planning at the UC Berkeley in 1948 and serving as its Chair for 12 years. He was a member of the Berkeley City Planning Commission from 1948 to 1957, a Berkeley City Council Member from 1957 to 1965, President of People for Open Space and the American Society of Planning Officials (later APA). Among his publications, he is probably best known for *The Urban General Plan*, published in 1964 and still in print.

**Unlocking Gridlock:
Growing Smarter
(UC Extension/ABAG Program)**

Date: Saturday, June 6, 9am-noon.

Join a distinguished group of speakers and panelists as they probe the issues and the potential for solutions to the ever-growing problem of gridlock on the region's highways. This half-day seminar for the general public will be held at the Leshner Regional Center for the Arts, 1601 Civic Drive, in Walnut Creek.

Learn about new ideas for how we can avoid hours of commuting on clogged freeways by developing communities and transportation systems that will maintain our quality of life, protect sensitive areas and resources, and move the region in the direction of a balanced economy.

Speakers include:

- ABAG representative
- Ronald N. Young, Deputy Director, Maryland Office of Planning
"Lessons Learned from Smart Growth in Maryland"
- Linda Best, Executive Director, Contra Costa Economic Partnership
"Moving Toward a Balanced Economy: Jobs, Housing, and Transportation"

The following panelists will be discussing "Restoration, Reconfiguration, Protection, and Getting Involved":

- John King, Columnist, San Francisco Chronicle, and Program Moderator
- Shelly Poticha, Congress for the New Urbanism
- Stuart Cohen, Bay Area Transportation Choices Forum
- Tom Mooers, Greenbelt Alliance

For enrollment information, call UC Extension at 510/643-7143. Or enroll on-line: www.berkeley.edu/unex/enroll
Or by phone: 510/642-4111.

within an urban area is easily transferable to other cities with similar problems. The program provided information about annexation by producing a document and developing a process to educate homeowners about the pros and cons of annexation. The County's pro-active approach resulted in annexation of an unincorporated pocket into the city.

- An Advocacy Award will be presented to Marin City USA, a large mixed use project which provided employment opportunities to disadvantaged residents. Unique features included a requirement for 50% of the new jobs to be offered to Marin City residents and provision of ongoing business training workshops to enhance business skills of local residents. The award will be presented to the Marin County Community Development Agency.
- San Francisco's Waterfront Land Use Plan was prepared in-house by SF Port staff. It approached planning for the waterfront by examining the needs of the maritime industry and then presented a detailed plan for a mix of uses in the future.

We have been fortunate to again schedule the Awards Banquet at the Fort Mason Officer's Club in San Francisco. In past years, the view of San Francisco Bay, good food, keynote speaker, and lively company have resulted in the Northern Section's most successful annual event.

CityVision ...

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implementation committee. The steering committee feels it is important to begin research on implementation strategies used in other communities, thereby keeping our sights on the work after the workshop.

This is a unique grassroots approach to planning. The AIA now sponsors 6 to 8 R/UDATs every year across the country, and there is tremendous competition for selection. Other communities, like San Rafael, are hiring outside consultants to help develop a vision and path for constructive city development. Maybe there is not enough time and money in planning

departments to develop an effective long-range plan—that's a subject for debate. Acceptable long range planning is increasingly being orchestrated by citizen groups working together, rather than by city employees. As citizens participating in programs like this, we can help our communities become better places to live.

Sara Woodfield, AIA, was the 1997 president of the AIA Redwood Empire. She has a Masters Degree in Architecture from the Graduate School of Architecture and Urban Planning at UCLA, and has her own architectural practice in downtown Santa Rosa.



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NORTHERN SECTION CALENDAR

June

- 6 ABAG/UC Extension Program: "Unlocking Gridlock", Walnut Creek
- 19 **Northern Section Awards Banquet**, Fort Mason Officer's Club, San Francisco
- 24 East Bay RAC Get-Together, Oakland
- 25 South Bay RAC Dinner, Chez Sovan, Campbell

JUNE						
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				

July

- 9 NSCCAPA Board Meeting, Oakland

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	

Board Meeting Location

NSCCAPA Board meetings are held at 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: July 9, September 3, and November 5. All interested are welcome at these meetings!



Northern News

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