

# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

## Recycling: Point-Counterpoint

By Eric Fonstein

JANUARY 1999

RECEIVED

JAN 20 1999

DUNCAN S. JONES

Since the original Earth Day in 1970, recycling programs have evolved from a counter-cultural expression of personal transformation and environmental consciousness-raising to become one of the more popular services offered by local governments. Now, after almost 30 years, recycling programs have matured enough for critical reassessment. As local governments face increasingly difficult fiscal decisions, recycling programs need to be held accountable as public policy; in short, do such programs make economic and environmental sense?

Judd Alexander's book, *In Defense of Garbage* (Praeger Publishers, 1993, 239 pages), is provocative reading if for no other reason than it presents an in-depth, anti-recycling

perspective rarely expressed so clearly in trade journals or academic literature. Since the book's publication, some of his basic arguments have been repeated in the mainstream press, most notably by Jeff

Bailey in the *Wall Street Journal* and by John Tierney in his controversial *New York Times Magazine* cover story "Recycling is Garbage."

### In Defense of Garbage

First, Alexander, like many others, faults environmentalists for their proclivity toward histrionic, doomsday-type assessments. In particular, he thinks that the public needlessly fears a "garbage crisis," which he considers "more political than it is physical."

Instead of "runaway" waste stream growth, Alexander, a former Executive Vice President for American Can Company, considers the real problem to be the constriction of options governments cause when they close landfills and "[fail] to provide replacement sites or alternative ways to handle the discards of

towns and cities." Since 1978, forty percent of the nation's landfills have closed and forty percent of those remaining sites will reach capacity by the year 2000.

Second, Alexander states that environmentalists have oversold the promise of recycling, creating unrealistic public expectations, particularly for curbside recycling programs that are dependent upon mass voluntary public participation. Indeed, most of Alexander's complaints are directed at curbside recycling, which he claims is less efficient and cost-effective than salvaging commercial and industrial scraps. (Business recycling offers greater economies of scale with a more homogeneous waste stream and a higher quality of materials.) Curbside recycling requires huge new fleets of collection trucks that add to traffic congestion and pollution. Moreover, he says landfill space is both plentiful and extremely cheap with low tipping fees, thus making municipal recycling programs appear comparatively expensive.

Alexander concludes by returning to the politics of siting landfills. According to Alexander, the real "garbage crisis" is the rise of NIMBYism that interferes with the siting of new facilities. Interestingly, he recommends "use payments," which in essence would pay communities to import waste.

### An Old, Misguided Approach

It seems, though, that use payments would tip his balance sheets and increase the cost of landfilling relative to other solid waste management strategies like recycling. Alexander's economic analysis is in fact distorted by artificially low tipping fees that do not reflect the real costs of siting, opening, operating and closing an urban landfill. Alexander and the critics are basically correct when they state that the "landfill crisis"

(continued on page 4)

## DIRECTORY

### Director

Wendy Cosin, AICP 510/705-8108  
e-mail: wec1@ci.berkeley.ca.us

### Director Pro-Tem

Mark Rhoades, AICP 510/705-8113

### Treasurer

Jeri Weiss Ram 925/833-6610

### Administration Director

Hing Wong 510/464-7966

### AICP Coordinator

Don Bradley, AICP 650/592-0915

### Ethics Review Coordinator

June Catalano, AICP 510/577-3374

### Awards Coordinator

Wayne Goldberg, AICP 707/543-3220

### Communications Director

Jerry Haag 510/644-2106

### University Liaison

Joanne Manson, AICP 510/614-1699

### Legislative Liaison

Diana Elrod 408/277-2862

### Professional Development

Patricia Jeffery, AICP 510/524-7980

### Membership

Steve Emslie 510/577-3350

### International Liaison

Stephen Wanat, AICP 415/435-1651

### Regional Advisory Committees (RACs)

#### Central Bay Area

Andrea Ouse, AICP 650/738-7341

#### East Bay

Michael Neuman, AICP 510/548-7500

#### East Bay Counties

Greg Mattson 925/254-8850

#### South Bay

D. Ungo-McCormick 408/277-4744  
x 340

#### North Bay

Pat Collins 707/575-1933

#### Monterey Bay

Ernie Franco, AICP 831/373-1489

#### Far North

George Williamson 707/822-5955

### Northern Section Voicemail

415/281-0195

### Newsletter Editor

John Banks 510/642-3258

### Advertising Coordinator

Chuck Lerable 831/758-7155

### Newsletter Designer

Juliana Pennington 415/824-4375



specializing in visuals  
for the planning and  
design professions

Juliana Pennington

Graphic Design  
Technical Illustration  
Communications Design  
Exhibit Design

## DIRECTORS CORNER

by Wendy Cosin

This year's APA Holiday Party was one of the best. The atmosphere was casual, people seemed to have a good time, and new people indicated interest in getting more involved with the Section. Not only was the food good, there was more than enough! Roberta Mundie and Marge Macris decked out and won first and second place in the Retro Costume Contest. The male winners, Grant Wilson and Steve Padovan, convincingly pulled off a beatnik look. The Section has always lost money at holiday parties in the past so this year we sold raffle tickets for donated baskets of chocolate and other goodies to help us break even. It worked. For the first time, we made money. At our next Board meeting we will select a deserving organization to receive our bounty. Thanks to party chair, Andrea Ouse, and many people who helped out including Greg Mattson, Hing Wong, Steve Noack, and others. This is the time to start planning next year's event — will the next party chair please come forward?

Our annual retreat is coming up at the end of January. At our last couple of retreats we have focused on direction, goals, and priorities. This year, we need to focus on implementation and non-Board members are welcome to attend. One of the main things we have to figure out is what Board members want and how to provide the services needed. The retreat is planned for Saturday, January 30. If you would like to attend, call any of the Board members for more information.

The main thing that we hear that members want is more events. Several years ago, we used the retreat to plan an entire year of events. If we can do this again this year we can provide members with a regular schedule in advance. What would help make this happen would be for a few of you to call a Board member before the retreat and offer to take the lead on an event. We will help you with finding a location, publicity, etc. Events can be after work mixers or lunch or dinner time get togethers. What we need is more people who will take the responsibility just one time this year to propose a topic, line up a speaker, and follow through to make sure it happens. This is your chance to share a pet topic with other APA members.

I'm very pleased to pass the Director's Column and the associated responsibilities to Mark Rhoades. Mark has previously served as the newsletter editor, communications director, and director-pro-tem. I would also like to welcome Margaret Kavanaugh-Lynch to the Board as the new Administration Director. Thanks to all of the Board members who have volunteered their time during the past few years and I hope to see more new people get involved this year. A healthy and peaceful new year to everyone.



## NEWSLETTER INFORMATION

### EDITORIAL

#### John Banks

Tel: 510/642-3258

Fax: 510/642-1641

e-mail: jsbanks@uclink.berkeley.edu

Dept. of City & Regional Planning  
University of California  
Berkeley, CA 94720-1850

### ADVERTISING/JOB

#### Chuck Lerable

Tel: 831/758-7155

Fax: 831/758-7460

e-mail: chuckl@ci.salinas.ca.us

200 Lincoln Ave.  
Salinas, CA 93901

## ADDRESS CHANGES

### Membership Department

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 16<sup>th</sup> day of the month prior to publication.



## CEQA Workshops, Spring 1999

The Association of Environmental Professionals has announced the schedule for CEQA Workshops for Spring 1999:

Tuesday, February 23	Irvine (UCI Student Center)
Wednesday, February 24	Sacramento Convention Center
Thursday, February 25	Fresno City Hall
Friday, February 26	San Luis Obispo, City/County Library
Wednesday, March 3	Riverside City Operations Center
Thursday, March 4	Oakland, Association of Bay Area Governments
Friday, March 5	San Diego (site to be announced)

Each workshop will begin at 8:00 a.m., and conclude at 1:00 p.m. The focus will be on CEQA and CESA amendments and CEQA legislation.

For registration information, call (916) 737-2371.



## 1999 Section Awards Program

When making your New Year's resolutions, don't forget to consider submitting one of your projects or programs for a Northern Section award. Application materials will be available in January and the deadline for submittal will be April 9<sup>th</sup>. If you have questions call Wayne Goldberg at 707/543-3220 or watch next month's Northern News for more details.

**NSSCAPA** thanks the following sponsors for the generous donations made to the Holiday Party 1998:

Cannon Design Group  
 Environmental Science Associates  
 McGill Martin Self  
 Pacific Municipal Consultants  
 Public Affairs Management  
 Sedway Consulting  
 Square One Productions  
 The Planning Collaborative  
 Vernazza Wolfe Associates

## Update on New APA Policy Guides

At the September APA and AICP leadership retreat in Indianapolis, the Legislative and Policy Committee of APA held a legislative forum to discuss three new policy guide topics which were chosen by the APA Board of Directors in April as legislative priorities for 1998—(1) farmland protection, (2) endangered species, and (3) sustainable development. A fourth draft policy guide on housing (dated 1/16/98) is being rewritten to address concerns raised at the 1998 national conference in Boston. Policy guide drafting is being undertaken by four task forces appointed by the Legislative and Policy Committee.

Early drafts of the housing (1/98), farmland protection (9/98), and sustainable development (9/98) are on the APA web site [www.planning.org](http://www.planning.org) under Legislative and Policy Issues, National Legislative Affairs, Policy Guides in Progress. After the four draft policy guides are approved by the

Legislative and Policy Committee, they will be sent on January 8<sup>th</sup> to Chapter Presidents, Legislative Liaisons, and Division Chairs for their comments. These four drafts will also be put on the APA web site on January 8<sup>th</sup>.

March 12, 1999 is the deadline for Chapters and Divisions to provide comments on the draft policy guides. In addition, it is the deadline for Chapters to provide the Committee with the names of persons who will serve on the Chapter Delegate Assembly. The policy guides will be taken up by the Chapter Delegate Assembly at the national conference in Seattle on April 26, 1999, with the APA Board meeting the next day to ratify those policy guides approved by the Chapter Delegate Assembly.

For further information on the draft policy guides, please call or email George Colyer, Government Affairs Coordinator, at (202) 872-0611 or [gcolyer@planning.org](mailto:gcolyer@planning.org).



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.

## Recycling... *(continued from page 1)*

is less about the availability of land and more about economics and political pressure to maintain open space. While open landfill space may be plentiful, Alexander largely ignores location considerations and full cost analysis of landfill fees (including closure) that are necessary to help decision-makers determine the appropriate policy choice. As people continue to build in once-rural areas close to landfills, the now-urban landfills become an undesirable land use to their newly arrived neighbors.

In economic terms, the siting of landfills near urban areas results in general public benefit at the expense of localized costs (decreasing property values, increased traffic, etc.) Contrast, recycling programs as a solid waste management tool try to achieve a Pareto improvement, moving beyond the trade-off between decreasing one person's welfare for another's gain: recycling mitigates localized costs borne by residents who live near urban landfills.

While curbside recycling in and of itself may not prove to be cost-competitive with landfill disposal, curbside is a part of a larger set of waste management strategies. Curbside recycling has built-in costs like other municipal programs: recycling does not pay for itself; for that matter, neither do policing nor fire-fighting.

A rational, sensibly designed integrated solid waste management system cannot rely on a single method, but must include a variety of approaches for different elements in the waste stream. Therefore, analyzing curbside recycling as a stand-alone system, separated from its larger policy framework, may produce the distorted and myopic assessment found in *In Defense of Garbage*.

While offering a sharp and sometimes refreshing critique of recycling orthodoxy, Alexander holds to an antiquated, linear economic logic—a one way “cradle-to-grave” production line in which things created are eventually discarded. This ap-

proach readily orients solutions towards the end-of-the-pipe (landfill siting, clean up and pollution-control) rather than to the cyclical materials processes that are inherently part of the answer.

### The Restorative Economy

Paul Hawken, in his book *The Ecology of Commerce* (Harper Business, 1993, 240 pages), offers an alternative “cradle-to-cradle” materials use model. Waste and its disposal are external costs to production, costs currently borne by the end users and the general public. Hawken wishes to internalize these costs by shifting the responsibility and accountability to the producers of waste in what he calls a “restorative economy.” “By placing both the responsibility and the cost of mitigation with the originator of the problem,” Hawken writes, “vast and compelling incentives are created for companies to redesign, even reimagine, their business processes.”

The restorative economy model implies strong local and regional planning to establish the appropriate feedback systems—cost signals and incentives—to give businesses the information and certainty in the marketplace to close the loop within the production process. Hawken's approach consequently reduces the need for tailpipe solutions and the reliance on financially burdensome recycling programs.

Not surprisingly, Hawken offers his own critique of recycling programs, claiming that they are “woefully inadequate.”

Hawken agrees with Alexander that recycling programs “burden municipalities with their high costs.” Also, Hawken would probably agree with Alexander that residential recycling only addresses a minor segment of the waste stream. Hawken claims, “If the items used in households in America were all recycled, this would reduce our solid waste by only 1 to 2 percent.”

However, unlike Alexander, Hawken considers that it is the *producers* who should

*(continued on next page)*

### Assistant Planner/GIS Analyst

Stanford University

University Architect/Planning Office

Salary: \$3,000/mo DOQ

Desktop mapping services and data base management to the Environmental & Community Plng. team. Development/production of graphics/technical reports. System design; collection, entry, retrieval & analysis of plng. data. Maintenance of data bases. Consultation with the Plng. staff, other university departments and various govt. agencies to develop an integrated plng. data base/GIS. Assemble, maintain & analyze land use data & information essential to the plng. function. Research on theoretical & applied land use & environmental plng. principles.

Qualifications: Advanced degree or equiv. in Environmental or City & Regional Plng. Proficiency in AutoCAD Map, GIS applications. Working knowledge of word processing, data base maintenance in PC & Mac platforms required. Basic understanding of geography, land use plng., environmental & earth systems, & urban design. Ability to carry out challenging & mundane assignments with equal vigor & minimal supervision. Innovative thinking about applying new technologies to plng. Contact: Karin Moriarty Tel 650-723-3181 Fax 650-725-8598.



# SAN DIEGO

## AEP Conference 1999

MOCK TRIAL AND MEDIATION



MOBILE WORKSHOP  
ABOARD THE SAN DIEGO TROLLEY



The environmental process has long been tied to the legal process. Ever since the *Friends of Mammoth*, the courts have played a critical role in establishing the nature and extent of environmental review.

What do the courts need? Are there better ways to resolve conflicts? Join us in exploring our role in this often contentious process.

**Share your views with:**

- CEQA judges
- Agency professionals
- Land use attorneys
- Developers
- Environmental interest groups
- Technical specialists
- Public works specialists
- Environmental professionals

The U.S. Grant is an exquisitely restored hotel offering unmatched beauty, comfort, service and convenience in the heart of downtown San Diego. Special rates for AEP Conference attendees and airport transport service are provided.

The historic Gaslamp Quarter in the heart of downtown San Diego features an eclectic mix of fine dining, shopping, and entertainment.

Located just minutes from Seaport Village, Old Town, Balboa Park, San Diego Zoo, Little Italy, Sea World, the Embarcadero, Mission Bay Park, San Diego beaches, and the airport and train station.

Leave your car at home and join us in this vibrant urban setting for a rewarding professional experience.

april 29 - may 2

SOUTHWEST AIRLINES DISCOUNT  
TRAVEL PROGRAM



LOWER REGISTRATION FEES



ANNUAL STATEWIDE AWARDS PROGRAM



**1999 APA NATIONAL CONFERENCE PROCEEDINGS AVAILABLE ON CD-ROM!**

**NEW TECHNOLOGY FOR NEW TIMES**

In 1999, AICP will publish the conference proceedings for the first time on CD-ROM—an indexed, searchable compilation of session papers, illustrations, and other materials presented in Seattle. It will include scores of papers on a wide array of topics that compel planners' attention and record the diversity and vigor of planning today. This will be a comprehensive and permanent snapshot of planning at the dawn of the new millennium.

**ORDER NOW AND SAVE**

Every full-paid conference registrant will receive one free CD-ROM. However, if you can't attend the conference, don't miss this chance to purchase the proceedings in advance at the special conference price of \$12. The supply is limited and the price will go up after the conference, so order your copy today! (PC and Mac compatible.)

**WE'LL DELIVER**

We'll mail your disk next May. Add \$3 for shipping and handling. Add \$1.05 sales tax for each CD-ROM delivered to Illinois. If tax-exempt, provide Illinois tax ID number and a copy of your tax-exemption form. Please use this form to order proceedings for **mail delivery only**. If you plan to attend the 1999 conference, order on the conference registration form in the preliminary program or online at [www.planning.org](http://www.planning.org).

**Send me the 1999 Proceedings on CD-ROM**

_____	@ \$12.00	\$ _____
(no. of copies)		
_____	@ \$ 1.05 (sales tax in IL <b>only</b> )	\$ _____
(no. of copies)		
	\$ 3.00 (shipping)	\$ _____ 3.00
	<b>Total</b>	\$ _____

Check enclosed, payable to APA    Charge my  Visa  MasterCard

Card no. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_  
(no PO boxes)

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Mail your order and payment to: Conference Proceedings, Planners Book Service, American Planning Association, 122 S. Michigan Suite 1600, Chicago, IL 60603. Fax credit card orders only to 312-431-9985.  
APA will not confirm your order. Allow until 5/31/99 for delivery.



**Executive Director**

Solano Transportation Authority

Salary: \$81,500 – \$92,500

The Solano Transportation Authority (STA) is seeking an energetic, experienced leader to become the Executive Director of an eight-member agency that serves a county population of 372,000 with a \$2.7 million operating budget and a staff of five. The eight-member Board is composed of elected officials from the County of Solano and the cities of Benicia, Dixon, Fairfield, Rio Vista, Suisun, Vacaville, and Vallejo. The STA is a progressive JPA that coordinates transportation programs and projects in concert with the Bay Area Metropolitan Transportation Commission (MTC), Caltrans and other agencies.

The ideal candidate will be a consensus builder with excellent communication skills, an open style, legislative understanding and experience in drafting legislation and/or creative transportation policies. Bachelor's degree in engineering, planning, public or business administration required (advanced degree preferred). Final filing date is January 22, 1999.

Resume, cover letter, three work-related references and current salary to: Shannon Associates, 1601 Response Road, Suite 390, Sacramento, CA 95815. (916) 567-4280. Fax (916) 567-1220. Email resumes@shannonassoc.com

**Associate Planner**

City of Rohnert Park

Salary: \$4,450-5,410/mo.

Requires working knowledge of CA planning, zoning and development laws, 3 years governmental planning experience and a B.A. with a major in urban or regional planning or other closely related field. For a brochure and application form contact the City of Rohnert Park at (707)588-2258 (EOE). Apply by 5pm, 2/1/99.

**Director of Planning**

Town of San Anselmo

Located in Marin County, the Town of San Anselmo is a Planner's dream environment; beautiful hills, an informed citizenry and a community with a strong sense of identity. Opportunities like this are rare. This Department Head position requires the equivalent to a Bachelor's degree from an accredited college or university with major course work in planning, urban studies, geography, landscape architecture, public administration, or a closely related field and five years of increasingly responsible experience in municipal, regional or environmental planning, including at least three years of administrative and/or supervisory responsibility. Possession of a Master's degree is highly desirable. Salary is dependent on qualifications. EOE Please send your resume and a cover letter to Lonnie B. Hayhurst, L.B. Hayhurst and Associates, 1505 Bridgeway, Suite 203, Sausalito, CA 94965. Phone: (415) 332-4166 Fax: (415) 332-4180. File by January 31, 1999.

**Temporary Environmental Planner**

Santa Clara Valley Water District

Salary: \$26.93/hr

The Santa Clara Valley Water District has an opening for a temporary Environmental Planner with a minimum three years of experience evaluating impacts of proposed public works or facilities on the community or the environment and the equivalent of graduation from an accredited college or university with major work in biology or related natural sciences. Responsibilities would involve an engaging variety of CEQA and permit issues such as preparation of site-specific Initial Studies and/or District-wide Thresholds of Significance. The position is authorized for 1,000 hours and is located in south San Jose. Contact Deborah Amshoff, Environmental Planner, at 408/265-2607, extension 2694, or email deboraha@scvwd.dst.ca.us your fax number so she can fax you a description of the position.

**Transportation Planning Manager**

City of Santa Barbara

Salary \$71,318-85,566

The beautiful coastal community of Santa Barbara (pop. 94,000) is seeking a cutting-edge transportation professional to establish the City's newly created Transportation Planning and Alternative Transportation Division. Reports to the Public Works Director, manages a staff of five, total budget of approx. \$2 million.

The ideal candidate is a sophisticated transportation professional who has exceptional management, communication, and interpersonal skills and possesses broad experience in all areas of transportation planning, development, and finance. Should have proven track record of innovation/creativity, and building strong relationships with elected officials, city staff, the community and regional agencies. Bachelor's degree in engineering, planning, public administration or related field. Registration as traffic engineer is a plus.

Resume, cover letter, current salary, and three work-related references by Friday, February 6, 1999, to Shannon Associates, 1601 Response Road, Suite 390, Sacramento, CA 95815. (916) 567-4280. Fax (916) 567-1220. Email resumes@shannonassoc.com

**CEQA/NEPA Practice Leader**

Ogden Environmental and Energy Services

Salary DOQ

Ogden Environmental and Energy Services, a leading consulting firm, is seeking a highly regarded individual to lead the CEQA/NEPA practice in San Francisco. Minimum 15 yrs experience overseeing CEQA/NEPA doc. with Northern California client base, demonstrated commercial and local/state govt marketing skills, and desire for staff mentoring. Background in environmental consulting, transportation technical skills and land use planning/operations management experience preferred. Send Resume to OEE, 116 New Montgomery St., Ste. 850, San Francisco, CA 94105. Fax (415)278-9960. EE/AA.

**Recycling...**

*(continued from page 4)*

absorb these costs. "Only when the incentives to continue the manufacture of waste are removed, and only when the risks and costs far out weigh the gains and profits, will designers, engineers, chemists, and investors turn their attention to safer alternatives."

**Conclusion**

Recycling is only part of the solid waste management policy mix. Recycling depends upon the sustained broad-based and voluntary participation of local residents and businesses. Without continued reassurances of its propriety and persuasive messages to prompt and reinforce public participation, recycling diversion rates are likely to drop.

These books remind us to reexamine our assumptions. Solid waste management programs need to be fiscally responsible and sensibly designed, targeting specific waste streams, and to be reinforced with strong local planning and supporting regulatory structure (such as recycling and scavenging ordinances and adjusted tipping fees). Finally, program methods and goals must be communicated effectively to the public.

*Eric Fonstein is senior executive at PS Enterprises, an environmental, public affairs consulting firm.*

# Car Sharing Starting in San Francisco

Is your car eating up all your extra spending money? Wondering what you can do to help reduce pollution? A diverse group of San Franciscans have come up with one solution: car sharing.

City Car Share is a local non-profit organization of diverse individuals, united by a commitment to a rational, environmentally sustainable transportation system. Instead of owning private cars, car-sharers buy into a shared fleet of vehicles, which provide members with access to cars (or trucks) when needed. When a member needs to drive, (s)he calls a reservation line to "check out" a vehicle (within a five minute walk from their home), and a bill arrives at the end of each month with a time and mileage charge.

Car-sharing has emerged across Western Europe as an important component of the urban transportation network. It is a practical way to wean people from their over-dependence on cars, and leads to fewer cars in the city, thereby potentially freeing up urban space for more environmentally-friendly uses.

San Francisco City Car Share is currently being organized, and plans to officially open in mid-1999. For more information, or to join a working group, make a donation, organize a car-sharing pod, donate a parking space, or simply to get on the mailing list, contact Kate White or Elizabeth Sullivan, City Car Share, PO Box 420442, San Francisco, CA 94142; (415) 285-5842; e-mail:

[k\\_white@urbanecology.org](mailto:k_white@urbanecology.org)

**EIP**  
ASSOCIATES

**ENVIRONMENTAL ASSESSMENT  
URBAN & REGIONAL PLANNING  
RESOURCE MANAGEMENT**

Sacramento 916 325-4800      San Francisco 415 362-1500      Los Angeles 310 268-8132

## Robert Odland Consulting

- Zoning & Implementation Systems
- Resource Management Systems
- Livable & Sustainable Communities

7530 Terrace Drive      Tel: (510) 524-0648  
El Cerrito, CA 94530      Fax: (510) 524-0567

## DYETT & BHATIA

Urban and Regional Planners


- General Plans
- Urban Design
- Specific Plans
- Zoning
- Environmental Planning
- GIS

[www.dblplanners.com](http://www.dblplanners.com)  
70 Zoe Street, Suite 100 | Ph: 415 957 2950  
San Francisco CA 94107 | Fax: 415 543 8957

## PARSONS HARLAND BARTHOLOMEW & ASSOCIATES

Oakland • (510) 891-9324  
Santa Rosa • (707) 575-1933  
Home Page • [www.parsons.com](http://www.parsons.com)

- Traffic Impact Studies
- Transportation Planning & Studies
- Signal Design
- Parking Studies and Design
- Circulation Element Studies

  
Kimley-Horn  
and Associates, Inc.  
5776 Stoneridge Mall Road  
Suite 180  
Pleasanton, CA 94588  
Phone: (925) 463-5640  
Fax: (925) 463-5641

155 Grand Avenue  
Suite 400  
Oakland, CA 94612  
(510) 763-2929

**Korve Engineering**

Transportation Planning      Civil Engineering      Traffic Engineering

*"Progressive Solutions for the 21st Century"*

**Chandler W. Lee, AICP**  
Contract Planner

940 Diamond Street  
San Francisco, CA 94114  
Phone: 415.282.4446

**VWA Vernazza Wolfe Associates, Inc.**

5464 College Ave. Suite C • Oakland, CA 94618  
Tel. 510-596-2475 • Fax 510-652-5605

- Affordable Housing Strategies
- Real Estate Market Analysis
- Fiscal Impact Studies
- Redevelopment Planning

**DENISE DUFFY & ASSOCIATES**  
*Land Planning and Environmental Consulting*

*CEQA and NEPA Services  
General/Specific Plans  
Resource Assessments  
Planning and Permitting*

*947 Cass Street, Suite 5, Monterey • California 93940  
Phone: 831/373-4341*

**Advertisement Space Available**

Contact Chuck Lerable,  
Advertising Coordinator:  
**831/758-7155**



**ESA** Environmental Science Associates  
 225 Bush Street, Suite 1700  
 San Francisco, California 94104  
 (415) 896-5900 fax 896-0332  
 www.esassoc.com

San Francisco Oakland  
 Sacramento Los Angeles

**Environmental Consulting**

- Land Use and Resource Planning
- Technical Studies and Investigations
- Environmental Impact Assessment and Documentation
- Environmental Compliance and Mitigation Monitoring

**WALLACE ROBERTS & TODD**

**Environmental Planning** 657 Mission Street, Suite 600  
**Urban Design** San Francisco, CA 94105  
**Landscape Architecture** tel: 415 541-0830  
**Architecture** fax: 415 541-0944

info@WRTdesign.com www.WRTdesign.com **WRT**

**MIG**  
 MOORE IACOLANO GOLDSMAN

Planning, Community Design, Communications, Management

800 Hearst Ave. Berkeley, CA 94710 510/845-7549 fax: 510/845-8750  
 Berkeley Los Angeles Eugene, OR Raleigh, NC

**Planning Architecture**

900 North Point Street  
 Suite B300  
 Ghirardelli Square  
 San Francisco, CA 94109

**SASAKI**

**Landscape Architecture**  
**Interior Design**

t: 415-776-7272  
 f: 415-202-8970  
 e: sanfrancisco@sasaki.com

**HAMILTON SWIFT**

Tel: 408-459-9992  
 Fax: 408-459-9998

1509 Seabright Ave., Suite A1  
 Santa Cruz, CA 95062

**Land Use & Development Consultants**

**PAM** **Public Affairs Management**

- Planning/Environmental Process
- Environmental Communications
- Public Involvement

101 The Embarcadero, Suite 210 www.pamsf.com  
 San Francisco, CA 94105 (415) 989-1446

**LAMPHIER & ASSOCIATES**

*While we continually open outward to address your expanding needs, our core remains the same:*

**urban planning**  
**environmental analysis**  
**project management**

1944 EMBARCADERO, OAKLAND, CA 94606 510 535 6690

**Wagstaff and Associates**

Urban and Environmental Planning  
 2512 Ninth Street, Suite 5  
 Berkeley, California 94710  
 (510) 540-0303 FAX (510) 540-4788

**B R A D Y**

**LSA**  
 PLANNERS AND LANDSCAPE ARCHITECTS

2215 Fifth Street  
 Berkeley, CA 94710

510-540-7331 Fax: 510-540-7344 berkeley.lsaelsa-assoc.com

**SEDWAY GROUP**  
 Real Estate and Urban Economics

Three Embarcadero Center, Suite 1150  
 San Francisco, CA 94111 415.781.8900

355 South Grand Avenue, Suite 3295  
 Los Angeles, CA 90071 213.613.1800

**Pacific Relocation Consultants**  
 A full scope relocation firm to local agencies since 1980

- » Over 50 years of combined project management experience
- » Tenant, homeowner, commercial and trailer park cases
- » Projects with federal (CDBG & HOME), state and local funding
- » Provided services to over 150 Agencies and Cities
- » Relocation Plans and complete project planning & analysis

LONG BEACH - OAKLAND - SACRAMENTO 800-400-7356

**Robert Schubert, AICP**

**Contract Planner**

213 Edinbrough Street  
 San Francisco, CA 94112  
 (415) 586-2266

**Brian Kangas Foulk**  
 Engineers • Surveyors • Planners

**Holding solid ground since 1915**

Redwood City San Jose Walnut Creek  
 (650) 482-6300 (408) 467-9100 (925) 940-2200

**PACIFIC GROUP**  
 Land Use Economics, Finance, Management  
 Feasibility - Revitalization - Tourism & Recreation  
 1110 Marquita Ave - Burlingame CA 94010  
 Phone/Fax: 650-344-1288

**ROMA**

**Urban Design • Development Planning**  
**Streetscape Design • Specific Planning**

1527 Stockton Street, San Francisco, CA 94133  
 (415) 616-9900 Fax (415) 788-8728

**SQUARE ONE PRODUCTIONS**

**PHOTOMONTAGES • VIDEOS**  
**ANIMATIONS • WEB DESIGN**

visualization services for EIRs, approvals and marketing

San Francisco, CA Hartmut Gardes, AICP Principal  
 Tel: 415.398-7044 www.SquareOneProductions.com

**B • A • E**  
 Urban Economics

Main Office  
 2560 9th Street, Suite 211  
 Berkeley, CA 94710  
 510.549.7310  
 510.549.7028 fax  
 bael@bael.com

- Market Feasibility
- Financial Analysis
- Base Reuse Strategies
- Fiscal Impact
- Economic Development
- Housing Strategies

**PACIFIC MUNICIPAL CONSULTANTS**  
**PMC**

Providing Comprehensive Municipal Services for Public Agencies...

- Contract Staff
- CEQA/NEPA Compliance
- Fiscal/Economic Analysis
- Urban/Rural Planning

MONTEREY SACRAMENTO OROVILLE SAN FRANCISCO  
 (408) 644-9174 (916) 361-8384 (530) 533-1131 (415) 399-8820

**Sedway Consulting Urban Planners**

Comprehensive Planning and Implementation  
 Environmental Policy and Resource Management  
 Development Regulation and Project Processing  
 Litigation Consulting and Testimony

Three Embarcadero Center, Suite 1150  
 San Francisco, California 94111  
 Tel: 415-495-2400 Fax: 415-495-7398

**CDG** **PLANNING URBAN DESIGN ARCHITECTURE**

- Specific Plans
- Downtown Revitalization
- Design Guidelines & Consultation

180 HARBOR DRIVE SUITE 219  
 SAUSALITO CA 94965.2846  
 TEL: 415.391.3795 FAX: 415.391.3797

**THOMAS COOKE ASSOCIATES**

Urban Design  
 City and Regional Planning  
 Regulations & Guidelines  
 Transit-Oriented Development

1944 Embarcadero, Oakland, CA 94606  
 Tel: (510) 437-8099 Fax: (510) 437-8097

**ROBERT BEIN, WILLIAM FROST & ASSOCIATES**

Land Planning & Urban Design  
 Policy Planning  
 Environmental Services  
 Circulation Master Plans  
 Professional Planners/Engineers/Surveyors

SAN JOSE REGIONAL OFFICE:  
 226 AIRPORT PARKWAY, STE. 600 • SAN JOSE, CA 95110-3705 • 408/451-9260 FAX 408/451-9261

**EMC** **Planning Group Inc.**

A Land Use Planning and Design Firm

Community Planning 99 Pacific Street, Suite 155 F  
 Contract Planning Services Monterey, CA 93940  
 Master Planning 831.649.1799 Fax: 831.649.8399  
 Permitting Services  
 Environmental Review www.emcplanning.com

Celebrating 20 years in business!

**ERA** **Economics Research Associates**  
 Affiliated with Drivers Jones

388 Market Street, Suite 1580, San Francisco, CA 94111

- Feasibility Studies
- Tourism and Recreation
- Fiscal Impact/Financing Plans
- Transportation and Land Use
- Re-Use of Military Facilities

San Francisco 415/956-8152  
 Los Angeles 310/477-9585  
 San Diego 619/544-1402

**THE PLANNING COLLABORATIVE**

PLANNING  
 URBAN DESIGN  
 LANDSCAPE ARCHITECTURE

PIER 33 NORTH  
 SAN FRANCISCO CA 94111  
 PH: 415.398.8197 FAX: 398.8201

**DONALDSON ASSOCIATES**

Douglas Donaldson, JD, AICP  
 Planning and Environmental Services

627 Spokane Avenue • Albany, CA 94706 • (510) 528-3684

**DESIGN, COMMUNITY & ENVIRONMENT**  
 DAVID EARLY, PRINCIPAL

1600 SHATTUCK AVENUE, SUITE 222 TEL: 510 848 3815  
 BERKELEY, CALIFORNIA 94709 FAX: 510 848 4315

**NORTHERN SECTION CALENDAR**

**January**

- 23 AICP Exam Preparation Workshop, UC Extension  
(First of four classes) (510)642-4111
- 30 NSCCAPA Annual Retreat  
(Call a Board member for details)

JANUARY						
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						

**February**

- 23-26 CEQA Workshops, various locations  
(page 3)

FEBRUARY						
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						



**Northern News**

EDITORIAL OFFICE

John Banks

Department of City & Regional Planning

University of California

Berkeley, CA 94720-1850

FIRST CLASS MAIL  
U.S. POSTAGE  
PAID  
Hayward, CA  
Permit No. 2

*Send To:*